

Planning

Growth & Development

Delegated officer report for planning application

Application no. 126699/AO/2020

Date registered valid: 13 July 2020

Proposal: Display of internally illuminated individual letter signs to the north and east elevations of the building following the removal of the existing signage (including relocation and re-use of some signage)

Address: Porcelanosa , Water Street, Manchester, M3 4JU

Ward(s): Hulme Ward

Applicant: Mrs Gemma Garcia Porcelanosa Technical Department, 350 Europa Boulevard, Warrington, WA5 7ZR

Agent (if any): Mr Chris Sinkinson Homeplan Designs Dragons Lair, 49 East Beach, Lytham St Annes, FY8 5EY

Case officer: Joe Hobbs
Tel: 0161 600 8772
Email: j.hobbs@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 7 September 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Castlefield Conservation Area 1979

Tree Preservation Order:

Description of area

The application site is a standalone, single storey warehouse style building use for the retail of floors and fixtures for kitchen and bathroom areas. The building already has individual letter signage on the North East, North West and South East elevations. The application site is in the Castlefield Conservation Area.

Description of development

The proposal is to relocate 1no. individual letter sign from the North West elevation to the North East Elevation. Remove the existing individual letter sign from North East elevation and replace with a smaller version. The result would be 2no. elevations would not have signage at all, and there would be no net increase in the amount of signage on the building.

Consultations & Notification Responses

Consults, notifications or publicity - none required.

Issues

The proposal must be considered in terms of public safety and visual amenity:

Public safety - no issues.

Visual Amenity -

The proposal would see no net increase in signage. The existing signage would be relocated and replaced to be focused on 2no. elevations rather than 3no. as existing. The signage would be individual letter and internally illuminated to a luminance level of 180 cd/m².

Given the above, the proposal is considered to be acceptable in terms of visual amenity and in accordance with the following key policies: Core Strategy policies DM1 (Development Management), SP1 (Spatial Principles), and saved policy DC15 (Advertisements) and DC 18.1 (Conservation Areas).

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

Officers have worked with the applicant / agent in a positive and proactive manner to guide the application through all stages of the planning process and resolve any issues that arose in dealing with the planning application. Appropriate conditions were attached to the decision to ensure an acceptable development to which the applicant raised no objection.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Location Plan
received via email 09th April 2020

Elevations Existing and Proposed HP/2714A PL/20/07.1
PLANS EXISTING AND PROPOSED AND SIGNAGE DETAILS HP/2714A PL/20/07.2
received via email 12th May 2020

Email from Agent dated 12th May 2020
received via email 12th May 2020

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Conservation Area - Castlefield Conservation Area 1979

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 3 (high risk) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Area Team Boundary - Name: CITY1