

Planning

Growth & Development

Delegated officer report for planning application

Application no. 126977/AO/2020
Date registered valid: 3 June 2020
Proposal: Installation of 2no. Externally Illuminated individual letter signs
Address: 9 Copson Street, Manchester, M20 3HE
Ward(s): Old Moat Ward

Applicant: Mr Rahman, 9 Copson Street, Manchester, M20 3HE
Agent (if any): Mr Abdi Farah, 219 Lumn Road, Hyde, SK14 1QA
Case officer: Tracie Simpson
Tel: 0161 234 4537
Email: t.simpson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 22nd July 2020



Application details

Type of application:	Advertisement Consent	
Development type:	Advertisements	
Standard consultations:	Printed: 3 June 2020	Expired: 24 June 2020
Neighbour notifications	Printed: 3 June 2020	Expired: 24 June 2020
Site notice	Posted: 5 June 2020	Expired: 26 June 2020
Press advert	Published: 9 June 2020	Expired: 30 June 2020
Departure from Development Plan:	No	
Environmental Statement:	Not required	

Description of site/building

The application site is a 4 storey red brick building on the junction of Wilmslow Road and Copson Street within the Withington Village area of Manchester. The building is a mix of retail units on the ground level and residential above.



Listed building:	Not applicable
Conservation area:	Withington Conservation Area 1983
Tree Preservation Order:	Not applicable

Description of area

This area is predominantly commercial and lies within the Withington District Centre. Residential properties are within close proximity to the Centre

Description of development

The proposals seek to the Installation of 2no. Externally Illuminated individual letter signs

Consultations & Notification Responses

Local residents - as per Appendix 1 - Occupiers of properties surrounding the application site were notified of the proposal. No comments, objections or representations in respect of this application were received.

Highway Services – Each sign will be circa 3m in width. The individual lower and upper signs will be 135mm and 350mm tall respectively with 50mm of vertical separation between. The projection will be no more than 100mm and the proposed installation will be mounted above 3.5m. Based

on the information submitted, Highways are accepting in-principle of the proposals subject to luminance being less than the Council's maximum threshold of 300-600cd/m2.

Withington Civic Society - It is noted that the premises fall within Withington Conservation Area. This should have been noted by the applicant in his application and needs to be taken into account in considering the application. It is further noted that one of the signs – that above the premises (black and red on white)– has already been installed and that part of the application is therefore retrospective.

Subject to that, the Society does not object to this sign. The Society is not clear where the second sign, described on the plan as “manifestation” is to be positioned. Further, we consider that this proposed sign (white and red on brown) is inappropriate and indeed probably unnecessary.

Policy and Issues

The following policies are considered relevant in the consideration of this application.

- o Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan.
- o Saved policy DC14 and in particular DC14.1 and DC14.5 deals with advertisements and signs related to all retail premises and to other commercial premises.
- o DC18 for Conservation Areas
- o The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.
- o Policy DM 1 - Development Management
- o Policy SP1 - Spatial Principles
- o Policy EN1 – Design Principles
- o Policy EN 3 Heritage
- o The National Planning Policy Framework (NPPF)

For reasons to be outlined below, it is considered the proposal accords with the principles of this policy document.

Principle

The siting of an externally illuminated sign to the commercial building within the Withington District Centre is in general considered to be acceptable in principle. The issues to be considered relate to visual amenity and pedestrian safety of the proposed signage.

Visual Amenity

The application relates to the installation of 2 x externally illuminated static signs located above the shop at fascia level. This is a fairly new building, however, given that there are already units along this frontage with subtle signage and the premises adjacent, it is considered to be acceptable as it is felt that it would have no detrimental impact upon visual amenity within the existing street scene and in the wider context of the surrounding area.

It is not considered that the proposed signs would create visual clutter at the site and has been designed and sited to reflect the building it is to be attached to. The building is of a modern design and the signage is not considered to disrupt or harm the host buildings architecture. There are similar signs attached to commercial buildings within the area and given the buildings location the proposals are not considered to give rise to concerns with regards to the visual amenity of the area.

Materials are proposed in Acrylic finish with stainless steel trim, in white text above and red text below. The individual letters measure at a height of 35cm 3.5 metres above ground level.

The signage is considered to comply with policies DM1, SP1 and EN1 of the Manchester Core Strategy.

Public Safety

Each sign will be circa 3m in width. The individual lower and upper signs will be 135mm and 350mm tall respectively with 50mm of vertical separation between. The projection will be no more than 100mm and the proposed installation will be mounted above 3.5m. Based on the information submitted, Highways are accepting in-principle of the proposals subject to luminance being less than the Council's maximum threshold of 300-600cd/m2.

The advertisement is in keeping with the character of the area and would have no impact on the visual amenity and it is not considered that there would be a risk to public safety. For the above reasons, the signage is considered acceptable within the guidance contained in saved UDP policy DC14.1 having no detrimental impact on amenity and public safety.

Impact on the Withington Conservation Area

In terms of its impact, it is considered that the externally illuminated signage would not interfere with the existing characteristics of the building and the conservation area. The material choice is set to be static illuminated in Acrylic finish with stainless steel trim, in white text above and red text below.

On balance, it is believed that the changes proposed would enhance the character of the Withington Conservation Area which is considered accords with Core Strategy Policy EN3 and saved Unitary Development Plan policy DC18.

Conclusion

Given the above, the overall appearance of the signage proposal is considered to be consistent with National Planning Policy Framework, in and the Core Strategy for the City of Manchester, in particular Policies DM1, SP1, EN1 and the Saved Policies contained within the Unitary Development Plan for Manchester in particular Policy DC14.

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:

Article 35 Declaration

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:

Received on 22nd May 2020 numbered 191101-XX-00-AD-200 Rev A Proposed Front Signage

Received on 22nd May 2020 numbered 191101-XX-00-AE-100 Rev A Proposed Front and Rear Elevation

Received on 22nd May 2020 numbered 191101-XX-00-GA-200 Rev A Proposed Plan

Received on 22nd May 2020 numbered 191101-XX-00-AE-102 Rev A Proposed Side Elevation (East)

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

Informative

The applicant should note that this installation together with any subsequent maintenance requirement which may impact the adjacent adopted highway (including the need for permits, temporary traffic management etc.) will need prior approval of the Council's Highways Applications and Network Resilience team (Tel. 0161 234 5004).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Withington Civic Society

Engage House, 2F Copson Street, Manchester, M20 3HE
Flat 11, 494 Wilmslow Road, Manchester, M20 3BP
Flat 20, 494 Wilmslow Road, Manchester, M20 3BP
Flat 25, 494 Wilmslow Road, Manchester, M20 3BP
Flat 24, 494 Wilmslow Road, Manchester, M20 3BP
Flat 23, 494 Wilmslow Road, Manchester, M20 3BP
Flat 22, 494 Wilmslow Road, Manchester, M20 3BP
Flat 21, 494 Wilmslow Road, Manchester, M20 3BP
Flat 19, 494 Wilmslow Road, Manchester, M20 3BP
Flat 18, 494 Wilmslow Road, Manchester, M20 3BP
Flat 17, 494 Wilmslow Road, Manchester, M20 3BP
Flat 16, 494 Wilmslow Road, Manchester, M20 3BP
Flat 15, 494 Wilmslow Road, Manchester, M20 3BP
Flat 14, 494 Wilmslow Road, Manchester, M20 3BP
Flat 13, 494 Wilmslow Road, Manchester, M20 3BP
Flat 12, 494 Wilmslow Road, Manchester, M20 3BP
Flat 10, 494 Wilmslow Road, Manchester, M20 3BP
Flat 9, 494 Wilmslow Road, Manchester, M20 3BP
Flat 8, 494 Wilmslow Road, Manchester, M20 3BP
Flat 7, 494 Wilmslow Road, Manchester, M20 3BP
Flat 6, 494 Wilmslow Road, Manchester, M20 3BP
Flat 5, 494 Wilmslow Road, Manchester, M20 3BP
Flat 4, 494 Wilmslow Road, Manchester, M20 3BP
Flat 3, 494 Wilmslow Road, Manchester, M20 3BP
Flat 2, 494 Wilmslow Road, Manchester, M20 3BP
Flat 1, 494 Wilmslow Road, Manchester, M20 3BP
4 - 6 Copson Street, Manchester, M20 3HE
25 Morris Street, Manchester, M20 3HN
11 Copson Street, Manchester, M20 3HE
Rokni Euro Dental Practice, 2A Copson Street, Manchester, M20 3HE
Flat 6, 496A Wilmslow Road, Manchester, M20 3BG
Flat 5, 496A Wilmslow Road, Manchester, M20 3BG
Flat 4, 496A Wilmslow Road, Manchester, M20 3BG
Flat 3, 496A Wilmslow Road, Manchester, M20 3BG
Flat 2, 496A Wilmslow Road, Manchester, M20 3BG
Flat 1, 496A Wilmslow Road, Manchester, M20 3BG
Sainsbury's, 496 Wilmslow Road, Manchester, M20 3BG
Flat Above, 8 Copson Street, Manchester, M20 3HE
First Floor, 492 Wilmslow Road, Manchester, M20 3BG
Second Floor, 492 Wilmslow Road, Manchester, M20 3BG
Ground Floor, 492 Wilmslow Road, Manchester, M20 3BG
492 Wilmslow Road, Manchester, M20 3BG
Unit D, 2 Copson Street, Manchester, M20 3HE
Unit C, 2 Copson Street, Manchester, M20 3HE
Unit B, 2 Copson Street, Manchester, M20 3HE
8 Copson Street, Manchester, M20 3HE
2 Copson Street, Manchester, M20 3HE

Appendix 2 – Planning constraints

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

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

Conservation Area - Withington Conservation Area 1983

Area Team Boundary - Name: SOUTH