

Planning

Growth & Development

Delegated officer report for planning application

Application no. 126525/AO/2020
Date registered valid: 17 March 2020
Proposal: Installation of 1no. non-illuminated ATM sign
Address: 577-579 Wilbraham Road, Manchester, M21 9AH
Ward(s): Chorlton Park Ward

Applicant: Mr Ben French HSBC Corporate Real Estate 62-76 Park Street,
Southwark, London, SE1 9DZ
Agent (if any): Mr Richard Sedgley AXIS Architecture Talbot Chambers, 2-6 North
Church Street, Sheffield, S1 2DH
Case officer: Tracie Simpson
Tel: 0161 234 4537
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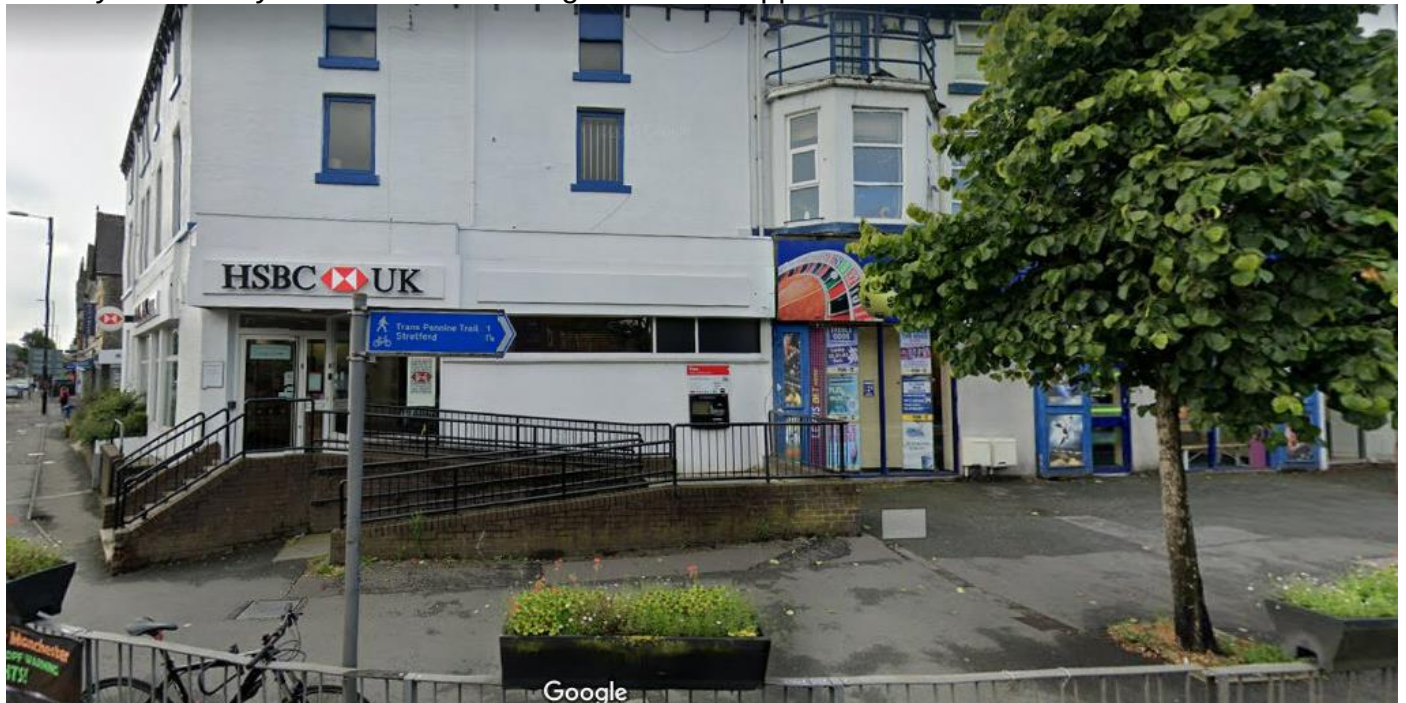
Recommendation: Approve
Date of recommendation: 11th May 2020

Application details

Type of application:	Advertisement Consent
Development type:	Advertisements
Date of site visit:	
Standard consultations:	Printed: 19 March 2020 Expired: 9 April 2020
Neighbour notifications	Printed: 19 March 2020 Expired: 9 April 2020
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

The business is situated in a prominent position on the corner of Wilbraham Road and Barlow Moor Road in Chorlton District Centre, a very busy thoroughfare. Some centres, such as Chorlton, have a larger proportion of independent retailers and their contribution to the character, viability and vitality of the centre is recognised and supported.



Listed building:	Not applicable
Conservation area:	Not applicable
Tree Preservation Order:	Not applicable

Description of area

The area is predominantly commercial/retail with residential within close proximity.

Description of development

The applicant proposes the Installation of 1no. non-illuminated ATM sign

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 – No objection to the proposal

Policy and Issues

National Planning Policy Framework

NPPF sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 132 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account'

(a) The provisions of the development plan, so far as they are material; and

(b) Any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)'

(a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) Factors relevant to public safety include'

(i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012)

Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-

- Creating well designed places that enhance or create character
- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.

- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

Policy EN1 relates to Design Principles and Strategic Character Areas. It states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Policy DM 1 states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.

Principle

The siting of a non-illuminated sign to the commercial building within the Chorlton 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 replacement of an existing non illuminated sign located above the current ATM on the Wilbraham Road frontage. Given that the principle of a sign is already in place, 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 sign 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 Black text, Red Hexagon, White Background. Main Panel: White Text, Black Background, Red Border.

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

Public Safety

The proposed sign is on the front above the ATM with no further signs proposed. It is considered that the signs do not raise concerns with regards to public safety. Highway Services have confirmed that they have no objection to the proposal. Overall the proposed replacement sign is acceptable and would not harm the character of the building or the shops within the parade of commercial properties within the district centre. The signs appear to be acceptable; would have no detrimental impact upon the building or within the immediate area, therefore no justified reason for refusal.

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.

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: APPROVE

Article 35 Declaration

Positive and proactive working - Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application.

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 17th March 2020 numbered 27449-335-E1 Proposed Elevations

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

460A Wilbraham Road, Manchester, M21 0AG

438 Barlow Moor Road, Manchester, M21 0NW

First Floor, 436 Barlow Moor Road, Manchester, M21 0AB

577B Wilbraham Road, Manchester, M21 9AF

581A Wilbraham Road, Manchester, M21 9AF

436A Barlow Moor Road, Manchester, M21 0AB

Max Spielmann, Basement And Ground Floor, 436 Barlow Moor Road, Manchester, M21 0AB

577A Wilbraham Road, Manchester, M21 9AF

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

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: SOUTH