

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143604/AO/2025
Date registered valid: 14 August 2025
Proposal: Installation of of 1no. non illuminated projecting name sign
Address: Pellowe House, Francis Road, Manchester, M20 4XP
Ward(s): Withington Ward

Applicant: Ms Lorraine Taylor, Southway Housing Trust
Agent (if any): Mr Connor Casey, Southgate & Sarabia Architects
Case officer: Robert Griffin
Tel: 0161 234 4527
Email: robert.griffin@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 11.09.2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 September 2025

Standard consultations:

Printed: 19 August 2025 Expired: 10 September 2025

Neighbour notifications

Printed: 19 August 2025 Expired: 10 September 2025

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: Not applicable

Tree Preservation Order: Not applicable

The Site

The site is currently nearing completion of development following the granting of planning permission for: the erection of three storey building to provide 24 apartments following demolition of existing buildings including creation of a new vehicular access from Francis Road, parking provision, landscaping and associated works (reference 134603/FO/2022).

The surrounding area principally comprises residential dwellinghouses although to the immediate south is a two storey building 'Kingslea House' in use by the NHS which has accesses to the front and rear.

Description of the proposals

The application proposal subject of this report seeks advertisement consent for the installation of a non-illuminated projecting building name sign associated with the erection of the apartment building.

The projecting sign would have an overall height of 1.6 metres a width of 0.5 metres and a depth of 0.05 metres and would not be illuminated. The sign would be brushed aluminium with the building name displayed vertically in black text and would be positioned on the first floor adjacent a window to an apartment within the newly constructed building.

Consultations & Notification Responses

The application was subject to neighbour and consultee notification. No neighbour responses were received in response.

MCC Highway Services – Raise no objections to the proposals on highway or pedestrian safety grounds.

Policy

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 141 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 Spatial Principles

Policy EN1 Design Principles and Strategic Character Areas.

Policy DM 1 Development Management

Saved Unitary Development Plan policies

Policy DC15 Indicates the way in which the City Council determine applications for advertisements including their effect on visual amenity, the design of structures and the relationship with any premises on which they are located.

Issues

Principle - The general principle of building signs is acceptable where these are to display the name of the building for identification purposes. However, further consideration is required in respect of visual amenity and public safety as required by Town and Country Planning (Control of Advertisements) Regulations 2007.

Visual Amenity – Whilst signage is not readily prevalent in the surrounding area which is residential in nature there is some building and free standing signage associated with the NHS building to the immediate south and on some commercial premises on Kingslea Road.

The design and relatively small-scale nature of the non-illuminated sign is considered to be acceptable and would not be an unusual or out of place feature on an apartment building to assist in wayfinding and building identification purposes.

The proposal is considered to be acceptable and not give rise to unacceptable impacts on the visual amenity or character of the area

Public Safety – It is not considered that the sign would give rise to issues of public safety.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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

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, documents and details contained on the application form:

Drawing reference:

- i) Proposed building sign reference 05220 Rev P02 received on the 31st July 2025

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

28 Cotton Lane, Manchester, M20 4XT
30 Cotton Lane, Manchester, M20 4XT
6 Kingslea Road, Manchester, M20 4UA
4 Kingslea Road, Manchester, M20 4UA
2 Kingslea Road, Manchester, M20 4UA
11 Francis Road, Manchester, M20 4XP
13 Francis Road, Manchester, M20 4XP

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA