

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142164/AOH/2025
Date registered valid: 14 February 2025
Proposal: Erection of a non-illuminated signage board as per the submitted drawings.
Address: 28 Slade Lane, Manchester, M13 0QE
Ward(s): Longsight Ward

Applicant: Mr Chaudhry Arshad Worldwide Foods
Agent (if any): Mr Mohamed Muse Muse Architects
Case officer: Carl Glennon
Tel: 0161 234 4530
Email: carl.glennon@manchester.gov.uk

Recommendation: Refuse
Date of recommendation: 10 April 2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 3 April 2025

Standard consultations:

Printed: 20 February 2025 Expired: 13 March 2025

Neighbour notifications

Printed: 24 February 2025 Expired: 17 March 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: No

Tree Preservation Order: No

Description of area

The application site is located on the western side of Slade Lane between its junctions with Slade Grove and Clitheroe Road. The property at 28 Slade Lane is detached 3-storey dwellinghouse with a hard surfaced front garden area enclosed with a low brick wall. The adjoining site is a large, detached food store (Worldwide Foodstore – 24 Slade Lane) with an associated forecourt. It forms part of a group of Class E units, which are located outside Longsight District Centre. The area to the south of 28 Slade Lane is predominantly residential.

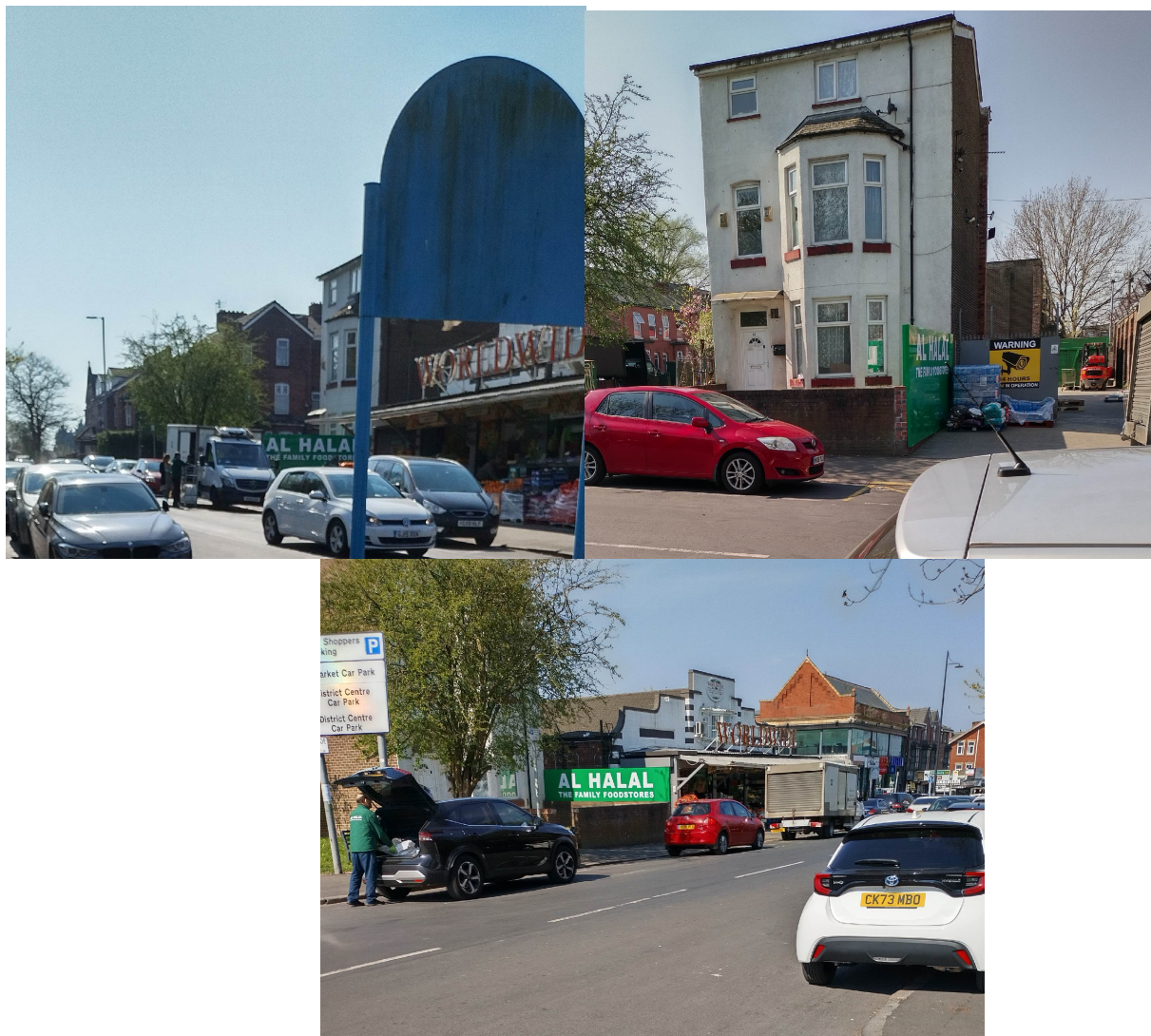


Fig.1 – Views of the application site from Slade Lane

Description of development

This application relates to the continued display of signage relating to the operation of the Worldwide Foodstore. The signage is attached to both sides of a brick wall separating 28 Slade Lane and the Worldwide Foodstore. The signage is visible from Slade Lane (and across the garden area of 28 Slade Lane and the forecourt of Worldwide Foodstore). The signage extends above the 1 metre high boundary wall.

Sign A – Attached the northern elevation of the boundary wall and faces towards the adjacent forecourt. The signage project upwards from ground level by 2170 mm and is 5701 mm wide.

Sign B – Positioned above the existing (1 metre high) boundary wall. It has a height of 1170 mm and width of 5701 mm.

The signage is non-illuminated comprising of white letters on a green background.

The displayed signage has been subject of an investigation by the Planning Compliance Team.

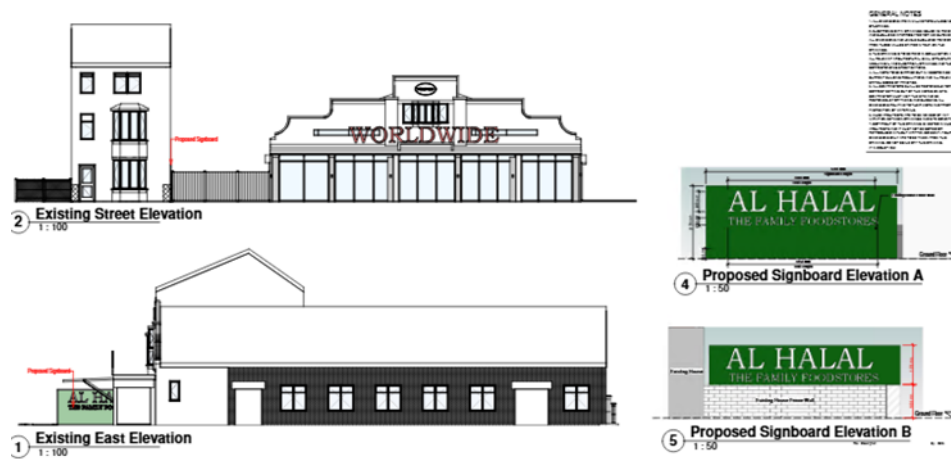


Fig.2 – Images of displayed signage

Site history (relating to 28 Slade Lane and the site of Worldwide Foods (24 Slade Lane))

- i. 105340/FO/2014/N2 - Refused - 22.05.2014
24 Slade Lane, Longsight, Manchester, M13 0QE
Erection of canopy to front of shop.
- ii. 082964/FO/2007/N2 - Refused - 29.06.2007
24 Slade Lane, Longsight, Manchester, M13 0QE
Erection of extension to existing canopy area to existing shop
- iii. 079619/VO/2006/N2 - Approved - 26.07.2006
Alleyway to the Rear Of 2 - 44 Clitheroe Road And 1-45 Slade Grove, Longsight, M13 0GE.
CITY COUNCIL DEVELOPMENT Erection of 2 sets of 2.4m high double gates at each end of alleyway erection of 2.4m high single gate between 16 and 18 Clitheroe Road and erection of 2.4m high fencing adjacent to 4 Clitheroe Road and 0.45m high fencing above existing wall at 16 Clitheroe Road
- iv. 057955/FO/NORTH2/99 - Refused - 30.12.1999
24, Slade Lane, Longsight.
Extension to front of shop and installation of roller shutters with canopy over.
- v. F05393 - Approved - 05.01.1977
28 Slade Lane, Longsight.
Conversion of dwellinghouse at ground, 1st and 2nd floor levels into 3 self-contained flats.
- vi. F05585 - Approved - 05.01.1977
26 Slade Lane, Longsight.
Conversion of existing dwellinghouse into 3 one-bedroom self-contained flats.
- vii. F07134 - Approved - 02.11.1977
Former Billiard Hall, Slade Lane, Longsight.
Use of former Billiard Hall for the manufacture of clothing.
- viii. F09597 - Approved - 03.01.1979
Former Billiard Hall, 26 Slade Lane, Longsight.
Alteration and new shop front to part of clothing manufacturers premises to form a retail clothes shop.

- ix. F17703 - Approved - 22.07.1982
28 Slade Lane, Longsight.
Change of use from dwellinghouse to 3 self-contained flats.
- x. 060342/FO/NORTH2/00 - Approved - 10.11.2000
24, Slade Lane, Longsight.
Construction of canopy

Consultations & Notification Responses

Local residents and businesses – One email of objection has been received. Concern is expressed that the display of signage has resulted in visual clutter and represents and excessively large addition the boundary of a residential property.

Highways – The following comments have been received:

- i. The signage board does project over the adopted highway and is located on private land. A projection over license is not required.
- ii. The signage is non-illuminated and does not cause undue distraction to vehicles travelling along Slade Lane.
- iii. The signage board complies with headroom and carriageway clearance requirements.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (1) 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.

National Planning Policy Framework (NPPF) - This Framework came into effect on 27th March 2012 and was amended most recently in December 2024. It represents key up to date national policy and is an important material consideration in determining the current application. The document states that the 'purpose of the planning system is to contribute to the achievement of sustainable development. The document clarifies that the 'objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of

future generations to meet their own needs' . The purpose of the planning system is to achieve sustainable development. The NPPF states that, to achieve this, the following three overarching objectives need to be pursued mutually:

- i. The economic role should contribute to sustainable development by building a strong, responsive and competitive economy that ensures sufficient and appropriate development and supports growth.
- ii. The social role is required to support communities by creating a high quality built environment with accessible local services to reflect the needs of the community.
- iii. The environmental role should protect and enhance the natural, built and historic environment.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. The following aspects of the Framework are relevant.

Section 12. Achieving well-designed places - States that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities' (paragraph 131). With regard to advertisement signage Chapter 12 states: 'the quality and character of places can suffer when advertisements are poorly sited and designed (paragraph 141). It notes that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts' (paragraph 141).

The displayed signage does not incorporate a satisfactory design and is not considered to positively contribute to the local context. The requirements of Section 12 have not, therefore, been met.

Planning Practice Guidance - On 6 March 2014 the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things:

- i. Considerations affecting public safety;
- ii. Considerations affecting amenity.

In this case, it is considered that the display of signage would not be detrimental to highway safety. However, the displayed signage is unduly prominent and harmful to visual amenity and therefore is inappropriate when considering it against the relevant PPG.

The Places for Everyone Plan - The plan was adopted by the Council on the 21st March 2024 and forms part of the development plan for the City. The following policies are relevant and would not be accorded with for the reasons outline in this report:

- i. Policy JP-S1 (Sustainable development).

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 ('the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy

replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning [and advertising] applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.' The following policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the following relevant principles relate to the proposal:

- o Makes a positive contribution to neighbourhoods of choice including the creation of well designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment;

The appearance and position of the displayed signage is considered to unduly impact upon the character of the streetscene and of the setting of the neighbouring houses at 28 Slade Lane. The application signage therefore harmfully affects the character and visual amenities of the area contrary to policy SP1.

Policy EN 1 Design Principles and Strategic Character Areas – The displayed signage is disproportionately large, and its design has not acknowledged its setting within the streetscene including the setting of the house at 28 Slade Lane. The displayed signage therefore fails to accord with policy EN1.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues:

- a. Appropriate siting, layout, scale, form, massing, materials and detail;
- b. Impact on the surrounding areas in terms of the design, scale and appearance with regard to the character of the surrounding area;
- c. Effects on amenity;
- d. Design for health.

In addition to the harm caused by the display of signage on the character of the street scene, it is also considered that the position of the signage has an obtrusive and overbearing impact on habitable room windows within the principal elevation of 28 Slade Lane. The resulting harm to amenity would be contrary to the objectives of policy DM1

Unitary Development Plan saved policies - The following saved policy DC15 has been related to the consideration of the advertisement consent application. Although the signage is related to retail use, it is not attached to the elevations of the shop unit. It also has the characteristics of an advertising hoarding.

Policy DC15 - Advertisements, hoarding and posters

Policy DC15.1 – States that the advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests, in relation to this application:

- General location of the proposed development and the effect on visual amenity;
- Scope for posters and hoardings to make a positive contribution to the locality;

- Design of the structures, and the relationship with any premises on which they are located;
- Effect of the proposal on permanent redevelopment of the land;
- Public safety resulting from the positioning of the design of the display;
- Ease with which the structure is capable of being satisfactorily maintained;
- Number of advertisements in the locality and their cumulative effect on visual amenity.

Policy DC15.2 – States that in assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. Developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. They should be in scale with the locality and relate properly to the site on which they stand;
- c. They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d. A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

The displayed signage does not present apparent public or highways safety issues. However, within the setting of a residential garden and a retail forecourt the signage is unduly prominent and harmful to the character of the streetscene. The impact of the signage on 28 Slade Lane is particularly significant as its siting has an overbearing impact on adjacent ground floor windows and is thereby harmful to residential amenity. Policy DC15 would not, therefore, be accorded with.

Principle of the displayed signage – The displayed signage is overly large and inappropriately related to the residential curtilage of 28 Slade Lane. The positioning of the signage has produced visual clutter within the forecourt of the adjacent Worldwide Food Store. The displayed signage is visually obtrusive and adversely affects the character and appearance of the streetscene. The principle of displaying such disproportionately large signage, in this context, is not supported.

Impact on the streetscene – Due to its positioning, the displayed signage is highly visible when travelling northwards and southwards along Slade Lane. This impact is exacerbated by the height of the signage above ground level i.e., 2170 mm. The displayed boundary and shop signage has resulted in an excessive proliferation of advertisements that has produced associated visual clutter that has harmed the character of the streetscene and the amenities of the area.

Impact on residential amenity – The residential property at 28 Slade Lane, marks the transition between Class E and residential uses. The introduction of signage that is highly visible, within a residential garden, undermines the distinction of between these respective uses and is detrimental to the character of the area. As stated, the positioning of the signage has an overbearing impact on the ground floor habitable room window to 28 Slade Lane resulting a loss of outlook. The property at 28 Slade Lane also represents a transition to a more residential context and the displayed signage thereby undermines the character of this part of the streetscene. The resulting harm to residential amenity is therefore considered to be unacceptable.

Conclusion – The displayed signage is unacceptable due to the related harm caused to residential amenity and the character of the area.

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: Refuse

Article 35 Declaration

N/A

Reasons for recommendation to refuse

1) The displayed advertisement signage, by virtue of its position, size, appearance and prominence, has resulted in the introduction of a visually obtrusive and overbearing structure within the streetscene, which detracts from the established arrangement of business signage in the locality. The displayed signage is therefore harmful to the character and visual amenities of the area and is contrary to policies SP1 and DM1 of the Core Strategy for the City of Manchester, saved policy DC15 and the guidance contained within the National Planning Policy Framework.

2) The positioning of the displayed advertisement signage in relation to the forecourt of 24 Slade Lane combined with the associated building signage has produced visual clutter around the site and its context. The displayed advertisement signage has thereby harmful affected the character of the streetscene and the visual amenities of the area contrary to policies SP1 and DM1 of the Core Strategy for the City of Manchester, saved policy DC15 and the guidance contained within the National Planning Policy Framework.

3) The projection of the displayed advertisement signage along the northern boundary of 28 Slade Lane has introduced a visually obtrusive structure that has had an overbearing impact on,

and relationship to number 28 Slade Lane. The resulting harm to residential and visual amenity is contrary to policies SP1 and DM1 of the Core Strategy for the City of Manchester, saved policy DC15 and the guidance contained within the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Highway Services

28 Slade Lane Manchester , M13 0QE
1 Slade Grove Manchester , M13 0QF
1 Slade Lane, Manchester, M13 0QJ
32 Slade Lane, Manchester, M13 0QE
34 Slade Lane, Manchester, M13 0QE
3 Slade Lane, Manchester, M13 0QJ
5 Slade Lane, Manchester, M13 0QJ
24 Slade Lane, Manchester, M13 0QE

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: NORTH AREA