

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141548/AO/2024
Date registered valid: 20 November 2024
Proposal: Advertisement Consent for the installation of two internally illuminated fascia signs and seven non illuminated signs.
Address: Alpha 6 , Global Logistics Hub , Manchester, M90 5AD
Ward(s): Woodhouse Park Ward

Applicant: FedEx
Agent (if any): Miss Ruth Owen Cushman and Wakefield
Case officer: David Lawless
Tel: 0161 234 4543
Email: david.lawless@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 24 December 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 28 November 2024

Expired: 19 December 2024

Neighbour notifications

Printed: 28 November 2024

Expired: 19 December 2024

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/area

Alpha 6 is the southernmost warehouse unit is a terrace of six which are accessed off Sunbank Lane and located within the World Logistic Hub. The site adjoins existing industrial/ logistics development in all directions.

Listed building: No
Conservation area: No
Tree Preservation Order: No

Description of development

The applicant is seeking advertisement consent for the installation of two internally illuminated fascia signs and seven non-illuminated signs:

- Two illuminated fascia signs;
- Two security signs;
- Three delivery bay signs;
- Three directional signs; and
- A series of car parking sign.

Consultations & Notification Responses

Members of the Public/Local Businesses – No comments received.

Highway Services – Have made the following comments:

- The proposed signs are not located on the adopted highway network.
- The location of the signs is not considered to generate any adverse impact for vehicles travelling along Sunbank Lane.
- With regard to headroom and carriageway clearance all signs are compliant with MCC standards.
- The proposed signs do not oversail the highway therefore a Projection Over License will not be required.
- The proposed luminance of the signs is noted as not exceeding 500cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

Aerodrome Safeguarding Officer – Have made the following comments:

- Under normal circumstances we would request that illuminated signage does not exceed 300cd/m² within proximity to the aerodrome, but in this instance we are content that there is sufficient screening from aviation receptors for this requirement to be omitted.
- We would direct the applicant towards the procedures for operating tall equipment within the vicinity of aerodromes; Further information can be found at the following links: [Crane notification | Civil Aviation Authority](#) & [Tall Equipment Permit | Manchester Airport](#)

Policies

The National Planning Policy Framework (December 2024) – The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. Planning law requires that applications for planning permission be determined in accordance with the development plan, i.e. the Core Strategy Development Plan Document and accompanying policies, unless material considerations indicate otherwise. The National Planning Policy Framework is a material consideration in planning decisions.

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development, which for decision-taking means:

- c) approving development proposals that accord with an up-to-date development plan without delay; or
- d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear strong reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination.

Paragraph 12 states that the presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision-making. Where a planning application conflicts with an up-to-date development plan (including any neighbourhood plans that form part of the development plan), permission should not usually be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.

The Places for Everyone Plan – This plan was adopted on 21 March 2024, as such the Plan and its policies are now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance. The relevant policy is set out below:

Policy JP-Strat9 (Southern Areas) – This policy states that the economic competitiveness, distinctive local neighbourhood character and environmental attractiveness of the southern areas will be protected and enhanced. There will be a strong emphasis on making as much use as possible of suitable previously developed (brownfield) land and promoting the roles of the areas' town centres and its other key assets.

Core Strategy Development Plan Document – The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City 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 applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents. Relevant policies in the Core Strategy are outlined below.

Policy SP1, *Spatial Principles*, - 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 and protect and enhance the built and natural environment.

Policy DM1, *Development Management* – This policy states that all development should have regard to a number of specific issues, of which the following are of most relevance:-

- 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.
- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Community safety and crime prevention.
- Design for health.
- Vehicular access and car parking.

Policy DM 2, *Aerodrome Safeguarding* - Development that would affect the operational integrity or safety of Manchester Airport or Manchester Radar will not be permitted.

Saved UDP Policy DC14, Shop Fronts and Related Signs – This policy applies to all retail premises and to other commercial premises which have similar physical characteristics e.g. betting shops, banks, building society offices, opticians premises etc. it states that the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

Issues

Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore, as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

Amenity – The design and siting of the proposed signage is acceptable and would not detract from the overall design of the unit. Accordingly, it is not considered that it would have a detrimental impact upon either visual or aural amenity.

Public Safety – Given the location of the proposed signage it is not considered that they would have a detrimental impact upon the levels of pedestrian and highway safety enjoyed within the vicinity of the site. Furthermore, the siting of the sign would not compromise nor lead to a reduction in the levels of public safety in and around the site.

Aerodrome Safeguarding – It is recognised that the proposal would not have a detrimental impact upon existing levels of aerodrome safeguarding.

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

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 received on 20 November 2024:

- a) Drawing Pack 015361-01 R10
- b) Location Plan

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.

Informatives

1) Aerodrome Safeguarding - <https://www.manchesterairport.co.uk/aviation-professionals/tall-equipment-permit/>

Appendix 1 – List of consultees & neighbours notified

Highway Services

Airport City, 4 Sunbank Lane, Manchester, M90 5AD

Airport City, 4B Sunbank Lane, Manchester, M90 5AD

3 Sunbank Lane, Manchester, WA15 0AF

Amazon, Airport City, 6 Sunbank Lane, Manchester, M90 5AA

2 Sunbank Lane, Manchester, WA15 0AF

5 Sunbank Lane, Manchester, WA15 0AF

9 Sunbank Lane, Manchester, WA15 0AF

Costa Drive Thru, 2A Sunbank Lane, Manchester, WA15 0AF

BP Airport City SF Connect, Petrol Filling Station, 2B Sunbank Lane, Manchester, WA15 0AF

Appendix 2 – Planning constraints

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

Green Belt Land - Greater Manchester Green Belt Local Plan 1984

Airport Noise Index Zone - Noise and Nuisance Index - 40-49

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: SOUTH AREA