

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141546/AO/2024
Date registered valid: 19 November 2024
Proposal: Installation of 1x internally illuminated totem sign
Address: The Imperial Lounge, Victoria Avenue East, Manchester, M9 7HW
Ward(s): Charlestown Ward

Applicant: Aldi Food Stores Limited
Agent (if any): Ellie Watson, The Harris Partnership
Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 24 December 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 25 November 2024.

Standard consultations:

Printed: 20 November 2024

Expired: 11 December 2024

Neighbour notifications

Printed: 20 November 2024

Expired: 11 December 2024

Site notice

No site notice has been produced

Press advert

No press advert had been published

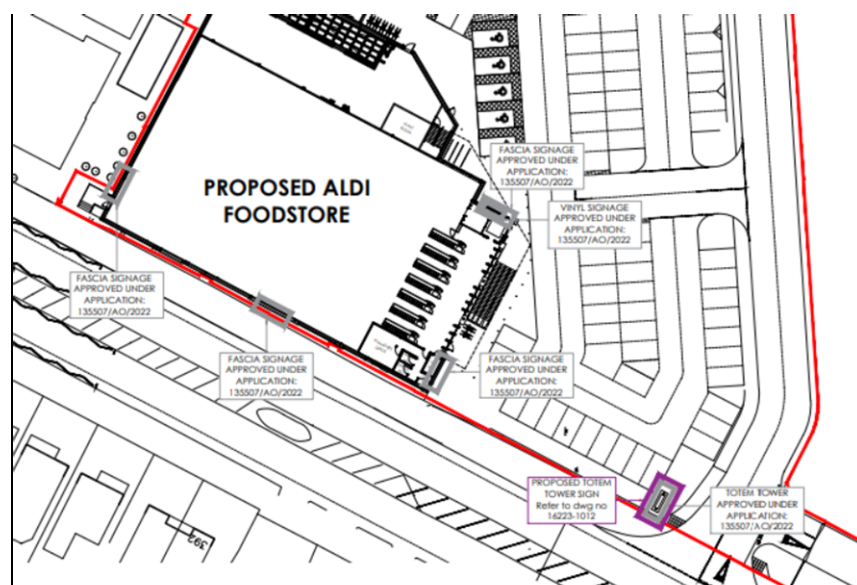
Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application site presently relates to the Imperial Lounge Restaurant – a part single, part two storey building situated on the northern side of the main east-west arterial route of Victoria Avenue East, to be demolished. The site incorporates large areas of hard standing used for parking and access, as well a small area of tree planting to the north-western corner.

The site also includes a small amount of surplus land associated with the adjacent rugby club's playing fields immediately to the east which is proposed to form a relocated vehicular access.



The proposed advertisement relates to redevelopment of the site in associated within planning permission referenced 133148/FO/2022 which allowed for the erection of retail foodstore (Class E) to be operated by Aldi, following demolition of the existing structures, together with a new vehicular access off Victoria Avenue East, new internal vehicular access roads, relocated

access and associated surface level car parking and landscaping cycle parking, servicing area, and hard and soft landscaping.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

In terms of the site's immediate surroundings, the area can be described as mixed use in character, with residential properties predominating to the south and east and notably to the opposite side of Victoria Avenue East.

To the north is a landscaped strip, beyond which is the M60 motorway, whereas to the south are two-storey detached and semi-detached dwellinghouses.

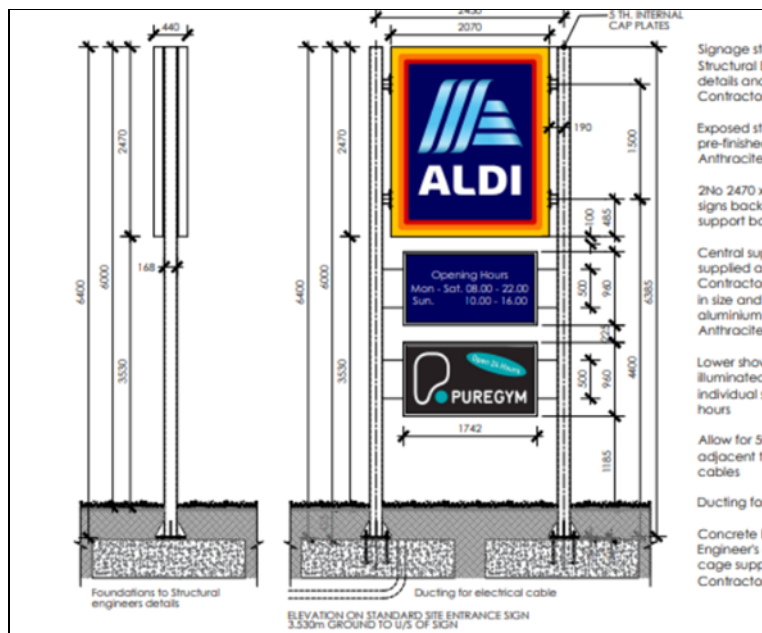
Adjacent to the eastern boundary is a sports facility occupied by North Manchester Rugby Club and the Assheton Bowmen. This comprises grass playing pitches predominantly used for rugby and an associated clubhouse.

Immediately to west is an existing, part 4, part 5 storey residential apartment building, beyond which is a gym (Pure Gym) and their associated car parks. These share the same vehicular access point as the existing restaurant via an access route off Victoria Avenue East.

Description of development

Advertisement consent is sought for the installation of an internally illuminated, 6.4 metre high, doubled sided totem sign consisting of an aluminium sign with polycarbonate screen printing. The sign is to be situated towards the front of the site adjacent to the proposed, relocated vehicular access and Victoria Avenue East.

The signage is advertise/wayfind the forthcoming Aldi store, with the totem sign also incorporating store opening times and an advertisement relating to the neighbouring Pure Gym.



Consultations & Notification Responses

Local Residents/Occupiers – 1 objection has been received from a neighbouring residential property. It is considered that the proposed sign would be unsightly and cause light pollution.

Environmental Health – No objection. The information submitted with the application confirms the illumination level will meet the Council's criteria.

Highway Services - It is understood that the totem sign will remain within the red line boundary of the site and there will be no projection over the adopted highway. As such, a projection over License would not be required.

The proposed luminance of the sign is noted as 50.86 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Lighting Engineers with Institute of Lighting Professionals. It is noted that the signs will have static images and text. This is acceptable.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by saved policies DC15 and E3.3 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy, as well as guidance contained within the National Planning Policy Framework (NPPF).

Paragraph 141 of the NPPF explains that poorly sited and designed advertisements can affect the quality and character of places. Advertisements should therefore be "operated in a way which is simple, efficient and effective." In line with the provisions of the Advertisement Regulations, it confirms that advertisements should be subject to control only in the interests of 'amenity' and 'public' safety, considering cumulative impacts.

Issues

Visual Amenity and Public Safety

The proposed signs represent a modern, relatively un-intrusive design, which will be located within the setting of supermarket following its granting of planning permission.

It is believed that due to the position, design and means of illumination of the proposed signage, coupled with the commercial context of the backdrop, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

Whilst the signage will be visible from a distance outside the bounds of the site, it is not believed they would result in a strident or intrusive impact to visual amenity and would blend into the design and colouration of the proposed building and the emerging commercial backdrop.

No issues are raised from a public safety perspective.

Given the above, it is considered that the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as the relevant, aforementioned Development Plan policy and guidance

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) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawings referenced 1010, 1011 and 1012, received by the City Council as Local Planning Authority on 19 November 2024.

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.

3) 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.

4) The signage hereby approved shall be selected and installed so to not exceed 300cd/m², so to control glare and overspill onto nearby properties.

Reason - To safeguard the amenity nearby properties, pursuant to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and SP1 of the Manchester Core Strategy and the National Planning Policy Framework (NPPF).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

382 Victoria Avenue East, Manchester, M9 7SS
392 Victoria Avenue East, Manchester, M9 7SS
388 Victoria Avenue East, Manchester, M9 7SS
386 Victoria Avenue East, Manchester, M9 7SS
384 Victoria Avenue East, Manchester, M9 7SS
378 Victoria Avenue East, Manchester, M9 7SS
376 Victoria Avenue East, Manchester, M9 7SS
374 Victoria Avenue East, Manchester, M9 7SS
45 Carville Road, Manchester, M9 7FE
Assheton Bowmen Club House, Victoria Avenue East, Manchester, M40 5SH
3 Hinchley Road, Manchester, M9 7FG
1 Hinchley Road, Manchester, M9 7FG
37 Carville Road, Manchester, M9 7FE
420 Victoria Avenue East, Manchester, M40 5SH
Flat 29, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 28, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 27, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 26, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 25, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 24, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 23, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 22, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 21, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 20, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 39, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 38, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 37, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 36, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 35, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 34, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 33, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 32, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 31, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 30, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 11, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 10, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 9, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 8, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 7, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 6, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 5, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 4, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 3, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 2, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 1, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 19, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 18, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 17, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 16, 261 Victoria Avenue East, Manchester, M9 7GH

Flat 15, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 14, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 13, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 12, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 50, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 49, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 48, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 47, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 46, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 45, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 44, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 43, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 42, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 41, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 40, 261 Victoria Avenue East, Manchester, M9 7GH
426 Victoria Avenue East, Manchester, M40 5SH
424 Victoria Avenue East, Manchester, M40 5SH
418 Victoria Avenue East, Manchester, M40 5SH
414 Victoria Avenue East, Manchester, M40 5SH
408 Victoria Avenue East, Manchester, M40 5SH
406 Victoria Avenue East, Manchester, M40 5SH
402 Victoria Avenue East, Manchester, M40 5SH
390 Victoria Avenue East, Manchester, M9 7SS
380 Victoria Avenue East, Manchester, M9 7SS
422 Victoria Avenue East, Manchester, M40 5SH
416 Victoria Avenue East, Manchester, M40 5SH
412 Victoria Avenue East, Manchester, M40 5SH
410 Victoria Avenue East, Manchester, M40 5SH
404 Victoria Avenue East, Manchester, M40 5SH
400 Victoria Avenue East, Manchester, M40 5SH
398 Victoria Avenue East, Manchester, M40 5SH

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: NORTH AREA