

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141007/AO/2024
Date registered valid: 17 October 2024
Proposal: Advertisement consent for the display of a non illuminated fascia sign.
Address: 107 Beech Road, Manchester, M21 9EQ
Ward(s): Chorlton Ward

Applicant: Mr Roshan Paul
Agent (if any): Mr Thomas Chivers
Case officer: Janet Lawless
Tel: 0161 234 4535
Email: janet.lawless@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 12 December 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21st November 2024

Standard consultations:

Printed: 31 October 2024 Expired: 21 November 2024

Neighbour notifications

Printed: 31 October 2024 Expired: 21 November 2024

Site notice

Posted: 8 November 2024 Expired: 29 November 2024

Press advert

Published: 5 November 2024 Expired: 26 November 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

This application relates to the ground floor of a two-storey, mid-terrace property on the south side of Beech Road, within the Chorlton Green Conservation Area. The ground floor is currently in use as a pharmacy. The remainder of the terrace is in use as commercial premises with some having residential accommodation above.

Listed building: Not applicable

Conservation area: Chorlton Green (Extension) Conservation Area 2007

Tree Preservation Order: Not applicable

Description of area

The application property is located within the Beech Road local centre, and the frontage uses to Beech Road are a mix of shops, cafes and bars. Away from the main road frontage, and on the side roads properties are predominantly residential. Beech Park lies to the north- east of the site.

Description of development

A separate application has been submitted in relation to the erection of single storey rear extension, replacement of existing fixed glazing and front access with new sliding doors, in association with permitted change from pharmacy to restaurant (reference 141523/FO/2024).

This application seeks advertisement consent for the installation of a non-illuminated fascia sign to be installed horizontally across the shop frontage it will have the business name to the left hand side and the property number to the right. It would sit within the existing fascia between the ground and first floor. There is also a retractable awning proposed across the front that would extend only over the forecourt that is part of the site and not public highway. The sign would be in a charcoal grey background with orange lettering. It was originally proposed as

internally illuminated, however following negotiation the backlighting has been removed from the proposal and it is now non- illuminated.

Consultations & Notification Responses

Councillor Mathew Benham - Supports the opening of the business however has concerns about the use of illuminated signage outside. This is not a feature of other businesses nearby. Reference is made to the Council's Shop Front policy and considers that the local planning authority should be reducing this type of signage on new businesses. The sign does not need to be illuminated.

These comments have been addressed and the signage is now proposed as unlit and has been conditioned to that effect.

Local residents / businesses were informed- no representations have been received.

Highways- The proposed sign is not located on the adopted highway network. The site has been confirmed as only being in the ownership of the applicant.

The sign complies with headroom and carriageway clearance requirements. The proposed sign will not extend over the adopted highway therefore a projection over license is not required. A suggested informative should be attached to any consent granted.

Issues

Policies

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

- Policy DC14 - Shop front and related signs
- Policy DC15 - Advertisements, hoardings, and posters

The Manchester Core Strategy - Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:

- Policy DM1 - Development Management
- Policy SP1 - Spatial Principles
- Policy EN1 - Design Principles and Strategic Character Areas

The National Planning Policy Framework (NPPF, 2024)

- Chapter 7 - Ensuring the Vitality of Town Centres
- Chapter 12 - Achieving Well-Designed Places

The Places for Everyone Plan - This plan was adopted on 21 March 2024, given the stage the Plan has reached, the Plan and its policies is now a material planning consideration in the determination of planning applications and must therefore be given significant weight in the planning balance.

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 7 (Requiring Good Design) and Section 12 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), DM1 (Development Management) and saved policies DC14 (Shopfronts and Related Signs), DC18.1 (Conservation Areas) of the Unitary Development Plan for the City of Manchester.

Visual Amenity - The proposed non-illuminated fascia sign would occupy the horizontal space over the ground floor of the commercial unit and would fit within the gap between the existing fascia where the pharmacy signage is currently located. Thereby reflecting the current situation. The sign would fit within this architectural element of the building and is not considered to lead to unacceptable visual impacts on the building or Chorlton Green Conservation Area. The impact has been lessened further due to the removal of the originally proposed back lighting of the signage.

The neighbouring property includes an awning and the inclusion of advertisements on such a feature are not unusual in the Conservation Area.

Given the above, it is considered that the proposals are acceptable in terms of visual amenity in accordance with policies EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policy DC18.1 of the Unitary Development Plan for the City of Manchester and Sections 7 and 12 of the National Planning Policy Framework.

Public Safety - No issues have been raised by Highway Services save that if the awning is to project over the public footpath, then a projecting over license may be required. The submitted drawings appear to indicate that the awning would only project over the private forecourt to the property. A suitably worded informative is to be attached to any decision advising the applicant of this and arrangements that may need to be made with highways during construction.

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 and documents:

Email received from Thomas Chivers removing back lighting received 15th November 2024.
PLOO3b Rev B showing non illuminated signage received by Email from Thomas Chivers 11th December 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.

Informatives

1) The applicant is required to discuss and agree any requirements for licensing, hoarding /scaffolding, and skips with MCC's Highways Licensing Team via Email to:

highwaylicences@manchester.gov.uk

The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services

105A Beech Road, Manchester, M21 9EQ
52A Beech Road, Manchester, M21 9EG
Flat 2, 109 Beech Road, Manchester, M21 9EQ
Flat 1, 109 Beech Road, Manchester, M21 9EQ
52 Beech Road, Manchester, M21 9EG
109 Beech Road, Manchester, M21 9EQ
31 Crossland Road, Manchester, M21 9DU
50 Beech Road, Manchester, M21 9EG
35 Crossland Road, Manchester, M21 9DU
33 Crossland Road, Manchester, M21 9DU
48 Beech Road, Manchester, M21 9EG
105 Beech Road, Manchester, M21 9EQ
29 Crossland Road, Manchester, M21 9DU

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Conservation Area - Chorlton Green (Extension) Conservation Area 2007
Historic Landfill Site 250m Buffer -
Area Team Boundary - Name: SOUTH AREA