MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141040/AO/2024
Date registered valid:	17 September 2024
Proposal:	Advertisement consent for the display of 3 no. signs including: 'Crest' logo sign, Organisation name sign; and individual letter fire station name sign
Address:	Blackley Fire Station, 1058 Rochdale Road, Manchester, M9 7EQ
Ward(s):	Charlestown Ward
Applicant:	Mr Adnan Gire, Greater Manchester Combined Authority
Agent (if any):	Mr David Hamer, Bradshaw Gass and Hope LLP
Case officer:	Steven McCoombe Tel: 0161 234 4607 Email: steven.mccoombe@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	28 October 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 4 October 2024

Standard consultations:
Printed: 26 September 2024 Expired: 17 October 2024

Neighbour notifications
Printed: 26 September 2024 Expired: 17 October 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 and surroundings

The application site relates to Blackley Fire Station situated on the eastern side of Rochdale Road and follows planning permission being granted for a replacement building presently under construction. (Ref: 136722/FO/2023).

View from Rochdale Road

The site is adjoined to the north-east by a residential bungalow and the south by a vacant social club (VASA club) which comprises a single storey building set back from Rochdale Road, with an area of hardstanding to the front, formerly used as car park, surrounded by low level grass and tree planting along the boundary with the fire station.

To the south-east (rear) of the site is a small, wooded area, beyond which are two storey dwellinghouses. To the north-west, on the opposite side of Rochdale Road are dwellinghouses

The immediate area is predominantly residential in character, mainly comprising bungalows and two storey properties of various architectural styles. A short distance to the north is the M60 motorway.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of development

Advertisement consent is sought for the installation of non-illuminated, aluminium fascia signs relating to the new fire station and comprises a company logo and company name signs to the front elevation facing Rochdale Road and individual letter fire station name sign above main entrance.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Highway Services – No objection. The proposed signs are not located on the adopted highway network. The proposed signs will not extend over the adopted highway and therefore do not require a projection over license. There will be no illumination of the proposed signs. The signs comply with headroom and carriageway clearance requirements.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by policy DC14 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) which are material considerations.

Paragraph 141 of the NPPF states:

> *'The quality and character of places can suffer when advertisements are poorly sited and designed. 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'.*

Issues

Visual Amenity and Public Safety

The proposed signs represent a simple, relatively un-intrusive design, which would be located within the setting of a new fire station and are directly related to the name and function of the host building.

It is believed that due to the position, design and lack of illumination of the proposed signage within the context of the fire station along a busy radial route, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals. There would be no impact as a result of cumulative development.

Whilst the signage will be visible from a distance outside the bounds of the site, it is not believed it would result in a strident or intrusive impact to visual amenity.

No issues are raised from a public safety perspective**.** As advised by Highway Services, the proposed signs comply with headroom and carriageway clearance requirements.

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 polices 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 1978.35.1251/P1 and BFS-BGH-XX-ZZ-DR-A-0707/C3, received by the City Council as Local Planning Authority on 17 September 2024.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

1211 Rochdale Road, Manchester, M9 7EG
1217 Rochdale Road, Manchester, M9 7EG
Vasa Club, White Moss Road, Manchester, M9 6EF
1219 Rochdale Road, Manchester, M9 7EG
1213 Rochdale Road, Manchester, M9 7EG
1221 Rochdale Road, Manchester, M9 7EG
1060 Rochdale Road, Manchester, M9 7EQ
1215 Rochdale Road, Manchester, M9 7EG

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
Historic Landfill Site 250m Buffer -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: NORTH AREA