

Planning

Growth & Development

Delegated officer report for planning application

Application no. 140101/AO/2024

Date registered valid: 4 June 2024

Proposal: Installation of 1no. internally illuminated fascia sign, 1 no. non-illuminated projecting sign and 1 no. non-illuminated information board

Address: 91 Lapwing Lane, Manchester, M20 6UR

Ward(s): Didsbury West Ward

Applicant: Mr Gogal Sher, R&G Medical Services Ltd

Agent (if any): Mr Matt O'Brien, Hartbrights Sign Solutions

Case officer: Jake Walther
Tel: 0161 234 1632
Email: jake.walther@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 26/07/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 18 June 2024

Standard consultations:

Printed: 5 June 2024 Expired: 26 June 2024

Neighbour notifications

Printed: 5 June 2024 Expired: 26 June 2024

Site notice

Posted: 18 June 2024 Expired: 9 July 2024

Press advert

Published: 11 June 2024 Expired: 25 June 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building/area

The site relates to a three-storey former bank building on the intersection of Lapwing Lane, Palatine Road and Ballbrook Avenue in West Didsbury. The building is constructed of brick with white stone detailing and a mansard roof with slate roof tiles and large arched windows at ground floor level. The area is a mix of commercial and residential, with primarily residential frontages on Lapwing Lane with a mixture of residential and commercial on Palatine Road, the site is adjacent to the West Didsbury Metrolink stop.



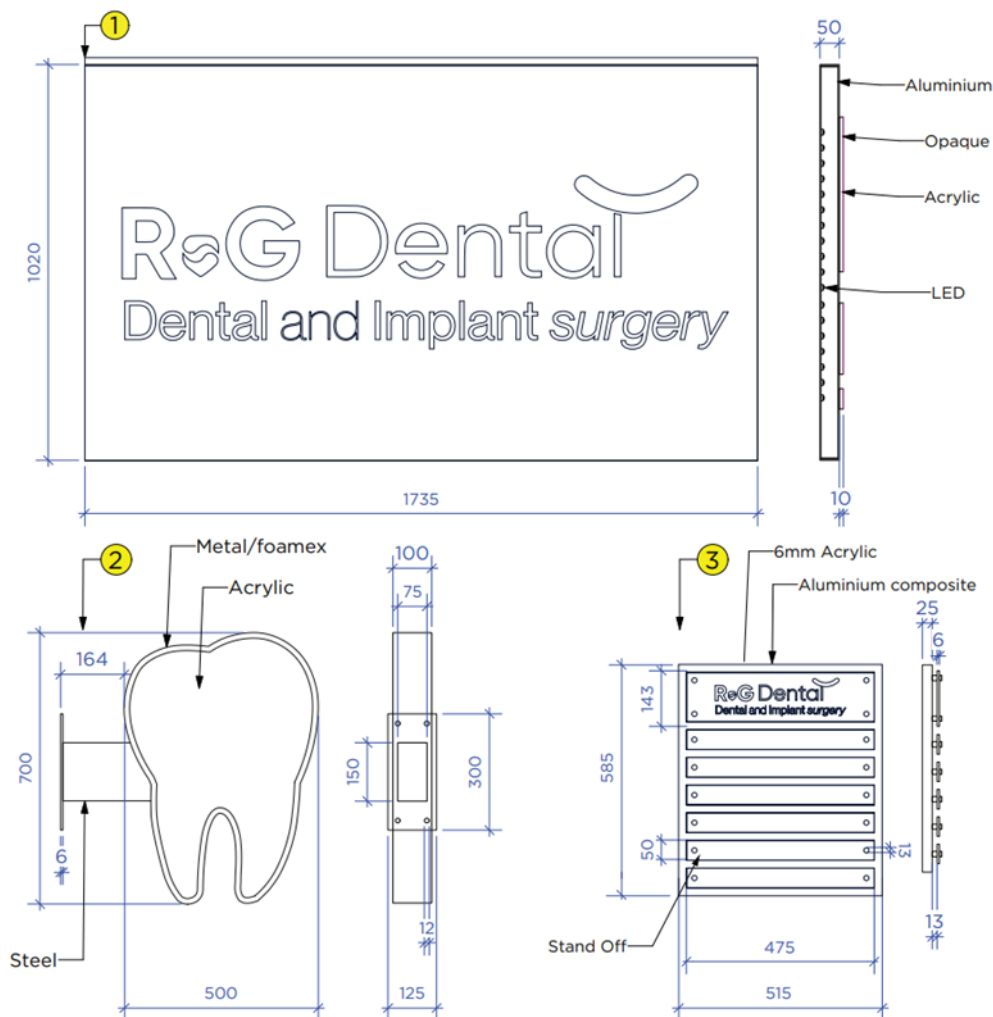
Listed building: Not applicable

Conservation area: Ballbrook Conservation Area 1992

Tree Preservation Order: Not applicable

Description of development

The applicant is seeking consent for the installation of 1no. internally illuminated stainless steel wall mounted panel sign measuring 1735mm x 1020mm x 50mm, 1no. non illuminated projecting sign measuring 665mm x 700mm x 100mm, and 1no. non-illuminated slat sign measuring 525mm x 535mm x 25mm. All signage will be placed on the front elevation of the site.



Consultations & Notification Responses

As per appendix 1, neighbouring properties were notified – No comments or objections were received.

Highways - The signs comply with headroom and carriageway clearance requirements.

Policy

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

The Manchester Core Strategy Development Plan Document 2012-2027 - The City Council adopted the core strategy on July 11, 2012. It is the key document in the Manchester Local Plan. The plan determines how Manchester will grow and forms the framework that planning applications are assessed against. We consider the following Core Strategy Policies relevant to this proposal.

- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 - Heritage

Extant Unitary Development Plan (UDP) - The Core Strategy replaced much of the UDP, but some UDP Development Control policies are extant (remain). The following extant policy is still considered relevant to this proposal.

- DC14 – Shop front and related signs
- DC15 – Advertisements, hoardings and posters
- DC18 Conservation Areas

Places for Everyone

Places for Everyone (2022-2039) – Places for Everyone is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

The following policies are relevant:

- S1- Sustainable development
- S2 – Carbon and energy
- S5 – Flood risk and the water environment
- P2 - Heritage

The National Planning Policy Framework (December 2023)

The document sets out the Government's Planning Policies for England and how these are expected to be applied. At the heart of the Framework is a presumption in favour of sustainable development in terms, "For plan-making" and "For decision-taking", (paragraph 11).

Paragraph 8 - Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- an economic objective
- a social objective and
- an environmental objective.

The following specific policies are considered to be particularly relevant to the proposed development:

- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12. Achieving well-designed and beautiful places.

Principle

The principle of installing 1no. internally illuminated sign, 1no. non-illuminated projecting sign and 1no. non-illuminated wall signs in association with a new business to advertise and denote the name of a business is acceptable, however consideration must be given to the proposals impact upon existing levels of visual amenity and public safety.

Visual Amenity

The proposal includes the installations of 1no. internally illuminated sign, 1no. internally illuminated projecting sign and 1no. non-illuminated slat sign.

All proposed signage is to be featured on the front elevation of the property. The main wall sign would measure 1020mm in height (with a 20mm upstand), 1735mm in width, and 50mm in depth, it would be sited 2700mm above the ground. It would consist of aluminium composite back panel with vinyl and acrylic coloured navy and blue, with an illumination level of 100cd/m².

The projecting sign would measure 700mm in height, 665mm in width and 100mm in depth, it would be sited 2700mm from the ground. It would consist of 3mm thick acrylic panels with a steel bracket fixing it to building, it would be non-illuminated

The non-illuminated slat sign would have aluminium composite backing with 6mm acrylic slat signage, the sign would measure 525mm in width, 535, in height and 25mm in width, it would be non-illuminated.

Considering the characteristics of the signage, combined with its clear relevance to the site and the existing commercial precedent extant within this area, the proposal is not considered to harm the visual or aural amenity of the area as the signage is relatively standard in terms of its scale and is in an acceptable position in regard to its distance and relationship with Lapwing Lane and Palatine Road. The proposed signage is therefore considered to be well-designed and would have minimal detrimental impact upon the street scene and visual amenity of the area, thereby according with policies DM1 and EN1 of the Core Strategy and policies DC14 and DC15 of the UDP.

Public Safety

The proposed signage would be sited a reasonable distance away from the public highway. It would have static illuminance levels of 100cd/m², which accords with Manchester City Council's recommended maximum of 600cd/m², during non-daylight hours / inclement weather. It is therefore understood that the proposal will not harm public safety in and around the site.

Impact on Conservation Area

The application site is located within the Ballbrook Conservation Area (1992) and as such it is important that all new developments should aim to enhance where possible or protect the character of the area, and not cause substantial harm to heritage assets within the conservation area.

The proposed three signs would be uniform in their design and style, using aluminium back panels with illuminated acrylic text to denote the business' name and details, the use of aluminium, navy, blue and white colours are considered to appropriate and will not cause harm to the character of the conservation area.

The proposal is considered to accord with policy EN3 of the Manchester Core Strategy and saved policy DC18 of the UDP.

Conclusion

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity, public safety and the Ballbrook Conservation Area in accordance with policies SP1, DM1 and EN1 of the Core Strategy, policies DC14 and DC15 of the UDP and chapters 7 and 12 of the NPPF.

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) 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,
- (b) obscure, or hinder the ready interpretation of, any traffic sign, or traffic signal
- (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.

3) The maximum luminance level of the advertisements hereby approved shall not exceed 100cd/m².

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

4) The development hereby approved shall be carried out in accordance with the following documents labelled:

- 'Application for Planning Permission; Consent to Display an advertisement(s)', numbered 'PP-13092761', stamped as received by the City Council as Local Planning Authority on the 23rd May 2024.
- 'Location Plan', stamped as received by the City Council as Local Planning Authority on 23rd May 2024.
- 'Proposed Signage, numbered 'Rev 1', stamped as received by the City Council as Local Planning Authority on the 26th July 2024.

Reason - To ensure the development is carried out in accordance with the approved plans, pursuant to Policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

35A Ballbrook Avenue, Manchester, M20 3JG
First Floor, 99 Palatine Road, Manchester, M20 3JQ
95 Lapwing Lane, Manchester, M20 6UR
Ground Floor, 99 Palatine Road, Manchester, M20 3JQ
Flat 2, 35 Ballbrook Avenue, Manchester, M20 3JG
Craig House, 33 Ballbrook Avenue, Manchester, M20 3JG
Flat 1, 35 Ballbrook Avenue, Manchester, M20 3JG
106 Palatine Road, Manchester, M20 3YB
93 Lapwing Lane, Manchester, M20 6UR
99 Palatine Road, Manchester, M20 3JQ
Wren House, 108 Palatine Road, Manchester, M20 3ZA
16 Redclyffe Road, Manchester, M20 3JR
14 Redclyffe Road, Manchester, M20 3JR
Basement, 99 Palatine Road, Manchester, M20 3JQ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Conservation Area - Ballbrook Conservation Area 1992
Area Team Boundary - Name: SOUTH AREA