Planning

Growth & Development

Delegated officer report for planning application

Application no.	139877/AO/2024
Date registered valid:	25 April 2024
Proposal:	Erection of advertising board providing directional signage to proposed housing development
Address:	Land Off Longley Lane, Manchester, Wythenshawe
Ward(s):	Northenden Ward
Applicant:	Bianca Farnworth, Wythenshawe Community Housing Group
Agent (if any):	Mrs Suzanne Belfield, Arcus Consulting LLP
Case officer:	Jake Walther Tel: 0161 234 1625 Email: jake.walther@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**13/06/2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 05/06/2024

Standard consultations:
Printed: 7 May 2024 Expired: 29 May 2024

Neighbour notifications
Printed: 7 May 2024 Expired: 29 May 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/area
The application relates to a site of vacant land adjacent to Longley Lane, at present the site is a grassed area with no specific use however in the near future it will be used for the development of 4no. houses as per the approved application 123585/FO/2019 which this advertisement consent relates to. The site is adjacent to a public footpath linking Longley Lane to houses and further greenspace, it also borders 131-135 Longley Lane and 51-67 Lovett Walk.



Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development
The proposal is for the erection of 1no. non illuminated freestanding signs for the purpose of indicating the location of and advertising the future housing development at the same site. The sign will be 2000mm in width, 1000mm in height and 10mm in width, it will stand 0.8mm off the ground and will be made of Dibond.

Consultations & Notification Responses
Local residents, as per appendix 1 - no comments or objections received.

Manchester City Council Highways Services - Highways have no objections to the proposal.

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

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.
- DC15 – Advertisements, hoardings and posters

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

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 a non illuminated freestanding sign in order to advertise and inform about a future development is acceptable, however consideration must be given to the proposals impact upon existing levels of visual amenity and public safety.

Visual Amenity

Considering the characteristics of the signage, combined with its clear relevance to the site, 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 design and scale and is in an acceptable position in regard to its distance and relationship with Longley Lane and Sharston Road. The proposed sign 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 not be illuminated and static. It is therefore understood that the proposal will not harm public safety in and around the site.

Conclusion

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety in accordance with policies SP1, DM1 and EN1 of the Core Strategy, policy 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 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) 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, o 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.

2) 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-13004702', stamped as received by the City Council as Local Planning Authority on the 25th of April 2024.
   - 'Proposed Plans', P-10, stamped as received by the City Council as Local Planning Authority on the 25th of April 2024.
   - 'Proposed Location Plan stamped as received by the City Council as Local Planning Authority on the 25th of April 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

135 Longley Lane, Manchester, M22 4LA
133A Longley Lane, Manchester, M22 4LA
Wylex Works, Sharston Road, Manchester, M22 4RA
Electrium Sales Ltd, Wylex Works, Sharston Road, Manchester, M22 4RA
Longley House, Longley Lane, Manchester, M22 4RE
67 Lovett Walk, Manchester, M22 4LB
61 Lovett Walk, Manchester, M22 4LB
131A Longley Lane, Manchester, M22 4LA
131 Longley Lane, Manchester, M22 4LA
Universal Utilities, Sharston Road, Manchester, M22 4RX
133 Longley Lane, Manchester, M22 4LA
65 Lovett Walk, Manchester, M22 4LB
63 Lovett Walk, Manchester, M22 4LB
59 Lovett Walk, Manchester, M22 4LB
57 Lovett Walk, Manchester, M22 4LB
Sharston House, Sharston Road, Manchester, M22 4RX

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 45M
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH AREA