

Planning

Growth & Development

Delegated officer report for planning application

Application no. 139934/AO/2024

Date registered valid: 2 May 2024

Proposal: Installation of non-illuminated free-standing sign and 3 no. non-illuminated building mounted signs.

Address: Hammerstone Road Depot, Hammerstone Road, Manchester, M18 8EQ

Ward(s): Gorton & Abbey Hey Ward

Applicant: Anna Lucas, Manchester City Council

Agent (if any): Mr Andrew Thompson, Horizon Fletcher-Rae

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

Recommendation: Approve

Date of recommendation: 21/06/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 24\05\2024

Standard consultations:

Printed: 20 May 2024 Expired: 11 June 2024

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Posted: 24/05/2024 Expired: 08/06/2024

Press advert

Published: 28 May 2024 Expired: 11 June 2024

Departure from Development Plan: No

Environmental Statement: Not required.

Description of site/building/area

The application relates to the Hammerstone Road depot, large warehouse initially used as a railway depot, now used for the storage, maintenance and administration of waste management vehicles. The building is a large three-storey brick building that has recently undergone refurbishment work including a new roof and black aluminium framed windows. The site borders Preston Street and Gorton Lane and is centrally located in this industrial zone in Gorton.



Figure 1. Freestanding sign location.



Figure 3. Main 4500mm x 1700m sign location..



Figure 2. 1200mm x 2900mm sign location.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

The application is for the advertising consent for 3 no. non-illuminated building wall mounted signs and 1no. non-illuminated free-standing sign for the intended purpose of indicating the use of the waste management depot. The free-standing sign would be 2400mm wide and 1229mm high with a depth of 55mm. Two of the wall signs will be 1200mm x 2900mm x 55mm while the main entrance wall sign will be 4500mm x 1700mm x 55mm, all signage will be non-illuminated.

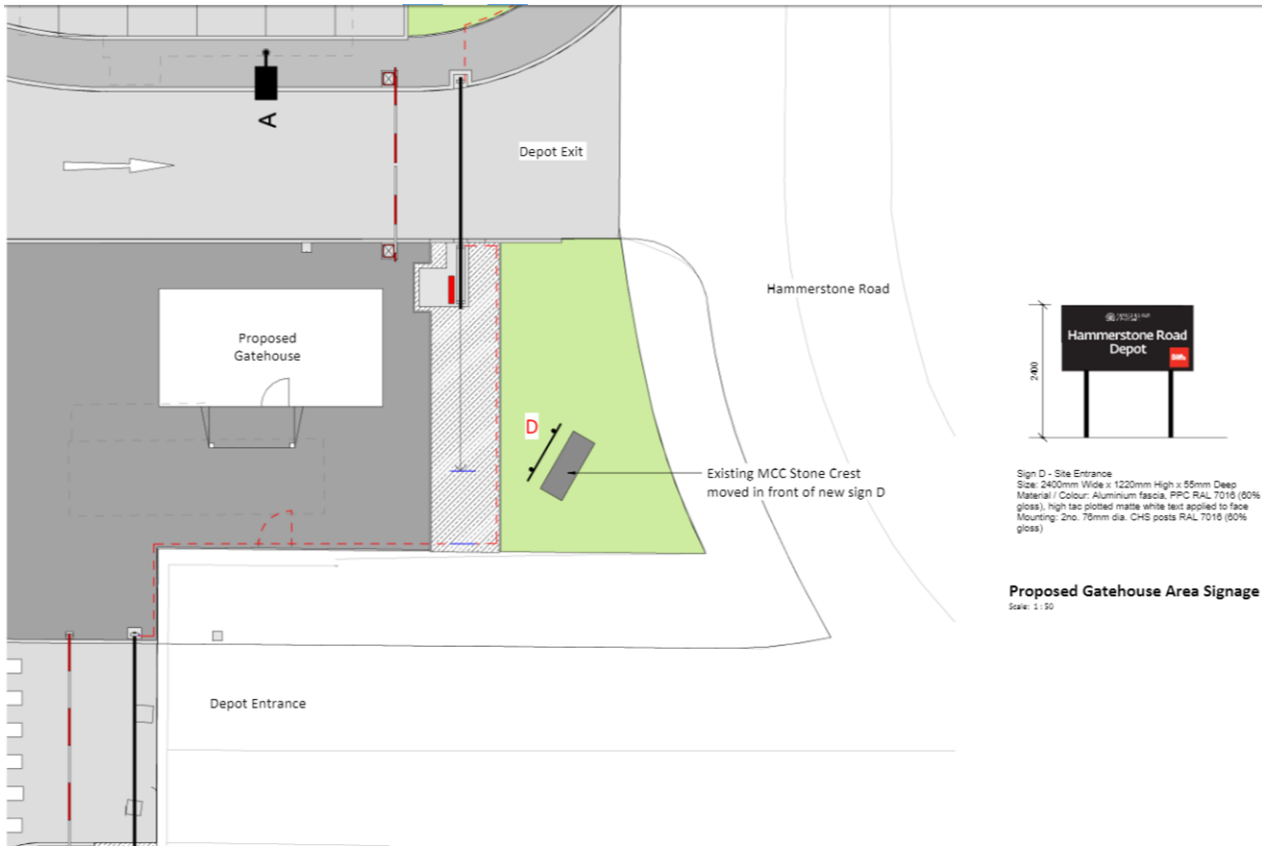


Figure 4. Freestanding Sign.

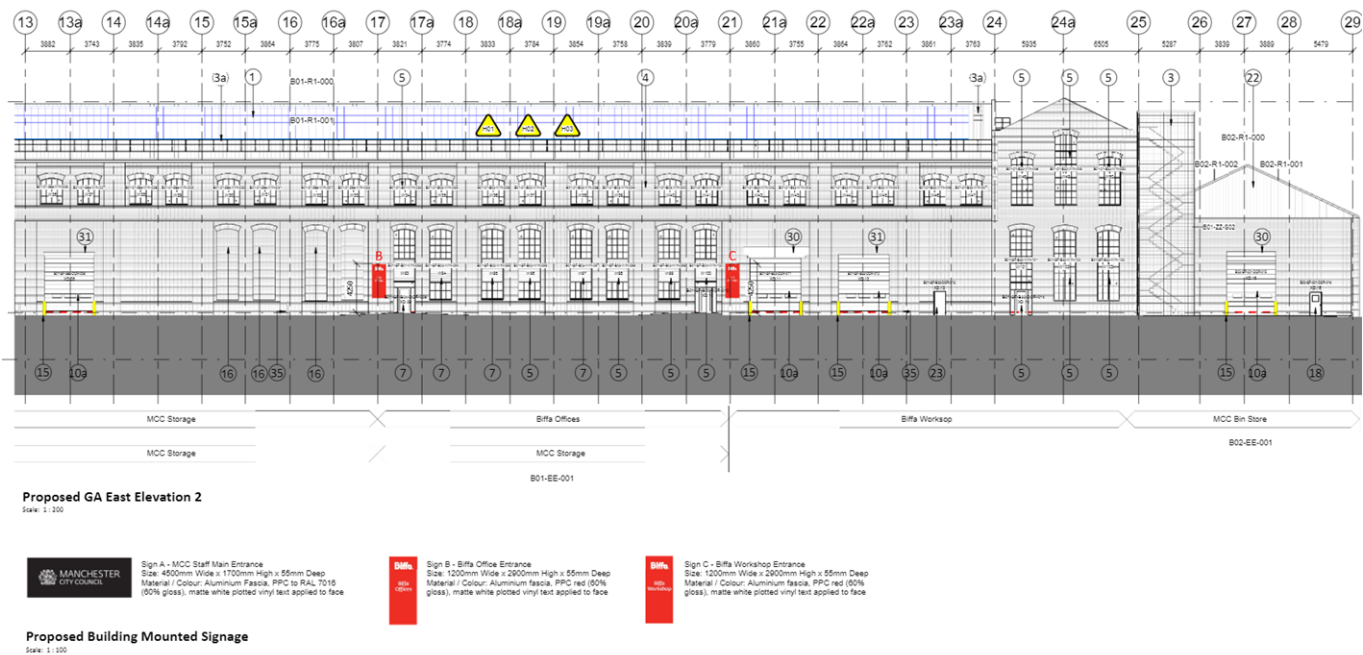


Figure 5. Wall signage.

Consultations & Notification Responses

Manchester City Council Highways Service - 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 free-standing sign and wall mounted signs to indicate the use of a facility and to assist with wayfinding at the facility 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 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 Hammerstone 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

Only the 1 free standing sign would be visible from the public highway, this would measure 2400mm x 1229mm and would be non-illuminated and the lettering on the signage will be within guidelines. It will be located a reasonable distance from the public highways and has had no objections or concerns from Highways Services. 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 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,
- (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.

- 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-13029667', stamped as received by the City Council as Local Planning Authority on the 2nd of May 2024.
 - 'Proposed Plans', HRD-FRA-01-EL-DR-A-20-1207 C11 HRD-FRA-00-XX-DR-A -90-0501 C01, stamped as received by the City Council as Local Planning Authority on the 2nd of May 2024.
 - 'Proposed Location Plan stamped as received by the City Council as Local Planning Authority on the 2nd of May 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

Appendix 2 – Planning constraints

Article 4 Direction - North Manchester PD Restriction - Class B1(c) To C3

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

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: NORTH AREA