MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140080/AO/2024
Date registered valid:	21 May 2024
Proposal:	Installation of illuminated and non-illuminated building signage
Address:	34 Wood Street, Bradford, Manchester, M11 2FB
Ward(s):	Clayton & Openshaw Ward
Applicant:	Euro Car Parts Ltd
Agent (if any):	Adam Graham Robertson Simpson Ltd
Case officer:	Ellie Knowles Tel: 0161 219 6633 Email: ellie.knowles@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	16 July 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 28 June 2024

Standard consultations:
Printed: 31 May 2024 Expired: 21 June 2024

Neighbour notifications
Printed: 31 May 2024 Expired: 21 June 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/area

This planning application relates to one of three industrial / warehouse buildings located in a site enclosed with palisade fencing and bounded by Parkhouse Street (North), Bartlett Street (East), South Street (South) and Wood Street (West). Each unit presents its entrance to an integral car park and the Wood Street boundary beyond. The application property is the end unit (no.3) positioned adjacent to the Parkhouse Street boundary. The property is currently vacant and was last used by Sheldon's Wholesale Bakers Ltd. The neighbouring units are in use as an indoor climbing centre (no.1) and for warehouse purposes (no.2).

The application building comprises of a high-level roof with a mezzanine floor. Externally the building comprises of a pitched roof that would be partially screened by 2 sections of brickwork rising to form a parapet positioned to each side of the central pitched roof feature with a light grey metal profile cladding feature. The brickwork and cladding details are replicated to the northern and eastern elevations. The principal elevation comprises a roller shutter loading bay door, windows and a separated canopied pedestrian entrance to the building.

The surrounding area is mixed use in character comprising commercial, light industrial and residential properties.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

The application seeks advertisement consent for the installation of 3x Fascia signs (2 internally illuminated) and 7 wayfinding signs (non-illuminated), as shown in figures 3 & 4.

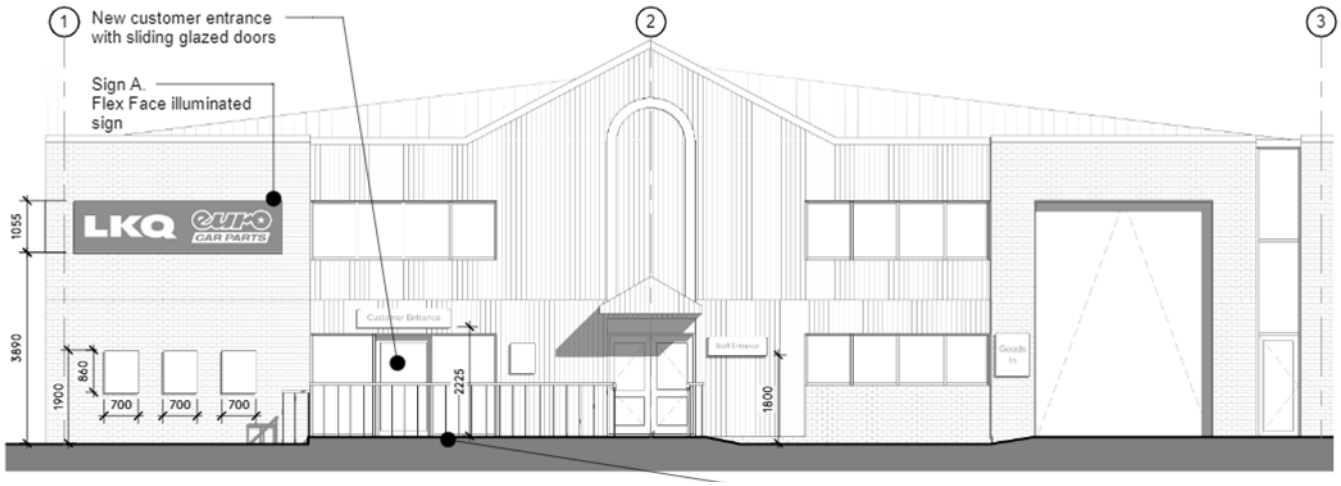


Figure 1. Proposed signage locations – western principal elevation.

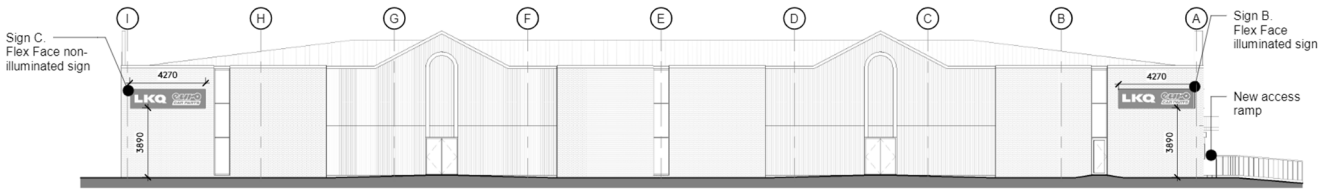
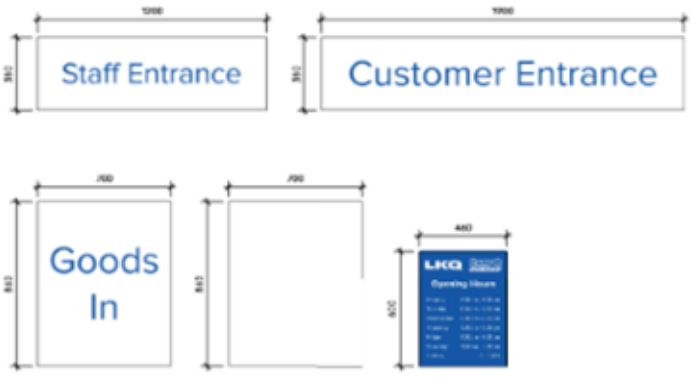


Figure 2. Proposed signage locations – northern side elevation.

Sign A & B - Illuminated
1 : 20

Sign C - Non-Illuminated
1 : 20

Figure 3. Proposed fascia signs



General Information and Directional signs - Non-Illuminated
1 : 20

Figure 4. Proposed wayfinding signs

Consultations & Notification Responses

Local responses
None

Highway Services –

CONTEXT

The application seeks consent for installation of illuminated and non-illuminated building signage at 34 Wood Street, Bradford, Manchester, M11 2FB.

The site is located adjacent to the adopted highway of Wood Street. A 20mph speed limit and School Entrance Marking (Mon-Fri, 8am-5pm - No Stopping) are in place along Wood Street.

HIGHWAYS RESPONSE

FASCIA SIGN A & B:

- The proposed sign is not located on the adopted highway network.
- The proposed sign extends to a maximum projection of 0.135m over the private boundary of the site and does not project over the adopted highway. As such, a Projection over License will not be required.
- The proposed luminance of the sign is noted as 490 cd/m2 which is considered to be in line with the 600cd/m2 maximum stated by the Lighting Engineers with Institute of Lighting Professionals.
- A sufficient headroom clearance of 3.89m, compliant with the 2.30m minimum, is noted and accepted by Highways.
- The proposed signs comply with carriageway clearance requirements and is therefore compliant with MCC recommendations.

FASCIA SIGN C:

- The proposed sign is not located on the adopted highway network.
- The proposed sign extends to a maximum projection of 0.05m over the private boundary of the site and does not project over the adopted highway. As such, a Projection over License will not be required.
- The proposed sign will not be illuminated.
- A sufficient headroom clearance of 3.89m, compliant with the 2.30m minimum, is noted and accepted by Highways.
- The proposed signs comply with carriageway clearance requirements and is therefore compliant with MCC recommendations.

Cadent Gas – No objection, informative required.

Relevant Planning History

At the application site –
139661/FO/2024 – Pending consideration.

History of negotiations

No negotiations were entered into with the agent, given that the scheme was considered policy compliant.

Local Planning Policies

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 PfE Plan and its policies are now a material planning consideration in the determination of planning applications. The PfE Plan and its policies must therefore be given full weight in the planning balance.

Manchester Core Strategy Development Plan Document (2012-2027) - The Core Strategy was adopted on the 11 July 2012 and replaces a large number of policies in Manchester's Unitary Development Plan. Parts of the policies have been superseded by the Places for Everyone Plan.

The Unitary Development Plan (UDP) for the City of Manchester (1995) - The Unitary Development Plan for the City of Manchester was adopted in 1995 and has largely been replaced with the policies contained within the Core Strategy. However, there are a number of policies that are extant.

The relevant **Places for Everyone** policies for this application are as follows:

JP-S1 – Sustainable Development
JP-J2 – Employment Sites and Premises
JP-P1 – Sustainable Places

The relevant **Core Strategy** policies for this application are as follows:

DM 1 – Development Management
SP 1 – Spatial Principles (partially superseded by PfE)
Policy EN1 – Design Principles and Strategic Character Areas

The relevant saved **UDP** policies for this application are:

DC14 – Shop Fronts and Related Signs
DC15 – Advertisements, Hoardings and Posters

The relevant supplementary planning guidance documents for this application are:

- Outdoor advertisements and signs: a guide for advertisers (2007)

National Planning Policy Framework

The NPPF (2023) sets out broad national policies on themes such as housing, historic environment, town centres, design, climate change and the Green Belt. Central to the broad policy direction contained within the NPPF is the notion of sustainable development; development which effectively balances economic, social and environmental factors. The Local Planning Authority consider the following sections relevant to this proposal.

- Section 4 – Decision-making
- Section 8 – Promoting healthy and safe communities
- Section 12 – Achieving well-designed places

Issues

Principle of development:

The principle of installing 3no. fascia signs and 7no. wayfinding wall signs to advertise and denote the name of a business is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity and public safety

Design and Character:

The proposal consists of 3 fascia signs and 7 way finding signs.

The front elevation of the unit would feature 1no. internally illuminated fascia sign and 7no. non-illuminated wall signs. The fascia sign (Sign A) would measure to 1.055m in height, 4.27m in width, and 0.135m in depth. It would be sited 3.89m above ground level with its individual letters and symbols measuring to a maximum of 70cm in height. It would consist of a blue (RAL 5015) aluminium and stretch vinyl panel with white letters / text and static internal illumination levels of 490cd/m2.

The 7no. non-illuminated wall signs would comprise the following measurements:

- 1.2m (w) x 0.38m (h) – 1no.
- 1.9m (w) x 0.38m (h) – 1no.
- 0.7m (w) x 0.86m (h) – 4no.
- 0.46m (w) x 0.6m (h) – 1no.

These wayfinding/customer information signs would be sited at ground floor adjacent to the three entrances, as shown in figure 1. These would consist of digitally printed white and electric blue skins, with alternate lettering.

The northern side elevation of the unit would feature 1no. internally illuminated fascia sign (Sign B) and 1no. non-illuminated fascia sign (Sign C) adjacent to the rear elevation. The fascia sign (Sign B) would measure to 1.055m in height, 4.27m in width, and 0.135m in depth. It would be sited 3.89m above ground level with its individual letters and symbols measuring to a maximum of 70cm in height. It would consist of a blue (RAL 5015) aluminium and stretch vinyl panel with white letters / text and static internal illumination levels of 490cd/m2. The non-illuminated fascia sign (Sign C) would measure to 1.055m in height, 4.27m in width, and 0.05m in depth. It would be sited 3.89m above ground level with its individual letters and symbols measuring to a maximum of 70cm in height. It would consist of a blue (RAL 5015) aluminium and stretch vinyl panel with white letters / text.

Considering the characteristics of the signage, combined with its clear relevance to the site and the existing mixed-use 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 design and scale and are in an acceptable position in regard to its distance and relationship with Wood Street and Parkhouse Street.

The proposed signage raises no harm to the appearance or character of the building or streetscene.

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 490cd/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.

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, 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 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

1) Advert Mandatory Condition
   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) Specified drawings
The advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

- 'Proposed Plans and Elevations', numbered '110 REV B', stamped as received by the City Council as Local Planning Authority on the 21/05/2024.
- 'Proposed Signage', numbered '120 REV A', stamped as received by the City Council as Local Planning Authority on the 21/05/2024.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to the Town and Country Planning (Control of Advertisements) Regulations 2007, Sections 12 of the National Planning Policy Framework, policies DM1 and SP1 of the Core Strategy (2012) and saved policies, DC15.1 and 15.2 of the Unitary Development Plan (1995).

3) Maximum luminance level
The maximum luminance level of the advertisements hereby approved shall not exceed 600cd/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.

Informatives

1) Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. There may be a legal interest (easements and other rights) in the land that restrict activity in proximity to Cadent assets in private land. The applicant must ensure that the proposed works do not infringe on legal rights of access and or restrictive covenants that exist.

If buildings or structures are proposed directly above the apparatus the development may only take place following diversion of the apparatus. The applicant should apply online to have apparatus diverted in advance of any works, by visiting cadentgas.com/diversions

Prior to carrying out works, including the construction of access points, please register on www.linesearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.

Appendix 1 – List of consultees & neighbours notified

Highway Services

42 Bartlett Street, Manchester, M11 2EU
30 Bartlett Street, Manchester, M11 2EU
St Barnabas CE Primary School, Parkhouse Street, Manchester, M11 2JX
Greggs North West, 31 Greenside Street, Manchester, M11 2HW
32 Wood Street, Bradford, Manchester, M11 2FB
44 Bartlett Street, Manchester, M11 2EU
38 Bartlett Street, Manchester, M11 2EU
36 Bartlett Street, Manchester, M11 2EU
28 Bartlett Street, Manchester, M11 2EU
34 Bartlett Street, Manchester, M11 2EU
32 Bartlett Street, Manchester, M11 2EU
40 Bartlett Street, Manchester, M11 2EU

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