

Planning

Growth & Development

Delegated officer report for planning application

Application no. 139224/AO/2024

Date registered valid: 9 February 2024

Proposal: Installation of internally illuminated fascia sign, internally illuminated projecting sign and non illuminated poster frames.

Address: 587 Wilbraham Road, Manchester, M21 9AL

Ward(s): Chorlton Park Ward

Applicant: Ms Anne Hopper, British Heart Foundation

Agent (if any): aqsa munir Graham + Sibbald

Case officer: Jake Walther
Email: jake.walther@manchester.gov.uk

Recommendation: **Approve**

Date of recommendation: **07/03/2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 16/04/2024

Standard consultations:

Printed: 15 February 2024 Expired: 7 March 2024

Neighbour notifications

Printed: 15 February 2024 Expired: 7 March 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:

The site relates to a three-storey building located close to the junction between Barlow Moor Road and Wilbraham Road, the site was formally used as a Barclays bank branch. The site is neighboured by other three storey brick/render buildings with commercial ground floor units. Currently the commercial unit at the site is unoccupied. The building forms part of a parade of shops along Wilbraham Road in the heart of the of the Chorlton District centre. The area is predominantly commercial in nature with mostly 2-3 storey buildings often featuring commercial space at the ground floor with residential units in the upper floors.



Figure 1. Front view of property

Listed building: Not applicable
Conservation area: Not applicable
Tree Preservation Order: Not applicable

Description of development:

The applicant is seeking consent for the installation of 1no. internally illuminated fascia signage approximately 7080mm (w) x 700mm (h), x 100mm (d), 1no. internally illuminated projecting sign 720mm (w) x 720mm(h) x 100mm (d), and 3no. non illuminated poster frame signs 1000mm (h) x 665mm (w) x 30mm (d). All signage will be placed on the front elevation of the site.



Consultations & Notification Responses

Manchester City Council Highways Services

Manchester City Council Highways Service were consulted on this application - Highways have no objections to the static signs. The proposed luminance levels of the static signs are all within the MCC recommended maximum of 600cd/m² and are acceptable to Highways. The proposed projecting sign extends over unadopted land and therefore does not require a projection over license.'

Policies

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.

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

Places for Everyone

The Inspectors' Report on the examination of the Places for Everyone plan was published on 15 February 2024. The Inspectors' Report sets out and justifies their recommendations in relation to the plan, and they have concluded that all legal requirements have been met and that with the recommended main modifications set out in the appendix to their report, the Places for Everyone plan is 'sound'.

You can view the Inspectors' Report on the GMCA's website at Places For Everyone - Greater Manchester Combined Authority (greatermanchester-ca.gov.uk). In addition, a hard copy is available in Manchester Central Library, St Peters Square, Manchester M2 5PD between 9am - 8pm Monday to Thursday and 9am - 5pm Friday and Saturday.

The nine constituent local authorities will now consider the Inspectors' Report and the adoption of Places for Everyone, with the plan going to the Full Council meeting in Manchester on 20 March 2024. The first Council meetings to approve the plan will be Salford and Wigan (28 February).

There will be a period of six-week post adoption (i.e. from 21 March) when a judicial review challenge may be made. This will trigger a process of consideration by the Courts as to whether a JR is sufficient grounds to be heard (there is a one-step oral hearing appeal process if a Judge decides to reject the ground for a JR from the outset).

Given the stage the Plan has reached, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance.

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 fascia sign, 1no. internally illuminated projecting sign and 3no. non-illuminated wall signs in association with a new retail shop 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 fascia sign, 1no. internally illuminated projecting sign and 3no. non-illuminated wall signs.

All proposed signage is to be featured on the front elevation of the property. The fascia sign would measure 700mm in height, 7080mm in width, and 100mm in depth, it would be sited 3917mm above the ground with its individual lettering measuring 240mm in height with the brands logo measuring 525mm in height. It would consist of 2mm thick red satin aluminium panel with opal acrylic text and logo with illumination levels of 100cd/m².

The projecting sign would measure 720mm in height, 860mm in width and 100mm in depth, it would be sited 3917mm from the ground with the company's logo measuring 500mm in height. It would consist of 2mm thick red satin aluminium panel with an opal acrylic logo with illumination levels of 100cd/m².

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 design and scale and is in an acceptable position in regard to its distance and relationship with Wilbraham Road and Barlow Moor 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.

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 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

Article 35

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

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 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.

3) 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-12793819', stamped as received by the City Council as Local Planning Authority on the 9th February 2024.
- 'Proposed Site Plan', numbered 'L(90)101 Rev A', stamped as received by the City Council as Local Planning Authority on the 9th February 2024.
- 'Proposed Signage Elevations numbered 'L(21)103 Rev A', stamped as received by the City Council as Local Planning Authority on the 9th February 2024.
- 'Proposed Elevations' numbered 'L(21)101 Rev D', stamped as received by the City Council as Local Planning Authority on the 9th February 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
Chorlton Voice

466B Wilbraham Road, Manchester, M21 9AS
First Floor And Second Floor, 591 Wilbraham Road, Manchester, M21 9AF
585A Wilbraham Road, Manchester, M21 9AF
581A Wilbraham Road, Manchester, M21 9AF
466A Wilbraham Road, Manchester, M21 9AS
Basement Flat, 3 Brundretts Road, Manchester, M21 9DA
466 Wilbraham Road, Manchester, M21 9AS
464B Wilbraham Road, Manchester, M21 9AS
464A Wilbraham Road, Manchester, M21 9AS
464 Wilbraham Road, Manchester, M21 9AS
585B Wilbraham Road, Manchester, M21 9AF
593A Wilbraham Road, Manchester, M21 9AF
Ground Floor, 591 Wilbraham Road, Manchester, M21 9AF
3 Brundretts Road, Manchester, M21 9DA
Lewis Bookmakers, 581 - 585 Wilbraham Road, Manchester, M21 9AF
Flat 2, 587 Wilbraham Road, Manchester, M21 9AF
2 Silverwood Avenue, Manchester, M21 8BN

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