

Planning

Growth & Development

Delegated officer report for planning application

Application no.	138723/AO/2023
Date registered valid:	4 December 2023
Proposal:	Installation of non illuminated fascia signage, vinyl applied lettering and logo and aluminium folded plate sign with vinyl applied lettering
Address:	25 Birchall Way, Manchester, M15 6DU
Ward(s):	Hulme Ward
Applicant:	Nick Bailey, Manchester Metropolitan University
Agent (if any):	Mrs Klaire Daggatt, The Fairhursts Design Group Ltd
Case officer:	Tracie Simpson Tel: 0161 234 4537 Email: tracie.simpson@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	29 th January 2024



Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 23.01.2024

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 11 December 2023

Expired: 1 January 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

The site relates to a large detached building located on the east side of Princess Road at the edge of the City Centre in the Hulme ward area of Manchester. The building is constructed in predominantly glazed panels and is formally the Williams Car Showroom.



Listed building: Not applicable

Conservation area: Not applicable

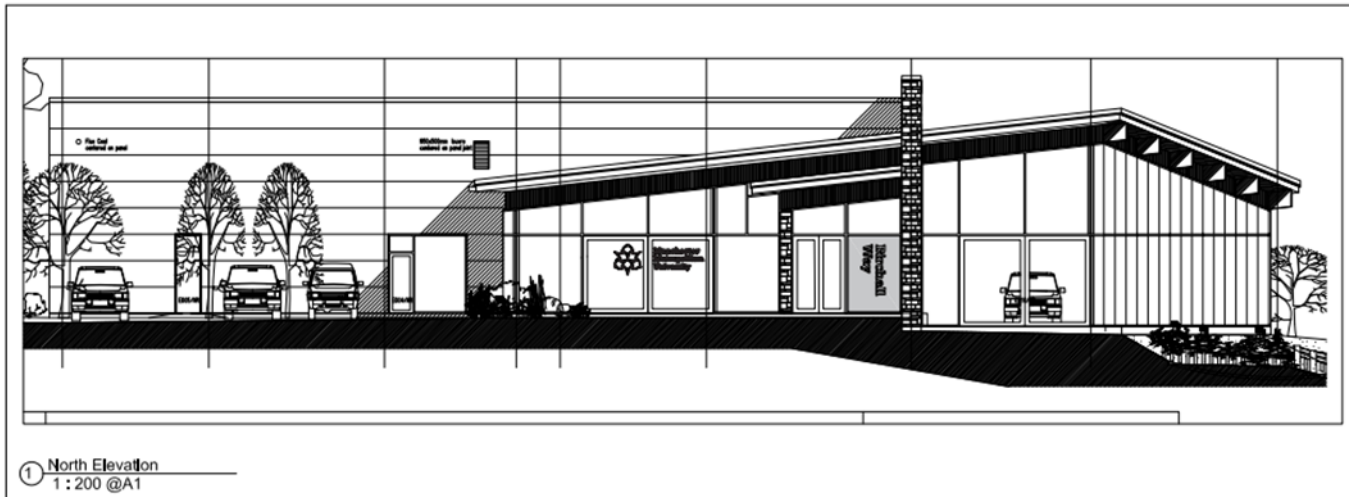
Tree Preservation Order: Not applicable

Description of area

The area is predominantly mixed, with residential, educational facilities and shops and is located along Princess Road near the edge of the City Centre

Description of development

The applicant is seeking to install a non illuminated fascia signage, vinyl applied lettering and logo and aluminium folded plate sign with vinyl applied lettering.



Consultations & Notification Responses

Local residents – No comments, representations have been received as a result of this proposal.

Policy and Issues

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The Adopted Core Strategy for the City of Manchester

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

The following policies within the Core Strategy are considered relevant:

Policy DM1 (Development Management) states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

Policy SP1 (Spatial Principle) refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety and well-being of residents, consider the needs of all members of the community and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

The Unitary Development Plan for the City of Manchester

Policy DC15 - Advertisements, Hoardings and Posters:

In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:

- a. the general location of the proposed development and the effect on visual amenity;
- b. the scope for posters and hoardings to make a positive contribution to the locality;
- c. the design of the structures, and the relationship with any premises on which they are located;
- d. the effect of the proposal on permanent redevelopment of the land;
- e. public safety resulting from the positioning of the design of the display;
- f. the ease with which the structure is capable of being satisfactorily maintained;
- g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
- h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;
- i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;
- j. the number of advertisements in the locality and their cumulative effect on visual amenity.

DC15.2 In assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. they should be in scale with the locality and relate properly to the site on which they stand;
- c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

DC15.3 Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Reasons: The Council accept that advertisements can have a positive role in improving the quality of the visual environment in the City - examples are given in policy DC15.2. At the same time, there is the need to maintain public safety, avoid clutter, and safeguard the particular features of buildings or land.

The National Planning Policy Framework (July 2021)

The document sets out the Government's Planning Policies for England and how these are expected to be applied. National Planning Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Chapter 12- Achieving well-designed places

Paragraph 126 states that in 'the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve'. It further states that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'

Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed. It acknowledges that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective.

Principle

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity as well as its impact upon public safety. The main policies that relate to the assessment of the proposal are the National Planning Policy Framework, in particular Section 12 (Achieving well designed and beautiful places) and Core Strategy policies DM1 (Development Management) and SP1 (Spatial Principles) and the Saved Policies contained within the Unitary Development Plan for Manchester in particular policy DC15 (Advertisements, Hoardings and Posters).

History

134219/FO/2022 - Application Approved - 09.09.2022 Erection of 2.4m high boundary fencing and gates

127030/FO/2020 - Application Approved - 06.08.2020 Change of use of existing car showroom and garage, and associated buildings and surface car parking (Sui Generis) to a flexible office use (Use Class B1) and ancillary functions to accommodate use by Manchester Metropolitan University's Estate and Facilities' services

093631/AO/2010/S1 - Application Approved - 16.08.2010 Installation of seven internally illuminated fascia signs and one non-illuminated fascia sign

086954/AO/2008/S1 - Application Approved - 19.11.2008 Installation of new Corporate signage

059369/FO/SOUTH1/00 - Application Withdrawn - 06.07.2000 Construction of a flat roof over vehicle wash bay

058587/AO/SOUTH1/00 - Application Approved - 31.03.2000 A. One illuminated totem sign. B. Two directional signs., C. Two illuminated individual letter signage.

068603/AO/2003/S1 - Application Approved - 30.10.2003 Erection of 5 x 8 metre high flagpoles with flags illuminated from the ground

055985/FO/CENTL1/99 -

Application Approved - 13.07.1999 Erection of retail motor trade franchised car dealership with sales, servicing and repair, parts sales and storage, car hire, admin, parking and display

Design - White RAL 9016 Letters Frosted glass etch vinyl

White RAL 9016 Letters Black RAL 9005 aluminium folded flat plate sign Stone effect cladding wall to rear

Visual Amenity

It is not considered that the signage would have any notable or detrimental impact upon the either the visual amenity of the existing architecture and design of the host building, or upon the visual amenity of the surrounding street scene and area. The overall appearance of the signage is considered to be sophisticated, not too bulky, and is considered to be consistent with other similar signage in the surrounding area. The signs would comprise White RAL 9016 Letters Frosted glass etch vinyl, White RAL 9016 Letters Black RAL 9005 aluminium folded flat plate sign Stone effect cladding wall to rear and White RAL 9016 Letters Background Glazing which is considered to be an acceptable colour and material choice for the signs.

Public Safety

Given the location and the fact that the signs do not project over the highway, two of which are vinyl lettering, public safety is not a concern in this instance.

Conclusion

Given the above, the proposal is considered to be consistent with National Planning Policy Framework, in particular Section 12 (Achieving well designed and beautiful places) and the Core Strategy for the City of Manchester, in particular policies DM1 (Development Management), and the Saved Policy contained within the Unitary Development Plan for Manchester in particular policies DC15 (Advertisements, Hoardings and Posters).

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, 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) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Received on 4th December 2024 numbered 08-117 Revision A Proposed North Elevations
Received on 4th December 2024 numbered 08-118 Revision A Proposed East Elevations

Reason - To ensure that 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

9 Moran Walk, Manchester, M15 6GA

7 Pinder Walk, Manchester, M15 6FY

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

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Area Team Boundary - Name: SOUTH AREA