

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132342/AO/2021
Date registered valid: 26 November 2021
Proposal: Advertisement Consent for external illuminated logo signs to structure.
Address: 161 Dickenson Road, Manchester, M14 5HZ
Ward(s): Rusholme Ward

Applicant: Mr Mohammed Issa
Agent (if any): Mr Nasar Ishfaq, Jaan Architects Ltd
Case officer: Janet Lawless
Tel: 0161 234 4535
Email: janet.lawless@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 18th July 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 31st December 2021

Standard consultations:

Printed: 2 December 2021 Expired: 23 December 2021

Neighbour notifications

Printed: 2 December 2021 Expired: 23 December 2021

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 property that is the subject of this application is part of a decorative 2 storey red brick terrace. It was constructed in 1925 as part of Anson Parade. It is identified as 159-161 Dickenson Road and sits at the junction of Dickenson Road and Anson Road in the Rusholme ward of the City. There is a large forecourt to the front of the premises with a wide footpath beyond. To the rear is a yard area, which is accessed off the alleyway to the rear. Presently there is a large open seating area.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The immediate area is commercial, with commercial properties continuing across the junction and around the corner on Anson Road. Birchfield Park is on the opposite side of Dickenson Road. The remainder of the area is residential.

Description of development

The proposal is for Advertisement Consent for static external illuminated logo signs to the structure. They are in the form of an acrylic sticker which will be incorporated within the roof. The dimensions of the individual lettering will be 25cm and the dimensions of the overall logo would be Height: 0.8 x Width: 0.9 x Depth: 0.05 metre(s)

There is an application for a single storey steel and glazed unit to be erected on part of the forecourt across numbers 159 and 161 Dickenson Road. The vinyl logos will be incorporated into the structure and the glazing would be etched with the company logo. The illumination will be provided by 1 swan neck light that would shine down onto the logo on the roof. The application for the unit is reference: 132341/FO/2022.

Consultations & Notification Responses

Local Residents were informed- 403 representations have been received which jointly support the advertisement and the construction of the associated unit.

One representation has been received which raised concerns over the lighting aspect of the sign and the building itself.

Highways- The proposed sign is not located on the adopted highway network. The proposed sign does not extend over the adopted highway. As such, a Projection over License will not be required. If the sign is to be illuminated, it should be noted that 600cd/m² is the maximum accepted standard as stated by the Institute of Lighting Engineers. The proposed sign meets headroom and carriageway clearance standards.

Issues

POLICY

1. Town and Country Planning (Control of Advertisements) (England) Regulations 2007
The Advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety.
2. The National Planning Policy Framework (NPPF), (February 2019)
3. The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.
 - o Policy DM 1 (Development Management)
 - o Policy SP1 (Spatial Principles)
 - o Policy EN1 (Design Principles and Strategic Character Areas)
 - o Policy EC1 (Employment and Economic Growth in Manchester)
4. Saved Unitary Development Plan Policies - The UDP has been superseded by the Core Strategy Development Plan, of relevance are the following saved policies.
 - o Saved Policy DC14 - Advertisement Regulations
 - o Saved Policy DC15 - Advertisements, Hoardings

Principle

The proposed signage is commensurate with the nature of the use of the application site. Notwithstanding this, as required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application must be assessed given to the residential amenities of occupants of nearby residential uses and visual amenity.

Amenity

The proposed signs would be incorporated within the roof of the proposed structure. They would be of a vinyl overlay and the method of illumination would be by a swan neck light facing down onto the logo. Given that there are businesses within the area that have illuminated fascia signs, the directional nature of the illumination over a non- illuminated flat vinyl is considered acceptable. Negotiations have also taken place with the applicant with regards to reducing potential glare and the glazing used for the unit currently being considered under ref 132341

has been agreed that it would be tinted rather than a clear glazing. This would also assist with any issues relating to possible light pollution.

There are residential uses to the floors above in the neighbouring properties, but no residential directly above. The other residential unit is across the public highway within Birchfields Park. It is considered that the low level of illumination to the signs provide a clear and effective display of the information relating to the consented use, with no undue harm to amenity or public and highway safety. The illumination would be covered by the attachment of a condition to any consent granted to ensure that it does not exceed the maximum acceptable level,

Design and Siting-

The position and scale of the signs is considered to be in context with the wider area. They are sufficient to promote the business, whilst ensuring that they remain subservient and sympathetic to the neighbouring residential uses within the locale and fit well with the background of the host building and the overall appearance of the area.

The location of the proposed signage is to ensure sufficient visibility to the passing traffic and pedestrians, whilst not intruding into the public realm. It is therefore considered that the proposal would function well in its context, the established area, as well as in relation with the consented use.

Lighting-

The method of illuminating the signage is a low- level static swan neck light that is directed on the vinyl sign only, facing downwards and set within a shaded cowl. As such there would be no issue from light dispersal to the neighbouring properties, and a condition would be attached to any consent granted to restrict the lighting to be used during opening hours only between 09:00 and 22:00 hours.

Given the reasons outlined, it is considered that the proposed signs, would not present any significant adverse impact on the amenity currently experienced by the surrounding residents, pursuant with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, The National Planning Policy Framework; Core Strategy policies DM 1, Policy SP1, EN1, EC1; and saved Unitary Development Plan policies DC14 and DC15.

Public Safety-

The proposed signs would be displayed at high level, approximately 3 metres above ground level on the roof of the application building, they do not project or overhang the public areas and as such would pose no safety issues to the public.

Conclusion

Given the context of the location, it is not considered that the signage would adversely impact the character of the surrounding area, nor is it considered to present any adverse impacts on public and highway safety, pursuant with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, The National Planning Policy Framework; Core Strategy policies DM 1, Policy SP1, EN1; and saved Unitary Development Plan policies DC14 and DC15.

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:

JAAN Architects drawing ref: 161DIC REVD dated 11th July 2023 showing:

Proposed site plan

Proposed Elevations

Proposed Floor Plan

Proposed Roof Plan

Received by email from the agent 11.07.2023

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.

3) Notwithstanding the details on drawing : 161DIC REVD dated 11th July 2023. The maximum luminance level of the approved signs shall not exceed 600cd/m2. The lighting shall only be operational during the approved opening hours.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC26 and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services

147A Dickenson Road, Manchester, M14 5HZ
Flat 1, 49A Anson Road, Manchester, M14 5DE
161A Dickenson Road, Manchester, M14 5HZ
151 Dickenson Road, Manchester, M14 5HZ
149 Dickenson Road, Manchester, M14 5HZ
Ground Floor, 163 - 165 Dickenson Road, Manchester, M13 0YN
34 Anson Road, Manchester, M14 5BQ
Office, 159A Dickenson Road, Manchester, M14 5HZ
159A Dickenson Road, Manchester, M14 5HZ
Birchfields Park Lodge, Dickenson Road, Manchester, M14 5HY
163 - 165 Dickenson Road, Manchester, M13 0YN
45A Anson Road, Manchester, M14 5DE
Ground Floor, 167 Dickenson Road, Manchester, M13 0YN
Flat Above, 49 Anson Road, Manchester, M14 5DE
Top Flat, 145B Dickenson Road, Manchester, M14 5HZ
Flat 2, 161 Dickenson Road, Manchester, M14 5HZ
Flat 1, 161 Dickenson Road, Manchester, M14 5HZ
167 Dickenson Road, Manchester, M13 0YN
Ground Floor Rear, 145A Dickenson Road, Manchester, M14 5HZ
Ground Floor Front, 145A Dickenson Road, Manchester, M14 5HZ
Flat 5, 145 Dickenson Road, Manchester, M14 5HZ
Flat 3, 145 Dickenson Road, Manchester, M14 5HZ
Flat 19, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 16, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 14, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 12, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 8, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 6, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 3, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 1, David Navin Court, 32 Anson Road, Manchester, M14 5BP
1 Birchfields Road, Manchester, M13 0XP
49A Anson Road, Manchester, M14 5DE
157 Dickenson Road, Manchester, M14 5HZ
147 Dickenson Road, Manchester, M14 5HZ
145 Dickenson Road, Manchester, M14 5HZ
157A Dickenson Road, Manchester, M14 5HZ

Flat 2, 49A Anson Road, Manchester, M14 5DE
Flat 6, 145 Dickenson Road, Manchester, M14 5HZ
Flat 4, 145 Dickenson Road, Manchester, M14 5HZ
Flat 2, 145 Dickenson Road, Manchester, M14 5HZ
Flat 1, 145 Dickenson Road, Manchester, M14 5HZ
Flat 20, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 18, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 11, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 17, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 15, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 13, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 10, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 9, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 7, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 5, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 4, David Navin Court, 32 Anson Road, Manchester, M14 5BP
Flat 2, David Navin Court, 32 Anson Road, Manchester, M14 5BP
45 - 49 Anson Road, Manchester, M14 5DE
159 Dickenson Road, Manchester, M14 5HZ
155 Dickenson Road, Manchester, M14 5HZ
155A Dickenson Road, Manchester, M14 5HZ
153A Dickenson Road, Manchester, M14 5HZ
153 Dickenson Road, Manchester, M14 5HZ

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