

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134636/AO/2022

Date registered valid: 6 September 2022

Proposal: Installation of 2no. non-illuminated fascia signs

Address: 21-23 Albert Road, Manchester, M19 2EQ

Ward(s): Burnage Ward

Applicant: Mr Odai Al-Mawal, Dream House DIY LTD, 21 Albert Road,
Manchester, M19 2EQ

Agent (if any):

Case officer: Harriet Aidoo
Tel: 0161 234 4532
Email: harriet.aidoo@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14 May 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 15 September 2022 Expired: 6 October 2022

Neighbour notifications

Printed: 15 September 2022 Expired: 6 October 2022

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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of site / building / area

This planning application relates to the ground floor commercial units currently operating as a DIY shop. The application building has a paved open forecourt along the frontage which serves as off-street car parking. There is existing metal shutters in-part along the ground floor frontage of the building. The general area is mixed use in character, with intermittent retail and commercial uses, together with residential properties along Albert Road. The site is close to Levenshulme District Centre and Levenshulme train station.

Description of development

The submitted application proposes installation of 2no. non-illuminated fascia signs to the front of the building.

The initially submitted plan has been slightly revised in the interest of design, and revised plans subsequently submitted, (dated 02/03/23). The proposed 2no. non-illuminated fascia signs to the front of the building would now both sit marginally below and flank either side of the existing "Levenshulme Post Office" masonry signage. They would be placed approximately 285mm high above ground level and would both measure approximately 400mm wide x 120mm high x 40mm deep. It is intended to use fiberglass material, incorporating black and red colour and text over a yellow background. Consent is sought for the period 15/08/2022 to 31/08/2030.

Consultations & Notification Responses

1. Neighbours

Occupiers of properties surrounding the application site were notified of the proposal. No comments, objections or representations were received.

2. Highways

Highways officers have commented as follows:

The proposed signs are not located on the adopted highway network.

The proposed signs extend for a maximum of 5.05m over the private forecourt therefore a projection over license will not be required.

There is no noted luminance of the signs. The luminance of a static sign will be considered acceptable if it is in line with the MCC recommended maximum of 600cd/m².

The signage complies with headroom and carriageway clearance requirements.

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), (July 2021)

3. The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.

- Policy DM 1 (Development Management)
- Policy SP1 (Spatial Principles)
- Policy EN1 (Design Principles and Strategic Character Areas)

4. Saved Unitary Development Plan Policies - The UDP has been superseded by the Core Strategy Development Plan, of relevance are the following saved policies.

- Saved Policy DC14 - Advertisement Regulations
- Saved Policy DC15 - Advertisements, Hoardings
- Saved policy E3.3 (The City's major radial and orbital roads and rail routes).

ISSUES

The initially submitted plan has been slightly revised in the interest of design, and revised plans subsequently submitted, (dated 02/03/23).

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 given to the residential amenities of occupants of nearby residential uses and visual amenity.

Residential / Visual Amenity

In light of the existing contextual relationship and give the revised plans, (dated 02/03/23) and due to the fact that the proposed signs would be non-illuminated, and temporary consent is sought, they are therefore considered to be appropriate in the context of the established industrial unit within the wider mixed use streetscene along Albert Road and is expected to continue to work well with the surroundings. It is considered that 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 position and scale of the sign is considered to be in context with the wider area, and to ensure that it provides greater clarity for the on-going use, pedestrians, and motorists without compromising safety. The signs are of durable material - comprising of fiberglass material, whilst incorporating the colour of text and background in black and red over a yellow background. However, whilst in-part the proposed background colouration is in contrast with the background of the host building, it ensures sufficient visibility to the passing traffic and pedestrians, without unduly intruding to 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. The immediate residential properties facing the application building - nos. 18-20 Albert Road are located approximately 76.14 feet from the proposed signage and are separated by a busy highway and segregated from the site by various other commercial buildings. It is not therefore considered that the proposal would cause a significant detriment to residential amenity. For the reasons outlined, it is considered that the proposed signs, although prominent along the streetscene, however given the context of the location and the consented use of the building 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 (NPPF), (July 2021); Core Strategy policies DM 1, SP1, EN1 ; and saved Unitary Development Plan policies E3.3, DC14 and DC15.

Public Safety

The proposed signs would be displayed at high level, the proposed height from the ground to the base of the advertisement would be approximately 4.15 metres, and extend approximately 0.06 metres deep over the existing private forecourt, and complies with headroom and carriageway clearance requirements. The proposed signs would provide a clear and effective display of the information relating to the consented use of the building, and the proposed materials and design details of the signs as shown on the submitted information in support of this application, is considered to be of sufficient quality, and given the context of the location,

would not 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 E3.3, DC14 and DC15.

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 Declaration

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 advertisement shall not be displayed beyond a period of 31/08/2030 from the date of this consent. The advertisements and any supporting structures shall be removed on that date.

Reason - The advertisement is of a temporary nature only and is not considered acceptable as a permanent feature on this building in order to comply with saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy. A temporary consent is granted to allow alternative letting strategies to be put in place.

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

- Location Plan with application site edged in red, received by the City Council as Local Planning Authority on 09 August 2022.
- Proposed elevations, received by the City Council as Local Planning Authority on 02 March 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

2 Marshall Road, Manchester, M19 2FQ
Flat 3, 1 Buckhurst Road, Manchester, M19 2DS
Flat Above, 21 - 23 Albert Road, Manchester, M19 2EQ
Flat Above, 25 Albert Road, Manchester, M19 2EQ
Flat 1, 22 Albert Road, Manchester, M19 2FP
Flat 2, 22 Albert Road, Manchester, M19 2FP
Flat 3, 22 Albert Road, Manchester, M19 2FP
Flat 4, 22 Albert Road, Manchester, M19 2FP
Flat 5, 22 Albert Road, Manchester, M19 2FP
Flat 4, 20 Albert Road, Manchester, M19 2FP
Flat 2, 1 Buckhurst Road, Manchester, M19 2DS
Flat 4, 18 Albert Road, Manchester, M19 2FP
Flat 3, 18 Albert Road, Manchester, M19 2FP
Flat 2, 18 Albert Road, Manchester, M19 2FP
Flat 1, 18 Albert Road, Manchester, M19 2FP
25 Albert Road, Manchester, M19 2EQ
Flat 3, 20 Albert Road, Manchester, M19 2FP
Flat 2, 20 Albert Road, Manchester, M19 2FP
Flat 1, 20 Albert Road, Manchester, M19 2FP
27 Albert Road, Manchester, M19 2EQ
Manchester Vocational And Learning Academy, 19 Albert Road, Manchester, M19 2EQ
Flat 1, 1 Buckhurst Road, Manchester, M19 2DS

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