

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135672/AO/2022
Date registered valid: 6 December 2022
Proposal: Installation of non illuminated lettering sign to frontage of Chadwick House
Address: Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Ward(s): Ardwick Ward

Applicant: Sarah Tate, One Manchester
Agent (if any): Mr Michael Bagot Rowlinson
Case officer: Sue Wills
Tel: 0161 234 4524
Email: sue.wills@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 16.01.2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 20 December 2022

Expired: 10 January 2023

Neighbour notifications

Printed: 20 December 2022

Expired: 10 January 2023

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 application relates to a recently built 7 storey apartment block bounded by Stockport Road and Plymouth Grove West. The development consists of 7 three bedroom townhouses, 32 one bedroom apartments and 57 two bedroom apartments. The building fronts onto Stockport Road, with associated parking and landscaping to the rear. The Stockport Road frontage provides the main entrance to the building together with the separate entrances for the town houses.

Planning History

122945/FO/2019

Erection of a 7 storey building to form 96 residential apartments (Use Class C3a) with associated car parking, amenity space, boundary treatment, landscaping and other associated works following demolition of existing buildings.

328-336 Stockport Road

Approved subject to conditions 24.10.2019

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The surrounding area is characterised by a mixture of building types, sizes and uses. To the north west of the site is a residential apartment building at the junction of Plymouth Grove West and Stockport Road. To the north east of the site is a secondary school building and

associated playing fields and grounds operated by the Dean Trust Ardwick School. A modern residential development lies immediately to the south of the development. Beyond this is a grade II Listed Care Home and Plymouth Grove Primary School which are accessed off Plymouth Grove West.

Background

The originally approved scheme was subject to a condition relating to a signage strategy. An application has been recently submitted (ref: CDN/220881) to discharge the signage strategy condition, but has yet to be determined.

Description of development

Consent is sought for installation a non illuminated signage above the main entrance to the recently constructed building.

The signage would be comprised of stainless steel individual lettering. The letters would be 15cms in height and 2 cms in depth, and would have a non coloured stainless steel finish.

Consultations & Notification Responses

Local residents and local businesses – No comments received.

Highway Services - Have no objections to the sign.

Policy

National Planning Policy Framework - This Framework came into effect on 27th March 2012 and was amended and updated in July 2021 and sets out the Government's planning policies for England and how these are expected to be applied. It defines the Government's requirements for the planning system 'only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through 'which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. However, paragraph 11 states that 'at the heart of the Framework is a presumption in favour of sustainable development' and, in 'decision-taking', this means that development proposals should accord with the development plan should be approved without delay unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole or specific policies in this Framework indicate development should be restricted.

National Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Core planning principles - Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan making and decision-taking with the following specific policies being particularly relevant to the proposed development:

Chapter 12. Achieving well-designed places - 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 126). It further states that: 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions' (paragraph 134).

With regard to advertisement signage Chapter 12 states: 'the quality and character of places

can suffer when advertisements are poorly sited and designed. 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts' (paragraph 136).

It is considered that the proposed signage represents a design that is found within the context of the location.

On balance, it is considered that the proposed signage would be appropriate in terms of the proposed scale, and context of the building, and would not be visually intrusive in the streetscene, thereby according with the aspirations set out in Chapter 12.

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

(1) 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.

It is considered that the non illuminated signage relates satisfactorily to the regulations.

Planning Practice Guidance - On 6 March 2014 the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things,

i. Considerations affecting public safety

ii. Considerations affecting amenity.

In this case it is considered that the display of signage would not be detrimental to highway safety and / or the amenity of the locality and thereby be appropriately related to the relevant aspects of PPG.

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 ('the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of

UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.'

The following policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the relevant principles relate to the extent to which the development:

- a. Makes a positive contribution to neighbourhoods of choice including the creation of well designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment;
- b. Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;
- c. Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

It is not considered that the appearance and specification of the non illuminated signage would unduly impact upon the character or composition of the apartment block. Furthermore , the proposed signage is proportionate, to the scale of the building and is appropriately positioned in terms of way finding, and satisfactorily related to the surrounding context. Policy SP1 would thereby be accorded with.

Policy EN 1 Design Principles and Strategic Character Areas - States that design is appropriately related to the character of the surrounding area. It is not considered that the signage departs from the character of the building or would be visually obtrusive. The signage is thereby appropriately related to policy EN1.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues:

- a. Appropriate siting, layout, scale, form, massing, materials and detail;
- b. Impact on the surrounding areas in terms of the design, scale and appearance with regard to the character of the surrounding area;
- c. Effects on amenity;
- d. Design for health.

For the reasons previously set out above, it is considered that the proposed signage would be satisfactorily related to policy DM1 as it would not harmfully affect the character of the building or residential uses in the locality.

Unitary Development Plan saved policies - The following saved policies of the UDP are considered to be relevant:

Policy E3.3 (Upgrade the appearance of radial and orbital routes) - This policy (E3.3) is relevant given the views of the site from Stockport Road, which is a major radial route to and from the City Centre. It is considered that the new signage would not adversely affect Stockport Road due to its distance from the site boundary. Policy E3.3 would thereby be accorded with.

Issues

Principle

The proposed signage has been appropriately related to the recently built apartment building. The signage is related to the address of the property and is acceptable in principle.

Height and positioning

As stated the proposed signage would be appropriately related to the property and providing a visual focus for the main entrance to the building. Sufficient clearance above ground is

proposed thereby ensuring that there would be no impact on pedestrian movement. The height and position of the proposed signage is considered to be appropriate.

Public Safety

The proposed signage are not considered to give rise to any public safety concerns. The location of the signage not considered to cause a distraction to road users , or pedestrians, pursuant with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, The National Planning Policy Framework; Core Strategy policies DM 1.

Highways Issues

The positioning of the proposed signage would not affect pedestrian or vehicular visibility. the proposed development would affect the function of the external operation of the site. It is therefore considered that the proposed signage would be consistent with Core Strategy policies DM1 and SP1.

Residential amenity

The development is located in area with a mix of uses , with residential uses to the north and south, a residential care home to the west , a church to the south west and a school to the east. Due to the location and nature of the proposed signage, there would be unlikely to be any significant impacts to residential amenity.

Conclusion - It is considered that the proposed signage would be proportionate and appropriately related to the building upon which it would be located and wider locality . The signage would appropriately and satisfactorily relate to policies SP1, EN1 and DM1 of the Core Strategy for the City of Manchester, Saved UDP policies DC14.1, DC14.5 and the National Planning Policy Framework.

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. The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2. 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.

3. The development hereby approved shall be carried out in accordance with plan ref: Building Signage Proposals December 2022 (notwithstanding colouration shown) received 6th December 2022.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) and saved policy E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services

14 Drybrook Close, Manchester, M13 9AW

The Ukrainian Orthodox Church, Plymouth Grove West, Manchester, M13 0AQ

Flat 113, Chadwick House, 336 Stockport Road, Manchester, M13 0BR

Richmond Care, 9 Plymouth Grove West, Manchester, M13 0AQ

18 Plymouth Grove West, Manchester, M13 0AG

22 Plymouth Grove West, Manchester, M13 0AG

20 Plymouth Grove West, Manchester, M13 0AG

16 Plymouth Grove West, Manchester, M13 0AG

21 Plymouth Avenue, Manchester, M13 0LZ

17 Plymouth Avenue, Manchester, M13 0LZ

19 Plymouth Avenue, Manchester, M13 0LZ
15 Plymouth Avenue, Manchester, M13 0LZ
25 Plymouth Avenue, Manchester, M13 0LZ
346 Stockport Road, Manchester, M13 0LE
342 Stockport Road, Manchester, M13 0LE
344 Stockport Road, Manchester, M13 0LE
328A Stockport Road, Manchester, M13 0LE
330 Stockport Road, Manchester, M13 0LE
334 Stockport Road, Manchester, M13 0LE
Flat 112, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 203, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 212, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 218, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 307, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 313, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 401, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 405, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 508, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 511, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 104, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 105, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 219, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 404, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 408, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 414, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 501, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
328 Stockport Road, Manchester, M13 0LE
29 Plymouth Avenue, Manchester, M13 0LZ
Flat 101, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 306, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 316, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 506, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 507, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 510, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
338 Stockport Road, Manchester, M13 0LE
340 Stockport Road, Manchester, M13 0LE
23 Plymouth Avenue, Manchester, M13 0LZ
Flat 2, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 107, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 210, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 211, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 214, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 216, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 305, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 312, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 317, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 318, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 319, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 409, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 413, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 512, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
Flat 5, 300 Stockport Road, Manchester, M13 0JY
Flat 3, 300 Stockport Road, Manchester, M13 0JY

[illegible]

Flat 602, Chadwick House, 336 Stockport Road, Manchester, M13 0BR
324 - 326 Stockport Road, Manchester, M13 0LE
Flat 2, 300 Stockport Road, Manchester, M13 0JY
27 Plymouth Avenue, Manchester, M13 0LZ

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