

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135507/AO/2022

Date registered valid: 17 November 2022

Proposal: Installation of 4 x internally illuminated fascia signs, 1x vinyl sign and 1x internally illuminated totem sign

Address: The Imperial Lounge, Victoria Avenue East, Manchester, M9 7HW

Ward(s): Charlestown Ward

Applicant: Aldi Food Stores Limited, Aldi Bolton, Logistics North, Bridgewater Avenue, Bolton, BL5 1EE

Agent (if any): Celia Brearley, The Harris Partnership 77 Dale Street, Manchester, M1 2HG

Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 21 December 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2 December 2022

Standard consultations:

Printed: 6 December 2022 Expired: 27 December 2022

Neighbour notifications

Printed: 29 November 2022 Expired: 20 December 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 and surroundings

The application site presently relates to the Imperial Lounge Restaurant – a part single, part two storey building situated on the northern side of the main east-west arterial route of Victoria Avenue East. The site incorporates large areas of hard standing used for parking and access, as well a small area of tree planting to the north-western corner.

The site also includes a small amount of surplus land associated with the adjacent rugby club's playing fields immediately to the east which is proposed to form a relocated vehicular access.



View of existing site as undeveloped

The proposed advertisement relates to redevelopment of the site in associated within planning permission referenced 133148/FO/2022 which allowed for the erection of retail foodstore (Class E) to be operated by Aldi, following demolition of the existing structures, together with a new vehicular access off Victoria Avenue East, new internal vehicular access roads, relocated access and associated surface level car parking and landscaping cycle parking, servicing area, and hard and soft landscaping.

In terms of the site's immediate surroundings, the area can be described as mixed use in character, with residential properties predominating to the south and east and notably to the opposite side of Victoria Avenue East.

To the north is a landscaped strip, beyond which is the M60 motorway, whereas to the south are two-storey detached and semi-detached dwellinghouses.

Adjacent to the eastern boundary is a sports facility occupied by North Manchester Rugby Club and the Assheton Bowmen. This comprises grass playing pitches predominantly used for rugby and an associated clubhouse.

Immediately to west is an existing, part 4, part 5 storey residential apartment building, beyond which is a gym (Pure Gym) and their associated car parks. These share the same vehicular access point as the existing restaurant via an access route off Victoria Avenue East.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of development

Advertisement consent is sought for the installation of the following:

- 4 x high level, fascia signs to be attached to each elevation of the associated supermarket building;

The single face wall mounted signs (2070mm x 2470mm) consist of aluminium signs with polycarbonate screen printing which project 137mm from the plane of the building and are to be internally illuminated.



CGI of proposed store and signage

- Vinyl poster sign (1600mm x 1335mm) inserted upon low level glazing at the associated store entrance;
- Internally illuminated, 6 metre high, doubled sided totem sign consisting of an aluminium sign with polycarbonate screen printing. The sign is to be situated towards the front of the site adjacent to the proposed, relocated vehicular access and Victoria Avenue East.

All signage is to advertisement Aldi branding, with the totem sign also incorporating store opening times.

Consultations & Notification Responses

Local Residents/Occupiers – 1 representation has been received which objects to the proposal. In summary, it is considered that an illuminated sign at position proposed seems very invasive and will be visible through neighbouring kitchens, bathrooms and more importantly, the bedrooms. The idea of being subjected to a 'brand' of any kind day and night is appalling.

Highway Services

The following comments are made:

Internally illuminated signs

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

The proposed signs extend to a maximum projection of 0.137m over the private forecourt of the site and does not extend over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the signs are noted as 51 cd/m², which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

The proposed signs comply with carriageway clearance and headroom clearance Requirements.

Non illuminated vinyl sign

The proposed vinyl is not located on the adopted highway network.

The proposed vinyl does not extend onto the adopted highway.

The proposed vinyl is not illuminated.

The proposed vinyl complies with carriageway clearance and headroom clearance requirements

Totem sign

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.

The proposed luminance of the sign is noted as 51 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

The proposed sign complies with carriageway clearance and headroom clearance requirements.

Environmental Health

Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties. The signage will need to be selected and installed to ensure they are auto dimmable so to not exceed 300cd/m² during the hours of darkness.

Cadent – No objection. An informative with respect to assets and infrastructure is requested.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy, as well as guidance contained within the National Planning Policy Framework (NPPF).

Paragraph 136 of the NPPF explains that poorly sited and designed advertisements can affect the quality and character of places. Advertisements should therefore be “operated in a way which is simple, efficient and effective.” In line with the provisions of the Advertisement Regulations, it confirms that advertisements should be subject to control only in the interests of 'amenity' and 'public' safety, considering cumulative impacts.

Issues

Visual Amenity and Public Safety

The proposed signs represent a modern, relatively un-intrusive design, which will be located within the setting of supermarket following its granting of planning permission.

It is believed that due to the position, design and means of illumination of the proposed signage, coupled with the commercial context of the backdrop, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

Whilst the signage will be visible from a distance outside the bounds of the site, it is not believed they would result in a strident or intrusive impact to visual amenity and would blend into the design and colouration of the proposed building and the emerging commercial backdrop.

No issues are raised from a public safety perspective.

Given the above, it is considered that the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as the relevant, aforementioned Development Plan policy and guidance.

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

Drawings referenced 16223-1000, 16223BOL-1001, 16223BOL-1002, 6223BOL-1003 and 16223BOL-1004, received by the City Council as Local Planning Authority on 17 November 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.

3) 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.

4) The maximum luminance level of the advertisements displayed as hereby approved shall not exceed 300 cd/m² during the hours of darkness.

Reason - To safeguard residential amenity, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies DM1 and SP1 of the Manchester Core Strategy.

Informative

1) Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. There may be a legal interest (easements and other rights) in the land that restrict activity in proximity to Cadent assets in private land. The applicant must ensure that the proposed works do not infringe on legal rights of access and or restrictive covenants that exist.

If buildings or structures are proposed directly above the apparatus the development may only take place following diversion of the apparatus. The applicant should apply online to have apparatus diverted in advance of any works, by visiting cadentgas.com/diversions.

Prior to carrying out works, including the construction of access points, please register on www.linsearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Environmental Health

Environmental Health

845 Moston Lane, Manchester, M40 5RT

843 Moston Lane, Manchester, M40 5RT

Gardeners Arms, Moston Lane, Manchester, M40 5RZ

482 Lightbowne Road, Manchester, M40 0HA

480 Lightbowne Road, Manchester, M40 0HA

Flat At, Gardeners Arms, Moston Lane, Manchester, M40 5RZ

2A Greengate East, Manchester, M40 0JL

382 Victoria Avenue East, Manchester, M9 7SS

20 Greengate East, Manchester, M40 0JL

Pure Gym, Victoria Avenue East, Manchester, M9 2HW

267 Victoria Avenue East, Manchester, M9 7HW

12 Greengate East, Manchester, M40 0JL

Asseton Bowmen Club House, Victoria Avenue East, Manchester, M40 5SH

2 Greengate East, Manchester, M40 0JL

Flat At, The Toy Box, Victoria Avenue East, Manchester, M9 2HE

420 Victoria Avenue East, Manchester, M40 5SH

24 Greengate East, Manchester, M40 0JL

428 Victoria Avenue East, Manchester, M40 5SH

380 Victoria Avenue East, Manchester, M9 7SS

366 Victoria Avenue East, Manchester, M9 7SS

1 Hinchley Road, Manchester, M9 7FG

3 Hinchley Road, Manchester, M9 7FG

4 Greengate East, Manchester, M40 0JL

402 Victoria Avenue East, Manchester, M40 5SH

414 Victoria Avenue East, Manchester, M40 5SH

408 Victoria Avenue East, Manchester, M40 5SH

406 Victoria Avenue East, Manchester, M40 5SH

438 Victoria Avenue East, Manchester, M40 5SH

418 Victoria Avenue East, Manchester, M40 5SH

426 Victoria Avenue East, Manchester, M40 5SH

424 Victoria Avenue East, Manchester, M40 5SH

436 Victoria Avenue East, Manchester, M40 5SH

390 Victoria Avenue East, Manchester, M9 7SS

362 Victoria Avenue East, Manchester, M9 7SS

372 Victoria Avenue East, Manchester, M9 7SS

8 Greengate East, Manchester, M40 0JL

38 Greengate East, Manchester, M40 0JL

36 Greengate East, Manchester, M40 0JL

18 Greengate East, Manchester, M40 0JL

10 Greengate East, Manchester, M40 0JL

42 Greengate East, Manchester, M40 0JL

30 Greengate East, Manchester, M40 0JL

22 Greengate East, Manchester, M40 0JL

374 Victoria Avenue East, Manchester, M9 7SS

368 Victoria Avenue East, Manchester, M9 7SS

392 Victoria Avenue East, Manchester, M9 7SS

378 Victoria Avenue East, Manchester, M9 7SS

388 Victoria Avenue East, Manchester, M9 7SS

386 Victoria Avenue East, Manchester, M9 7SS

376 Victoria Avenue East, Manchester, M9 7SS
384 Victoria Avenue East, Manchester, M9 7SS
358 Victoria Avenue East, Manchester, M9 7SS
370 Victoria Avenue East, Manchester, M9 7SS
364 Victoria Avenue East, Manchester, M9 7SS
360 Victoria Avenue East, Manchester, M9 7SS
440 Victoria Avenue East, Manchester, M40 5SH
417 Hollinwood Avenue, Manchester, M40 0JQ
419 Hollinwood Avenue, Manchester, M40 0JQ
430 Victoria Avenue East, Manchester, M40 5SH
Flat 41, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 40, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 39, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 38, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 31, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 28, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 22, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 20, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 13, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 6, 261 Victoria Avenue East, Manchester, M9 7GH
416 Victoria Avenue East, Manchester, M40 5SH
412 Victoria Avenue East, Manchester, M40 5SH
404 Victoria Avenue East, Manchester, M40 5SH
Flat 47, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 44, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 37, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 36, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 27, 261 Victoria Avenue East, Manchester, M9 7GH
32 Greengate East, Manchester, M40 0JL
410 Victoria Avenue East, Manchester, M40 5SH
400 Victoria Avenue East, Manchester, M40 5SH
Flat 35, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 21, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 19, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 15, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 14, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 11, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 4, 261 Victoria Avenue East, Manchester, M9 7GH
40 Greengate East, Manchester, M40 0JL
14 Greengate East, Manchester, M40 0JL
Flat 45, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 30, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 2, 261 Victoria Avenue East, Manchester, M9 7GH
4A Greengate East, Manchester, M40 0JL
454 Hollinwood Avenue, Manchester, M40 0JH
Flat 43, 261 Victoria Avenue East, Manchester, M9 7GH
434 Victoria Avenue East, Manchester, M40 5SH
398 Victoria Avenue East, Manchester, M40 5SH
Flat 49, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 42, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 33, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 23, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 18, 261 Victoria Avenue East, Manchester, M9 7GH
34 Greengate East, Manchester, M40 0JL

26 Greengate East, Manchester, M40 0JL
Flat 50, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 48, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 25, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 12, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 10, 261 Victoria Avenue East, Manchester, M9 7GH
16 Greengate East, Manchester, M40 0JL
Flat 34, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 24, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 17, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 8, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 7, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 1, 261 Victoria Avenue East, Manchester, M9 7GH
28 Greengate East, Manchester, M40 0JL
Flat 46, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 32, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 29, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 16, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 9, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 5, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 3, 261 Victoria Avenue East, Manchester, M9 7GH
Flat 26, 261 Victoria Avenue East, Manchester, M9 7GH
6 Greengate East, Manchester, M40 0JL
44 Greengate East, Manchester, M40 0JL
432 Victoria Avenue East, Manchester, M40 5SH
422 Victoria Avenue East, Manchester, M40 5SH

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 - Not Affected
Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: NORTH AREA