

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134437/AO/2022

Date registered valid: 22 November 2022

Proposal: Advertisement Consent for the installation of internally illuminated fascia and non-illuminated projecting sign and application of window vinyls.

Address: 56 Lloyd Street South, Manchester, M14 7HT

Ward(s): Whalley Range Ward

Applicant: One Stop Ltd, Buss, Innovate Signs

Agent (if any): Hannah Buss, Innovate Signs

Case officer: Constance Phillips
Tel: 0161 234 5792
Email: constance.phillips@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 13 January 2023



Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 5 April 2022

Standard consultations: Printed: 6 December 2022 Expired: 27 December 2022

Neighbour notifications: Printed: 6 December 2022 Expired: 27 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to a part single part two storey terraced building together with a collection of storage units bounded by a brick wall. The existing retail unit faces Lloyd Street South and the storage yard at the rear face Burdith Avenue. The first floor at the front, above No.56, is currently residential and another apartment has been approved over No.58. No.60 and 60a are residential also.

Description of area

The area is predominantly residential, mainly consisting of two storey red brick terraced dwellinghouses along Lloyd Street South, Burdith Avenue and beyond. The site lies within the Whalley Range ward and benefits from its proximity to several bus stops and Princess Road.

Description of development

The applicant is advertisement consent for the installation of internally illuminated fascia and non-illuminated projecting sign and application of window vinyls, in relation to its new use as a convenience 'One Stop' shop.

Consultations & Notification Responses

Local residents, as per appendix 1 – No comments received.

Highway Services – *The proposed fascia sign is not located on the adopted highway network. The proposed fascia sign will not extend over the adopted highway and therefore does not*

require a projection over license. The proposed luminance of the static sign is noted as 250cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways. The fascia sign complies with headroom and carriageway clearance requirements.

The proposed projecting sign is not located on the adopted highway network. The proposed sign extends for a maximum of 1.19m over the adopted highway. As such, a projection over license will be required. There is no luminance of the proposed sign. The sign complies with headroom and carriageway clearance requirements.

The proposed signs are not located on the adopted highway network, do not extend over the adopted highway, have no proposed luminance and comply with headroom and carriageway clearance requirements.

Policies

The Manchester Core Strategy (2012) - Relevant policies:

- DM1 - Development Management
- SP1 - Spatial Principles

The Unitary Development Plan (1995) – Saved Development Control Policies of relevance:

- DC14 – Shop Fronts and Related Signs

National Planning Policy Framework

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.

The Town and Country Planning (Control of Advertisements) Regulations (2007):

- Schedule 3, Class 4B

Issues

Principle – The principal, of installing externally illuminated fascia, non-illuminated projecting signage and vinyl graphics to denote the name of the business present in a unit, is acceptable. Notwithstanding this, consideration must be given to any amenity and public safety issues associated with these works.

Amenity – The fascia sign would be sited above the new shop front and would measure 6.47m wide and 1m high, located 3.24m above the ground. The projecting sign would be 0.56m high, 1.19m wide (projection) and 0.1m in depth. The vinyl graphics would be applied to the right hand window, to obscure the tills and tobacco counter from view. The proposed design and materials are: ‘traffic red’ folded dibond panel fascia with blue acrylic and white vinyl logo and lettering; aluminium composite projecting sign in red (RAL 3020), with digitally printed logo. The fascia sign would be externally illuminated (static) to 250cd/m² via white LED trough lights above, whilst the projecting sign would be non-illuminated. The units opposite, at No’s 27-43, nearly all feature illuminated fascia and projecting signage of a similar scale and nature, therefore it is not considered that the signage for this unit would harm the visual amenity of this stretch of Lloyd Street South. The design is considered in keeping with the nearby commercial parades and is not thought to look cluttered or unsightly, but will improve the appearance of this

building as the previous signage was dated and in a poor state of repair, hence the design and scale of the works are deemed acceptable.

Public Safety – The externally illuminated (static 250cd/m²) fascia sign would be 3.24m above ground and the non-illuminated projecting sign would be 2.91m above ground, therefore it would pose no risk to passing pedestrians. Highways have stated the latter would however require a Project Over License, which has been added to this decision as an informative for the applicant. Highway Services have no objection to the proposed works, as they comply with MCC standards for height and illuminance levels. There would be no flashing or bright lights, therefore it is not considered that the proposal would distract drivers or pose a risk to public safety. For the above reasons, the proposed advertising is considered to be acceptable, as they would be consistent with policies DM1, DC1, SP1, DC14 and the NPPF, and development may commence in accordance with the following conditions.

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

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 5 years 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 policies SP1 and DM1 of the Core Strategy.

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

- Proposed Site Signage
- Fascia Sign Specification
- Projection Sign Specification
- Location / Block Plan

Stamped as received by the City Council as Local Planning Authority on the 22nd 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 Core Strategy.

Informatives

The proposed sign extends over the adopted highway. As such, a projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

The applicant should be advised that any requirements for licensing, hoarding/scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email (highwaylicences@manchester.gov.uk).

Appendix 1 – List of consultees & neighbours notified

Highway Services

25 Lloyd Street South, Manchester, M14 7HS
23 Lloyd Street South, Manchester, M14 7HS
17 Lloyd Street South, Manchester, M14 7HS

17 Burdith Avenue, Manchester, M14 7HX
27A Lloyd Street South, Manchester, M14 7HS
Flat, 29 Lloyd Street South, Manchester, M14 7HS
56A Lloyd Street South, Manchester, M14 7HT
Flat 9, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 8, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 7, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 6, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 5, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 4, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 3, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 20, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 2, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 19, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 18, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 17, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 16, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 15, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 14, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 13, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 12, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 11, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 10, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
Flat 1, The Parkside, 62 Lloyd Street South, Manchester, M14 7HT
60A Lloyd Street South, Manchester, M14 7HT
60 Lloyd Street South, Manchester, M14 7HT
56 Lloyd Street South, Manchester, M14 7HT
29 Lloyd Street South, Manchester, M14 7HS
31A Lloyd Street South, Manchester, M14 7HS
54 Lloyd Street South, Manchester, M14 7HT
31 Lloyd Street South, Manchester, M14 7HS
27 Lloyd Street South, Manchester, M14 7HS
21 Lloyd Street South, Manchester, M14 7HS
19 Lloyd Street South, Manchester, M14 7HS

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