

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134959/AO/2022

Date registered valid: 15 September 2022

Proposal: Advertisement consent for the display of 3 no. Illuminated high level fascia signs

Address: 89 Albany Road, Manchester, M21 0BN

Ward(s): Chorlton Ward

Applicant: Ms Kellie Bubble Unicorn Grocery 89 Albany Road, Manchester, M21 0BN

Agent (if any): Mr Tony Murdoch Widd Signs (North West) Limited Unit 11A Brindley Road, St Helens, WA9 4HY

Case officer: Adam Mitchell
Tel: 0161 234 4165
Email: adam.mitchell@manchester.gov.uk

Recommendation: APPROVE

Date of recommendation: 07.11.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 06 October 2022

Standard consultations:

Printed: 23 September 2022 Expired: 14 October 2022

Neighbour notifications

Printed: 23 September 2022 Expired: 14 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application property is a retail premises, a long standing use located towards the northern end of Chorlton District Centre. The property is served by a dedicated car parking area to the south accessed via Albany Road. The building is two storeys to the Manchester Road frontage and Albany Road frontage where it borders the Metrolink line to the east. The vacant former Chorlton Leisure Centre building lies to the north of the site.

Description of development

Advertisement consent is sought for the installation of:

- 2no. illuminated high level individual letter signs.
- 1no. illuminated high level fascia signs.

Planning History

134387/FO/2022 Erection of a two storey side extension to retail store following the demolition of the existing single storey extension. APPROVED 11.10.2022

128390/FO/20202 Replacement of the existing single storey extension and alterations to windows, alterations to the car parking arrangement, including new cycle parking and trolley parking. APPROVED 17.12.2020

Consultations & Notification Responses

Local residents were notified however no responses were received.

Chorlton Voice- Submitted one objection letter stating the following:

We consider that such signs at a high level detracts from the character and amenity of the district centre, as well as being an unnecessary use of energy.

Highways Comments:

The proposed luminance of the signs is noted as 300cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

A sufficient headroom clearance of 3.565m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The signs comply with headroom and carriageway clearance requirements.

Highways have no objections.

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (well-designed places) of the National Planning Policy Framework, Policies SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

The proposed signage is considered acceptable and would not adversely affect the character and appearance of the host building or visual amenity within the area. The proposed individual letter sign along Manchester Road's elevation would be situated in a different location and have different dimensions to the existing signage. The proposed signage would have approx. dimensions of height 3.1m, width 4m and depth 0.06m. Additionally, each individual letter would have a maximum height of 0.66metres. The proposed design and materials include aluminium fascia powder coated black with illuminated acrylic letters in white to fascia.

Further, the proposed individual letter sign along Albany Road's elevation would have approx. similar dimensions including height 1.8m, width 2.5m and depth 0.06m. The proposed design and materials include: aluminium fascia powder coated black with illuminated acrylic letters in white to fascia. Both of the proposed signage would be high level signs situated beside the left hand corner of each elevation retaining a uniformed approach for the unit.

The proposed fascia sign would be situated along Manchester Road consisting of a green symbol representing the company's logo. The proposed fascia would have approx. dimensions of height 3 metres, width 2.7metres and depth 0.06metres.

The surrounding units, including those along Manchester Road nearly all feature illuminated and non illuminated fascia signs 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 Manchester Road and Albany Road. The design is considered in keeping with the neighbouring commercial parades

and is not thought to look cluttered or unsightly, hence the design and scale of the works are deemed acceptable.

Public Safety

No issues as the proposed luminance of the signs are no greater than 300cd/m². This is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways. The internally illuminated fascia signs would be 3.5metres and 4.9metres above ground respectively, and the internally illuminated individual letters sign would be 3.5metres above ground, therefore it would pose no risk to passing pedestrians. 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.

Conclusion

Given the above, it is considered that the signage is acceptable in terms of both visual amenity and public safety in accordance with policies SP1 and DM1 of the Manchester Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 of the Unitary Development Plan and Sections 7 and 12 of the National Planning Policy Framework.

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

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

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, 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:

Drawing- Plans and Elevations stamped as received by the City Council as Local Planning Authority on 15 September 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.

- 3) Any illuminated signage hereby granted consent shall have luminance limit of 300cd/m²

Reason- In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

102D Manchester Road, Chorlton, Manchester, M21 9BG
102B Manchester Road, Chorlton, Manchester, M21 9BG
102C Manchester Road, Chorlton, Manchester, M21 9BG
102A Manchester Road, Chorlton, Manchester, M21 9BG
Flat 22, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 21, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 20, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 19, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 18, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 17, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 16, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 15, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 14, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 13, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 12, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 11, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 10, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 9, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 8, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 7, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 6, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 5, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 4, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 3, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 2, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat 1, 102 Manchester Road, Chorlton, Manchester, M21 9BG
Flat Above, 107 Manchester Road, Chorlton, Manchester, M21 9GA
109B Manchester Road, Chorlton, Manchester, M21 9GA
95B Manchester Road, Chorlton, Manchester, M21 9GA
95E Manchester Road, Chorlton, Manchester, M21 9GA
111B Manchester Road, Chorlton, Manchester, M21 9PG
Ground Floor, 99 Manchester Road, Chorlton, Manchester, M21 9GA
First Floor, 108 Manchester Road, Chorlton, Manchester, M21 9PQ
Chorlton Baths, Manchester Road, Chorlton, Manchester, M21 9PQ
109A Manchester Road, Chorlton, Manchester, M21 9GA
105A Manchester Road, Chorlton, Manchester, M21 9GA
97A Manchester Road, Chorlton, Manchester, M21 9GA
2A Ransfield Road, Manchester, M21 9QH
108 Manchester Road, Chorlton, Manchester, M21 9TX
Chorlton Telephone Exchange, Albany Road, Manchester, M21 0BN
111A Manchester Road, Chorlton, Manchester, M21 9PG
95D Manchester Road, Chorlton, Manchester, M21 9GA
Flat Above, 101 Manchester Road, Chorlton, Manchester, M21 9GA
95A Manchester Road, Chorlton, Manchester, M21 9GA
93 Manchester Road, Chorlton, Manchester, M21 9GA
109 Manchester Road, Chorlton, Manchester, M21 9GA
Flat 30, 6 Redgates Walk, Manchester, M21 9GF
Flat 27, 6 Redgates Walk, Manchester, M21 9GF
Flat 24, 4 Redgates Walk, Manchester, M21 9GF
Flat 21, 4 Redgates Walk, Manchester, M21 9GF

Flat 19, 4 Redgates Walk, Manchester, M21 9GF
103A Manchester Road, Chorlton, Manchester, M21 9GA
95 Manchester Road, Chorlton, Manchester, M21 9GA
113 Manchester Road, Chorlton, Manchester, M21 9PG
105 Manchester Road, Chorlton, Manchester, M21 9GA
99 Manchester Road, Chorlton, Manchester, M21 9GA
97 Manchester Road, Chorlton, Manchester, M21 9GA
107 Manchester Road, Chorlton, Manchester, M21 9GA
103 Manchester Road, Chorlton, Manchester, M21 9GA
101 Manchester Road, Chorlton, Manchester, M21 9GA
Flat 29, 6 Redgates Walk, Manchester, M21 9GF
Flat 28, 6 Redgates Walk, Manchester, M21 9GF
Flat 26, 6 Redgates Walk, Manchester, M21 9GF
Flat 25, 6 Redgates Walk, Manchester, M21 9GF
Flat 23, 4 Redgates Walk, Manchester, M21 9GF
Flat 22, 4 Redgates Walk, Manchester, M21 9GF
Flat 20, 4 Redgates Walk, Manchester, M21 9GF
Mary And Archie, 111 Manchester Road, Chorlton, Manchester, M21 9PG

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
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH AREA