

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135104/AO/2022

Date registered valid: 5 October 2022

Proposal: Erection of one internally illuminated totem sign

Address: Enterprise Point, Altrincham Road, Manchester, M22 9AF

Ward(s): Northenden Ward

Applicant: Orbit Investments (Properties) Limited C/o Agent

Agent (if any): Mr Peter Hilldrup, The Emerson Group, Emerson House, Heyes Lane, Alderley Edge, SK9 7LF

Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 4 November 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 19 October 2022

Standard consultations: Printed: 13 October 2022 Expired: 3 November 2022

Neighbour notifications Printed: 13 October 2022 Expired: 3 November 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/area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to a business park with associated office buildings and car parking facilities within the Northenden ward of Manchester. It is bound to the north by a railway line whilst the North Cheshire motorway (M56) and Altrincham Road (A560) are located at its southwest border. The area is characterised by business and commercial facilities with a residential neighbourhood present on the opposing side of the M56.

Description of development

The applicant is seeking permission for the erection of one internally illuminated totem sign.

Consultations & Notification Responses

Local residents as per appendix 1 – no comments received.

Highways made the following comments:

- The proposed sign is not located on the adopted highway network.
- The proposed sign will not extend over the adopted highway, therefore, a projection over license will not be required.
- The proposed luminance of the static Totem sign is noted as 250cd/m².
- This level of luminance is within the MCC recommended maximum of 600cd/m², therefore we accept the proposed luminance.
- The signs comply with headroom and carriageway clearance requirements

Policies

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

- Policy DC14 – Shop front and related signs
- Policy DC15 – Advertisements, hoardings, and posters

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles

The National Planning Policy Framework (NPPF, 2021)

- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12 – Achieving Well-Designed Places

For reasons to be outlined below, it is considered that the proposal accords with the principles of these policy documents.

Issues

Principle – The principle of erecting a totem sign in order to advertise the location and presence of the associated businesses in the area is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity as well as public safety.

Visual Amenity – The totem sign will be situated adjacent to Altrincham Road (A560) within, but not disrupting, the car parking facilities of the Enterprise Point business park. The sign will comprise of a steel internal frame clad with folded trays front and back and acrylic branding. Tenant Logos will be installed in removable plot cut vinyl on separate panels. The signage will include white text (maximum: 19cm in height) on a black and light green background and will have illuminance levels of 250 cd/m², therefore according with Highways' guidance. The dimensions of the signage will be as follows: 6.5m in height, 1.5m in width and 0.25m in depth.

Considering the characteristics of the signage, the proposal is not considered to harm the visual or aural amenity of the area as it is relatively standard in design and scale and is in an acceptable position in regard to its distance and relationship with Altrincham Road. The proposed totem sign is therefore considered to be well-designed and will have minimal detrimental impact upon the street scene and visual amenity.

Public Safety – The agent has confirmed that the internally illuminated totem sign will have an illuminance level of 250 cd/m², which accords with Highways' guidance. Therefore, it is considered that the proposal will not harm public safety in and around the site.

Conclusion – Given the above issues, 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 Core Strategy, saved policies DC14 and DC15 of the UDP and chapters 7 and 12 of the NPPF.

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) 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 development hereby approved shall be carried out in accordance with the drawings numbered '172-PLA-2003', '172-PLA-2004' and drawing pack 'Site Signage Planning Presenter', stamped as received by the City Council as Local Planning Authority on the 3rd October 2022.

Reason - To ensure the development is carried out in accordance with the approved plans, pursuant to Policies SP1 and DM1 of the Core Strategy.

3) The maximum luminance level of the advertisements hereby approved shall not exceed 600cd/m².

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

First Floor, Enterprise Point, Altrincham Road, Manchester, M22 4NY

Ground Floor, Enterprise Point, Altrincham Road, Manchester, M22 4NY

Appendix 2 – Planning constraints

Article 4 Direction - Wythenshawe PD Restriction - Class B1(a) To C3

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Article 4 Direction - Wythenshawe PD Restriction - Class B1(c) To C3

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 45M

Area Team Boundary - Name: SOUTH AREA