

Planning

Growth & Development

Delegated officer report for planning application

Application no.	133765/AO/2022
Date registered valid:	13 May 2022
Proposal:	Installation of replacement signage consisting of fascia signs to both elevations, one projecting sign, one address panel and ATM panels
Address:	Trustee Savings Bank, Hale Top, Manchester, M22 5RB
Ward(s):	Woodhouse Park Ward
Applicant:	Mr Andrew McFadyen TSB Bank Plc Henry Duncan House, 120 George Street, Edinburgh, EH2 4LH
Agent (if any):	Mr Alistair Hawkins Alistair Hawkins Architect Ltd 32A Drummond Place, Edinburgh, EH3 6PW
Case officer:	Linda Marciniak Tel: 0161 234 4636 Email: linda.marciniak@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	6 July 2022



Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 07.06.2022

Standard consultations:

Printed: 6 June 2022 Expired: 27 June 2022

Neighbour notifications

Printed: 6 June 2022 Expired: 27 June 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

The application site is a single storey red brick commercial building on the corner of Hale Top within the Wythenshawe District Centre. The building is currently occupied by TSB Bank with signage to the fascia and various elevations, including 3no. ATM's on the south elevation.

There is ramped access on the front elevation which overlooks a wide pedestrianised area alongside the Metrolink tram lines leading to Manchester Airport.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The site lies on the western edge of a commercial District Centre in Wythenshawe Town Centre. The wider hinterland to the north east and south is residential, with the Wythenshawe Forum, bus station and tram stop all to the west.

Description of development

Installation of replacement signage consisting of fascia signs to both elevations, one projecting sign, one address panel and ATM panels.

The application is one of two submitted to make elevational alterations, the partner application 133764 being for changes to the windows.

Consultations & Notification Responses

A total of 10no. neighbouring businesses/occupiers and 2no. statutory consultees were notified of the application. The following comments were received:

Highway Services

The site is located within the retail area of Wythenshawe. The property is located adjacent to the adopted highway to the south and an area of adopted forecourt in front of the property. There is a small area of unadopted forecourt between the edge of the property and Hale top.

Highways Response

FASCIA SIGN 1:

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

The proposed sign extends to a maximum projection of 0.01m over the adopted highway.

As such, a Projection over License will not be required.

The proposed sign will not be illuminated.

A sufficient headroom clearance of 3m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.

FASCIA SIGN 2:

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

The proposed sign extends to a maximum projection of 0.07mm over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 150 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3.4m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.

PROJECTING SIGN:

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

The proposed sign extends to a maximum projection of 0.75m over the area of private forecourt and therefore it is assumed it does not project over the adopted highway. As such, a Projection over License will not be required. If the projecting sign does extend by 0.35m or greater over the adopted highway then a Projection over License would be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants' expense.

The proposed luminance of the sign is noted as 150 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.

ADDRESS PANEL:

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

The proposed sign extends to a maximum projection of 0.02m over the adopted highway.

As such, a Projection over License will not be required.

The proposed sign will not be illuminated.

The proposed sign complies with headroom and carriageway clearance requirements and is therefore compliant with MCC recommendations.

ATM:

The proposed ATMs are building mounted and project to a distance of 0.05m, and therefore a Projection Over License is not required.

The forecourt area within the vicinity of the ATM is sufficiently wide so that any queuing for the machine can be accommodated without inconveniencing passing pedestrians on the adjacent footway.

Due to the location within the town centre of Wythenshawe, it is anticipated that the ATM will not cause a significant increase to the level of vehicular trips on the surrounding highway. It is expected that many of the ATM users would arrive on-foot, by sustainable modes or park in surrounding car parks. The site and ATM is located within the pedestrian area of Wythenshawe Town Centre.

The illuminated panel associated with the ATM features static internal illumination. The applicant proposed luminance of such signage is stated as 150cd/m² which, as such, is considered acceptable and within with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

Transport for Greater Manchester

Metrolink have no objection to this application and whilst the development proposals are unlikely to affect Metrolink operations the site is reasonably close to the Metrolink boundary and therefore we would like the applicant to be advised that the details of working safely near Metrolink can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/working-safely>.

Policy

The application is assessed within the following Planning regulatory framework of policies that are extant and material considerations:

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Schedule 3, Class 4B

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 Manchester Core Strategy

DM1 - Development Management
SP1 - Spatial Principles

The Unitary Development Plan

DC14 – Shop Fronts and Related Signs

Issues

Principle

The principal of signage in commercial areas is established and enshrined in primary legislation, installing internally illuminated fascia and projecting signage 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 proposal is for replacement signage that includes internally illuminated circular projecting signage (700mm x 700mm) which comes off a new internally illuminated fascia (8780mm x 700mm), wall-mounted branch signage (340mm x 490mm) and 3D logo-illuminated fascia/wall-mounted signage.

All of the illuminated signs are of a standardised design and specification consistent with the brand. They are sited at fascia level and are proportionate with the host building. All illumination is static and to

The signs are composed of an aluminium base that is powder-coated white (RAL 9016) with fret-cut acrylic mounts.

At ground level, wall mounted signs are also proposed around the ATM's on the south elevation. These are also of a standard design and specification (910mm W x 1500mm D) which are composed of acrylic vinyl that are internally illuminated.

The signage is consistent with the type, materials, and siting of other commercial signage within the District Centre and will have a positive to neutral impact on the appearance of the building within the street scene.

Public Safety

The siting of the building within a pedestrianised shopping area reduces the risk Fascia level signage including the projecting signs have a clearance over 3 metres from ground level and do not require a projecting over licence.

The level of luminance is within an acceptable range of candelas, between 150 and 600cd/m², as recommended by the Institute of Lighting Engineers. All illumination is static and no signage or any illumination would interfere with any traffic signalling or would be a distraction to drivers.

Highway Services have assessed the proposal and are satisfied that the signage would not pose a risk on the grounds of public safety.

Transport for Greater Manchester were notified of the application and have no objections to the proposals. An Informative is appended at the end of this report giving the web address of guidance for working safely in the vicinity of Metrolink, as recommended by TfGM.

Standard Advertisement Regulations conditions are appended in the interests of visual amenity and public safety as specified in The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Schedule 3, Class 4B

Conclusion

For the above reasons, the proposal accords with policies DM1 and SP1 of the Manchester Core Strategy, saved UDP policy DC14 and the general guidance within 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

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 following drawings and documents received on the 13th of May 2022:

Application form
Location Plan
Existing Floor Plans
Existing Elevations
Proposed Floor Plans

Proposed Elevations
2D Elevations 1
2D Elevations 2
Fascia with Downlight
Fascia / Wall Mounted
General Design Details 1
General Design Details 2

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.

Informative

The applicant is advised that the details of working safely near Metrolink can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/working-safely>.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Transport For Greater Manchester

33 Poundswick Lane, Manchester, M22 9PQ
25 Hale Top, Manchester, M22 5RN
Halifax Building Society, Hale Top, Manchester, M22 5RB
Coral, 24 Hale Top, Manchester, M22 5RN
Wythenshawe Forum Library, The Forum Centre, Forum Square, Manchester, M22 5RX
Kiosk 5, Ainley Road, Manchester, M22 5RB
Kiosk 4, Ainley Road, Manchester, M22 5RB
Kiosk 3, Ainley Road, Manchester, M22 5RB
Kiosk 2, Ainley Road, Manchester, M22 5RN
Kiosk 1, Ainley Road, Manchester, M22 5RN

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 15M
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH