MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	134514/AO/2022
Date registered valid:	27 July 2022
Proposal:	Installation of 1no. non-illuminated surround sign and 1 no, non-illuminated logo panel sign
Address:	190-192 Chapman Street, Manchester, M18 8NU
Ward(s):	Gorton & Abbey Hey Ward
Applicant:	Cardtronics UK Ltd t/a Cashzone PO Box 476, Hatfield, AL10 1DT
Agent (if any):	Ms Natalie Gaunt Cardtronics Service Solutions Hope Street, Rotherham, South Yorkshire, S60 1LH
Case officer:	Carl Glennon Tel: 0161 234 4530 Email: carl.glennon@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	15 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 18 August 2022

Standard consultations:
Printed: 3 August 2022 Expired: 24 August 2022

Neighbour notifications
Printed: 15 August 2022 Expired: 5 September 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: No

Tree Preservation Order: No

Description of area

The planning application relates to a ground floor shop, which forms of a 2-storey property with a pitched roof . Notwithstanding the address of the application property, 192 Chapman Street is identified on site as a self-contained residential accommodation at first floor level. The southern elevation of the property is immediately adjoined by a terrace of three houses. Although, the surrounding area is predominantly residential, a petrol filling station is located close to the site, i.e., to the south-west of the site on the opposite side of on Chapman Street

Description of advertising

The ATM unit is surrounded by integral non illuminated signage considered under application Ref: 134514/AO/2022 and comprises of an external frame with dimensions of 779 mm (wide) and 1525 mm (high). The base of the advertisement unit would be positioned 568 mm above ground level. Above the keypad and screen is a non-illuminated fascia panel with dimensions of 171 mm(high) x 466 mm (wide). Planning application ref: 134513/FO/2022 relates to the installation of the ATM unit.

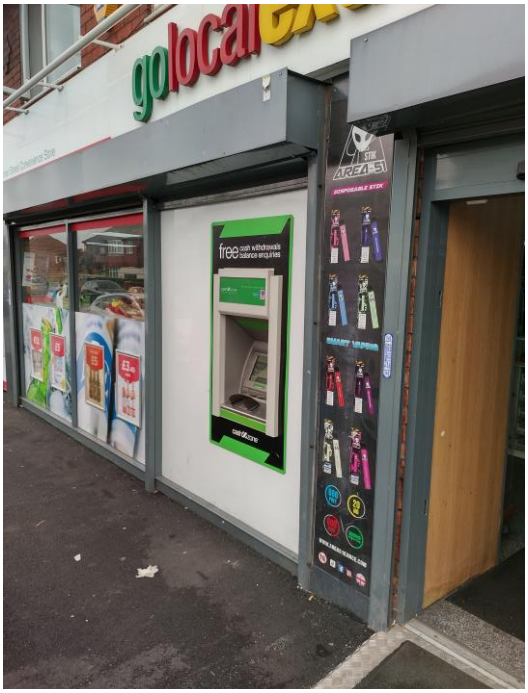


Fig. 1 – The application site from Chapman Street

Consultations & Notification Responses

Local residents – No comments

Highway Services – The following comments have been received:

Non-illuminated surround sign:

i. The proposed sign is not located on the adopted highway network;
ii. The proposed sign extends to a maximum projection of 0.04m over the unadopted highway and does not extend over the adopted highway. As such, a Projection over License will not be required;
iii. The proposed surround sign is not illuminated;
iv. The proposed sign complies with headroom clearance and carriageway clearance requirements and is therefore compliant with MCC recommendations.

Non- illuminated fascia panel:

i. The proposed sign is not located on the adopted highway network;
ii. The proposed sign extends to a maximum projection of 0.01m over the unadopted highway and does not extend over the adopted highway. As such, a Projection over License will not be required;
iii. The proposed surround sign is not illuminated;
iv. The proposed sign complies with headroom clearance and carriageway clearance requirements and is therefore compliant with MCC recommendations.

Environmental Health – No comments received.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

(1) The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account'
(a) The provisions of the development plan, so far as they are material; and
(b) Any other relevant factors.
(2) Without prejudice to the generality of paragraph (1)(b)'
(a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
(b) Factors relevant to public safety include'
(i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
(iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.
(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

It is considered that the illuminated signage relates satisfactorily to the regulations.

National Planning Policy Framework - This Framework came into effect on 27th March 2012 and was amended and updated in July 2021 and sets out the Government's planning policies for England and how these are expected to be applied. It defines the Government's requirements for the planning system `only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through `which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. However, paragraph 11 states that `at the heart of the Framework is a presumption in favour of sustainable development' and, in `decision-taking', this means that development proposals should accord with the development plan should be approved without delay unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole or specific policies in this Framework indicate development should be restricted.

Core planning principles - Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan making and decision-taking with the following specific policies being particularly relevant to the proposed development:

Chapter 12. Achieving well-designed places - States that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities' (paragraph 126). It further states that: 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions' (paragraph 134). With regard to advertisement signage Chapter 12 states: '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' (paragraph 136).

It is considered that the proposed signage represents a standard design that is commonly found within the city and has been approved elsewhere. It is considered that the proposed signage would secure a satisfactory relationship to the shopfront and the streetscene, particularly as illuminated would not be included. Compliance with Chapter 12 would thereby be secured.

Planning Practice Guidance - On 6 March 2014 the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things,

i. Considerations affecting public safety
ii. Considerations affecting amenity.

In this case it is considered that the display of signage would not be detrimental to highway safety and / or the amenity of the area and is thereby be appropriately related to the relevant aspects of PPG.

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 (`the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.' The following policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the relevant principles relate to the extent to which the development:
a. Makes a positive contribution to neighbourhoods of choice including the creation of well designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment;
b. Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;
c. Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

It is not considered that the appearance and specification of the non-illuminated signage would unduly impact upon the character or composition of the shopfront. The number of signs is proportionate and satisfactorily related to the surrounding context. Policy SP1 would thereby be accorded with.

Policy EN 1 Design Principles and Strategic Character Areas - States that design is appropriately related to the character of the surrounding area. It is not considered that the

signage departs from the character of the shopfront or otherwise unduly visually obtrusive. The signage is thereby appropriately related to policy EN1.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues:
a. Appropriate siting, layout, scale, form, massing, materials and detail;
b. Impact on the surrounding areas in terms of the design, scale and appearance with regard to the character of the surrounding area;
c. Effects on amenity;
d. Design for health.

For the reasons previously set out above, it is considered that the proposed signage would be satisfactorily related to policy DM1 as it would not harmfully affect the character of the streetscene or neighbouring residential uses.

Unitary Development Plan saved policies - The following saved policies of the UDP are considered to be relevant:

Policy DC14 - Shopfronts and related signs

Policy DC14.1 - States that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shop fronts, where appropriate, and of the area within which the premises are located. Policy DC14.1 has been related to the relationship of the signage to the existing building and the context of the site and considered to be appropriate.

Policy DC14.5 - States that the advertisement regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,
a. Signs should not normally be positioned other than at fascia level;
b. Signs should respect the architectural form of buildings and shop frontages;

B. In the interests of public safety,

h. Any sign which is detrimental to the safety of pedestrians or motorists will be refused.

It is considered that the illuminated signage has a limited visual impact and thereby accords with policy DC14.1 with regard to amenity. There are no apparent public safety issues associated with the display of the signage as its positioning would accord with policy DC14.5.

Principle - The proposed signage has been appropriately and cohesively related to the existing shopfront. The signage is related to the continued use of the premises and is acceptable in principle.

Height and positioning - As stated the proposed signage would be appropriately related to the existing shop frontage and neighbouring units. Sufficient clearance above ground thereby ensuring that there would be no impact on pedestrian movement. The height and position would therefore be appropriate.

Highways Issues - No objections have been received from Highway Services as no public safety issues would arise. A projection over licence is not required.

Design and proliferation of signs - The scale and appearance of the application signage and its relationship to the existing shopfront has been assessed. It is considered that the signage would. in design terms, would be acceptable.

Residential amenity - The development is located in a residential area. The proposed design and absence of illumination would maintain the visual amenities of the locality.

Conclusion - The advertisement signage appropriately and satisfactorily relates to policies SP1, EN1 and DM1 of the Core Strategy for the City of Manchester, saved UDP policies DC14.1, DC14.5 and 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 polices 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

N/A

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 advertising hereby approved relates to the display of non- illuminated ATM advertisement signage, which shall be maintained in accordance with the details of the following documents and drawings stamped as received by the City Council on 27 July 2022:

Planning application forms
Site plan with a red edge
Existing and proposed elevations and plans Ref: E024397
Cashzone WINCOR2050 Logo Panel (ATM unit) Ref: NW0093
Design and Access Statement Ref: E024397- Go Local , 190 -192 Chapman Street Manchester M18 8NU

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 for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

188 Chapman Street, Manchester, M18 8NU
192 Chapman Street, Manchester, M18 8NU
2 Pinnington Road, Manchester, M18 8WR
201 Chapman Street, Manchester, M18 8WP
205 Chapman Street, Manchester, M18 8WP
203 Chapman Street, Manchester, M18 8WP
199 Chapman Street, Manchester, M18 8WP
1 Pinnington Road, Manchester, M18 8NR
194 Chapman Street, Manchester, M18 8WP

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
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Historic Landfill Site 250m Buffer -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH AREA