

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132965/AO/2022

Date registered valid: 24 February 2022

Proposal: Installation of internally illuminated signage to building and 2 internally illuminated free standing signs

Address: The Huntington , Northmoor Road, Manchester, M12 4HP

Ward(s): Longsight Ward

Applicant: Mr Iqbal The Huntington Northmoor Road, Manchester, M12 4HP

Agent (if any): Architecture & Interior Design Ltd 51 Coleshill Road, Hodge Hill, Birmingham, B36 8DT

Case officer: Carl Glennon
Tel: 0161 234 4530
Email: carl.glennon@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 21 June 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7 March 2022

Standard consultations:

Printed: 16 May 2022 Expired: 23 May 2022

Neighbour notifications

Printed: 16 May 2022 Expired: 23 May 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 application site comprises a former public house located at the junction of the Stanley Grove , Northmoor Road and Queens Grove. The site is located in a residential area predominantly comprising 2 – storey houses with incidental commercial / retail uses. The building currently comprises of terracotta render and brown brickwork that defines the juxtaposition of elevations and spaces across the roofscape. The massing of the building is relieved by metal frame windows and doors with significant integrated glazing.



Fig. 1 – Site photographs

Description of development

The detail of the application has been amended since its submission and the proposal has been considered with regard to the following:

- i. A reduction in the number and height of the freestanding signs. Similarly, the height of the individual letter signs to the building has also been reduced. All signage would be internally illuminated with static displays with maximum luminance of 450 candelas per sq. metres.
- ii. North elevation (Stanley Grove) - Would incorporate:
 - a. One centrally positioned individual letter sign (with individual characters of 635 mm) projecting from the eaves of a single storey pitched roof element of the building.
 - b. One first floor level 1500mm diameter circular sign positioned a ground floor display window.
- iii. East elevation (Northmoor Road) – Incorporates a 1500 mm internally illuminated circular sign positioned above the pitched roof entrance to the building.
- iv. South elevation (to car park and South Grove beyond – Individual letter signage with a height of 500 mm would be positioned above a display window. One 1500 mm diameter circular sign above an entrance door and projecting beyond the eaves level.
- v. Two freestanding signs would comprise:
 - a. One, 2.5 metre high individual letter sign with character height of 500 mm positioned within the site and behind an existing wall and railing positioned at the junction of Northmoor Road and Queens Grove.

b. One, 2.8 metre high 1500 mm diameter circular sign positioned within the site and behind an existing wall and railing positioned at the junction of Northmoor Road and Stanley Grove.

Consultations & Notification Responses

Local residents – On email of objection has been received expressing concern regarding potential light disturbance affecting habitable rooms, including bedrooms.

Highways – The following comments have been received in respect of the revised proposal:

- i. The signage would not project over the highway so a projection over license is not required;
- ii. The signage would be internally illuminated with a static display with a maximum luminance for each sign of 450cd/m² which is acceptable to Highways.

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.

National Policy Framework has been related to the proposed development, with particular emphasis given to the following:

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 design of the proposed signage has been satisfactorily amended and its proliferation reduced to secure a more appropriate relationship to the building, its setting and relationship to neighbouring housing. It is thereby considered the proposal has been satisfactorily related to Chapter 12.

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 surround area and 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:

- 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;
- Improve amongst other things access to jobs and services.

It is considered that the design has been satisfactorily to its context and would facilitate the future operation of the premises thereby delivering a sustained use for the property.

The number of signs is proportionate and satisfactorily related to the streetscene. Policy SP1 would thereby be accorded with.

Policy EN 1 Design Principles and Strategic Character Areas - States that all development in Manchester will be expected to follow the principles of urban design, as identified in national planning guidance and have regard to the character of the area to which proposals relate. As stated the signage is proportionate and its illumination would be managed by condition. Policy EN1 would thereby be accorded with.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document. Relevant considerations in this case are:

- a. Appropriate siting, layout, scale, form, massing, materials and detail;
- b. Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development to ensure that development has regard to the character of the surrounding area;
- c. Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation;
- 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, including its arrangements to manage its operation.

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 is 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 (as applicable):

A. In the interests of amenity,

- Signs should respect the architectural form of buildings and shop frontages;
- Where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floorshop windows and first floor windows;

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 with regards 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.

The building does not have a conventional shopfront and the juxtaposition of signage has been related to the variance in height within the roofscape. As the proposed signage would be appropriately related to the building, context and character of the area, policy DC15 would be accorded with.

Principle - The proposed corporate style signage has been amended to respond to the characteristics of the site and its setting. An appropriate balance has been achieved between the needs of the operator to deliver the authorised use and safeguarding residential and visual amenity.

Height and positioning – The details of the application have been amended to ensure a more appropriate relationship to neighbouring houses. In response, the number of freestanding signs to the north of the site have been reduced. A single freestanding sign with a reduced height is proposed with an angled configuration presented to the Stanley Grove / Northmoor Road junction thereby reducing its potential visual impact. A minimum distance of 33 metres would be maintained between building signage and the nearest habitable room windows to the north of the site. To the east 23 metres would be maintained to the nearest houses across Northmoor Road. Given the depth of the adjoining car park and the orientation of houses to the east and south of the site. It is not considered that the building signage would impact on neighbouring housing, in terms of light pollution. The conditioned luminance to the freestanding signage would prevent undue harm to houses to the east and west of the site.

Highways Issues – Have not raised any issues in regard to public safety issues, and a projection over licence is not required.

Design and proliferation of signs - The scale and appearance of the application signage its relationship to the existing building and streetscene has been assessed and considered to be acceptable.

Residential amenity – Amendments to the siting and appearance of the signage and controls over its luminance would appropriately safeguard residential amenity.

Conclusion – For the reasons set out above, the proposed signage is considered to be acceptable.

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

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 development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

3) The development hereby approved shall be carried out in accordance with the following drawings and documents stamped as received by the City Council as local planning authority dated 17 February 2022, 24 February 2022, 16 May 2022 and 17 June 2022:

Application forms to display advertisements (amended by approved drawings)

Existing site plan Ref: 2020-280 Drawing No 1.0
Existing plans and elevations Ref: 2020-280 Drawing No 2.0
Proposed site plan Ref: 2020-280 Drawing No 3.0 Rev B
Proposed elevations Ref: 2020-280 Drawings No 5 Rev C
Proposed elevations Ref: 2020-280 Drawings No 6 Rev C (with signage dimensions)
Email from Architecture Interiors dated 17 June 2022 confirming signage specifications

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.

4) Upon installation illumination levels to the authorised signage shall be internally illuminated with a static display not exceeding a maximum of level of 450 cd/m2 and as confirmed by Architecture Interiors email dated 17 June 2022.

Reason - In the interests of the amenity of the area and highway safety pursuant to policies SP1 and DM1 and Unitary Development Plan saved policy DC14.

Appendix 1 – List of consultees & neighbours notified

Highway Services

80 Stanley Grove, Longsight, Manchester, M12 5GF
46 Northmoor Road, Manchester, M12 4HP
44 Northmoor Road, Manchester, M12 4HP
42 Northmoor Road, Manchester, M12 4HP
40 Northmoor Road, Manchester, M12 4HP
33 Northmoor Road, Manchester, M12 4HP
31 Northmoor Road, Manchester, M12 4HP
57 Northmoor Road, Manchester, M12 5QE
47 Northmoor Road, Manchester, M12 5QE
6 Belgate Close, Manchester, M12 5HS
4 Belgate Close, Manchester, M12 5HS
2 Belgate Close, Manchester, M12 5HS
54 Northmoor Road, Manchester, M12 5GD
30 Queens Grove, Manchester, M12 4WL
28 Queens Grove, Manchester, M12 4WL
24 Queens Grove, Manchester, M12 4WL
22 Queens Grove, Manchester, M12 4WL
41 Northmoor Road, Manchester, M12 4HA
23 Queens Grove, Manchester, M12 4WL
21 Queens Grove, Manchester, M12 4WL
19 Queens Grove, Manchester, M12 4WL
15 Queens Grove, Manchester, M12 4WL
5 Queens Grove, Manchester, M12 4WL
13 Queens Grove, Manchester, M12 4WL
9 Queens Grove, Manchester, M12 4WL
7 Queens Grove, Manchester, M12 4WL
North Road Post Office, 49 Northmoor Road, Manchester, M12 5QE
22 Hetherington Walk, Manchester, M12 5HW
20 Hetherington Walk, Manchester, M12 5HW
16 Hetherington Walk, Manchester, M12 5HW
14 Hetherington Walk, Manchester, M12 5HW
10 Hetherington Walk, Manchester, M12 5HW
Flat Above, 49 Northmoor Road, Manchester, M12 5QE

59 Northmoor Road, Manchester, M12 5QE
45 Northmoor Road, Manchester, M12 5QE
61 Northmoor Road, Manchester, M12 5QE
55 Northmoor Road, Manchester, M12 5QE
3 Giles Street, Manchester, M12 5GE
1 Giles Street, Manchester, M12 5GE
58 Northmoor Road, Manchester, M12 5GD
56 Northmoor Road, Manchester, M12 5GD
52 Northmoor Road, Manchester, M12 5GD
50 Northmoor Road, Manchester, M12 5GD
39 Northmoor Road, Manchester, M12 4HA
35 Northmoor Road, Manchester, M12 4HP
18 Hetherington Walk, Manchester, M12 5HW
Flat At, The Huntington, Northmoor Road, Manchester, M12 4HP
74A Stanley Grove, Longsight, Manchester, M12 5GF
72A Stanley Grove, Longsight, Manchester, M12 5GF
70 Stanley Grove, Longsight, Manchester, M12 5GF
51A Northmoor Road, Manchester, M12 5QE
29 Northmoor Road, Manchester, M12 4HP
53 Northmoor Road, Manchester, M12 5QE
48 Northmoor Road, Manchester, M12 5GD
26 Queens Grove, Manchester, M12 4WL
20 Queens Grove, Manchester, M12 4WL
43 Northmoor Road, Manchester, M12 4HA
37 Northmoor Road, Manchester, M12 4HA
17 Queens Grove, Manchester, M12 4WL
11 Queens Grove, Manchester, M12 4WL
51 Northmoor Road, Manchester, M12 5QE
24 Hetherington Walk, Manchester, M12 5HW
12 Hetherington Walk, Manchester, M12 5HW
76A Stanley Grove, Longsight, Manchester, M12 5GF
76 Stanley Grove, Longsight, Manchester, M12 5GF
74 Stanley Grove, Longsight, Manchester, M12 5GF
72 Stanley Grove, Longsight, Manchester, M12 5GF
70A Stanley Grove, Longsight, Manchester, M12 5GF
68A Stanley Grove, Longsight, Manchester, M12 5GF
68 Stanley Grove, Longsight, Manchester, M12 5GF

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
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH2