

DELEGATED REPORT

Report by Jennie Townsend	Date of report: 01/09/2025	Ref: 72207/ADV
Registration: 21/07/2025	LDfC: 03/09/2025	Expiry Date: 15/09/2025
Site Visit:	Site Notice: N/A	Press Date: N/A
Objections:	Con Area: ALSA	Adv Type: NONE
Reason for Delay: N/A		EIA: NA
		Dec Level: DEL
		Stat Class: ADVT

Proposal: 1 No. free standing non-illuminated sign in front garden

Location: 225 Bury New Road, Whitefield, Manchester, M45 8GW

Description

The application relates to an insurance brokers office which is located impact of a building shared with a dental practice on the main route through Whitefield Town Centre and within the All Saints Whitefield Conservation Area.

The property is a semi-detached 2 storey red brick build with a ground floor bay window and piked roof detail. The property is set back from Bury New Road with a grassed front garden and is set at a higher level to the street accessed by 3 steps. There is an existing sign on the grassed frontage advertising the dental surgery.

The properties on this row are similarly attractive buildings, this particular part of the row also occupied by businesses including offices, physiotherapist and solicitors. Each have at least one freestanding sign on the lawned frontage.

This application seeks the erection of a freestanding sign on the grassed frontage next to the existing.

The sign would be 0.75m high, 1.52m wide fixed between two 1.42m posts.

The colour of text would be black and blue set on a white background.

It would be non-illuminated.

Relevant Planning History

N/a

Publicity

N/a

Statutory/Non-Statutory Consultations

Conservation Officer - No objection

Pre-start Conditions - Not relevant

Development Plan and Policies

NPPF	National Planning Policy Framework
EN1/2	Townscape and Built Design
EN2/1	Character of Conservation Areas
EN2/2	Conservation Area Control
EN1/9	Advertisements
S1/3	Shopping in District Centres
JP-P2	Heritage

Issues and Analysis

The following report includes analysis of the merits of the application against the relevant policies of both the National Planning Policy Framework (NPPF), the adopted Places for Everyone Joint Development Plan Document (PfE) and the saved policies within the adopted Bury Unitary Development Plan (UDP), together with other relevant material planning considerations.

The policies of the UDP that have been used to assess this application are considered to be in accordance with the NPPF and as such are material planning considerations. For simplicity, just the UDP and PfE Policies will be referred to in the report, unless there is a particular matter to highlight arising from the NPPF where it would otherwise be specifically mentioned.

Equality Act 2010: All planning applications are considered in light of the Equality Act 2010 and associated Public Sector Equality Duty, where the Council is required to have due regard for:

The elimination of discrimination, harassment and victimisation;

The advancement of equality of opportunity between persons who share a relevant protected characteristic and person who do not share it;

The fostering of good relations between persons who share a relevant protected characteristic and person who do not share it; which applies to people from the protected equality groups.

Human Rights: All planning applications are considered against the provisions of the Human Rights Act 1998.

Under Article 6 the applicants (and those third parties who have made representations) have the right to a fair hearing and to this end full consideration will be given to their comments.

Article 8 and Protocol 1 of the First Article confer a right to respect private and family life and a right to the protection of property, ie peaceful enjoyment of one's possessions which could include a person's home, and other land and business assets.

In taking account of the Council policy as set out in the Bury Unitary Development Plan 1997 and all material planning considerations, it is concluded on balance that the rights conferred upon the applicant/ objectors/ residents/ other interested party by Article 8 and Article 1 of the First Protocol may be interfered with, since such interference is in accordance with the law and is justified in the public interest. Any restriction of these rights posed by refusal/ approval of the application is legitimate since it is proportionate to the wider benefits of such a decision, is based upon the merits of the proposal, and falls within the margin of discretion afforded to the Council under the Town & Country Planning Acts.

The Crime and Disorder Act 1998 imposes (without prejudice to any other obligation imposed on it) a duty upon the Council to exercise its functions and have due regard to the likely effect of the exercise of its functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area. In so doing and on making planning decisions under the Town and Country Planning Acts, the material Planning considerations shall have due regard to the provisions of the Crime and Disorder Act 1998 and its implications in the exercise of its functions.

Policy EN1/9 - Advertisements seeks to control advertisements in the interests of amenity and public safety.

Amenity

The sign would be located on the lawn at the front of the property next to the existing sign. The garden and property are set at a higher level to the main road by 3 steps and the sign would be set back from the front boundary to align with the existing and in a similar

alignment to the sign on this row of properties.

The sign would be an ephemeral and modest addition on the frontage and considered unobtrusive within the streetscene and as such considered not to have a significantly harmful impact on the visual amenity or character of the Conservation Area and would preserve the conservation area.

As such, the proposed development is considered to be acceptable and in compliance with EN1/9.

Public highway/safety

The sign would be set back from the public footway and highway and given its modest size and appearance and that it would be non-illuminated, it is considered the proposed sign would not be conspicuous or distract pedestrians or drivers past the site.

As such it is considered there would not be significant safety concerns and the development would comply with EN1/9.

Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015

The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively and positively to issue the decision without delay. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

Recommendation: Approve with Conditions

Conditions and Reasons:

1 This decision relates to drawings -

Location plan 21-Jul-2025
Photo of sign
Site plan and sign details

and the development shall not be carried out except in accordance with the drawings hereby approved.

Reason. For the avoidance of doubt and to ensure a satisfactory standard of design pursuant to the policies of the Bury Unitary Development Plan and Places for Everyone Joint Development Plan listed.

<u>Case Officer</u> JT 1/9/25	<u>Date</u>	<u>Sign off Officer</u>	<u>Date</u>
		DM -	03/08/2025