

SUPPORTING PLANNING STATEMENT

INTERNALLY ILLUMINATED HANGING SIGN

MELT, 704 WILMSLOW ROAD, DIDSBURY, MANCHESTER M20 2DW

Introduction

1 The application seeks approval for the retention of two internally illuminated signs on the front elevation of MELT diner. The signs provide the name of the restaurant (MELT).

- Sign 1 is suspended below a projecting first floor balcony above the main entrance to the premises on Wilmslow Road.
- Sign 2 is at first floor level between the eaves of the building and doors to the balcony.



2 The application is retrospective and follows an approach from Matthew Kilsby the Councils Enforcement Officer.

Site & Surroundings

3 The site appears to have a long established use as a restaurant.

4 The site is close to the junction of Wilmslow Road and Barlow Moor Road within Didsbury's busy District Centre. The area contains a concentration of shops and commercial premises at both ground and upper floor levels.

Case for the Development

5 The sign advertises the name of the business premises.

6 The area is commercial in character where signage can be expected.

7 Sign 1 is positioned broadly at fascia level albeit suspended away from the frontage under a balcony projecting from the first floor level. Both of the neighbouring premises (The Cheese Hamlet and Evans of Didsbury) have projecting roller blinds with the name of their premises along the leading edge as illustrated below. In this context it is considered that the proposed sign does not appear out of character or out of place. The sign does not obstruct the public footway.



Image from Google Maps showing adj. canopies and signs

8 Sign 2 is positioned below the eaves of the building in similar fashion to each of the neighbouring premises and is again not considered to be out of character.

Summary & Conclusion

9 The sign advertises business premise within a commercial area. The sign is not considered to harm the character or visual amenity of the area and does not obstruct the highway or result in highway danger. The application should therefore be approved.