

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130950/AO/2021

Date registered valid: 15 July 2021

Proposal: Advertisement consent for the display of individual letter signs to the north,, east and south gable walls of the building; externally illuminated free standing welcome sign; pictorial post and amenity sign; double sided free standing box display sign; together with brass menu box and non-illuminated information building mounted signs

Address: Red Lion Hotel, 532 Wilmslow Road, Manchester, M20 4BT

Ward(s): Withington Ward

Applicant: David Young, JW Lees, Greengate Brewer 3, Middleton Junction, Manchester, M24 2AX

Agent (if any): Mr Daniel Ramsay, Turley, 1 New York Street, Manchester, M1 4HD

Case officer: Dave Morris
Tel: 0161 600 7924
Email: dave.morris@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 11.11.2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 30.07.2021

Standard consultations:

Printed: 20 July 2021 Expired: 10 August 2021

Neighbour notifications

Printed: 20 July 2021 Expired: 10 August 2021

Site notice

Posted: 23 July 2021 Expired: 13 August 2021

Press advert

Published: 27 July 2021 Expired: 17 August 2021

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The Red Lion is a two storey detached public house located on the west Side of Wilmslow Road, between Marriott Street and Tatton Grove. The main building which is parallel to Wilmslow Road is two storey with a dual pitch roof and a render finish. At the rear are various single storey extensions of differing ages. The pub has a car park to the south of the building and there is a bowling green to the rear.

Listed building: Grade II

Conservation area: Withington Conservation Area 1983

Tree Preservation Order: Not applicable

Description of area

This is an area of mixed residential and commercial uses located at the southern end of Withington Village District Centre and Conservation Area.

Description of development

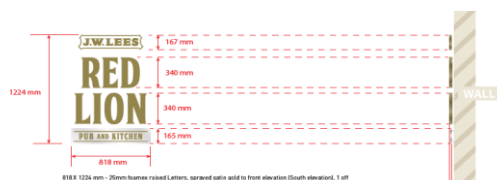
Consent is sought to display the following signs

Sign A, A pictorial post sign located on the forecourt. The sign would be double sided and have a green background with gold lettering.

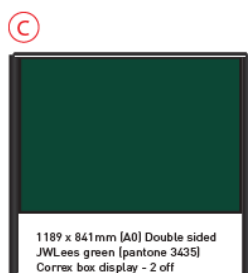


915 x 1220mm
Pictorial post made
from Green GRP with
gold vinyl letters
and graphic
Sign, 1 off

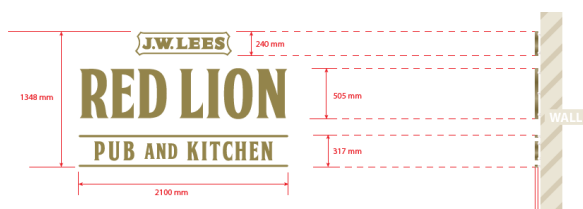
Sign B, Individual gold letter name sign on south elevation



Sign C, Two green double side display boxes adjacent to car park.



Sign D, Individual Gold letter name sign on the north elevation



Sign E, One refurbished feature Lantern over front door



Refurb Feature Lantern
above main entrance, 1 off

Sign F, Brass Menu Box adjacent to the front door.



A3 Brass
menu box
with 50mm
depth and
frame
1 off

Sign G, A double sided, free standing welcome sign in green with gold letters between southern gable and car park.



1500 x 750 mm Welcome Sign, Double sided
directional sign made from Green GRP with
gold vinyl letters, trough light (see nano light info page), 1 off

Lighting I, 5x20 watt LED floodlights mounted at high level on the front elevation.

Lighting K, Nine lanterns mounted at low level on the front elevation.



9 No. Lights
at lower level

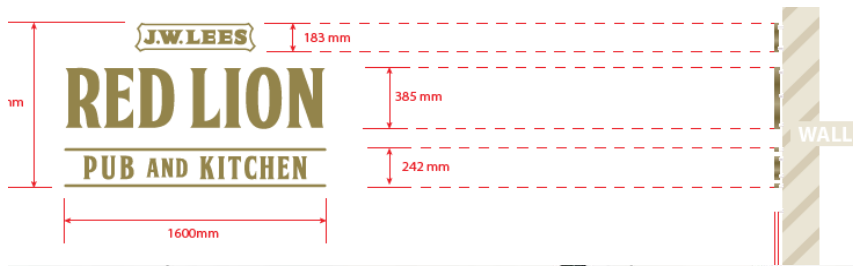
Sign L, a small oval brass plaque located adjacent to the main entrance.

Sign M, Two wooden plant boxes either side of the main entrance with vinyl graphics



400 x 400 x 400 mm Wooden planter boxes
with painted in Dulux 1007 with green
vinyl applied to front to each side of
main entrance, 2 off

Sign N, Individual gold letter name sign on front elevation of property.



Lighting O, A single 30 watt LED floodlight at high level on north elevation.

Consultations & Notification Responses

Local Residents/Businesses

One letter has been received objecting to the proposed advertisements. The issues raised are summarised below.

- The proposed name signs are too large and out of proportion to this listed building
- The use of the word kitchen is not considered suitable for this type of venue.
- The proposed lighting along the frontage is likely to be too bright and make the building appear lurid.

Withington Civic Society

The proposed signage on the north gable end is too large and the reference to “and kitchen” inappropriate. “And restaurant “ or “and food” would be more appropriate].

We consider some of the proposed changes are excessive, particularly in relation to the number of lights on the front elevation.

Highways

No objections in respect of the proposed signage or lighting.

Cadent

Should the Council be minded to approve the application consideration should be given to gas assets on the site.

Policy

The relevant Core Strategy policy is DM1 which seeks to protect the amenity of an area from the adverse impact on the amenity of an area.

The relevant saved Unitary Development Plan policy is DC14 reinforces that the Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and highway safety.

Issues

Applications for advertisement Consent can only be determined in respect of their impact on amenity and highway safety. Heritage issues are addressed through the application for Listed Building Consent reference 130968/LO/2021. It should be noted that the Council has no control over the content of the signs.

Amenity.

This is a long standing commercial property located within a district shopping centre although there are residential properties nearby. The application has been amended and the number of signs proposed reduced and it is now considered that the proposed signage will not have a detrimental impact on amenity. The lighting is mainly located on the front elevation facing a major transportation route and is therefore unlikely to significantly impact on the amenity of the area.

Highway Safety.

Highways have raised no issues with the application that would adversely impact on highway safety.

Conclusion

On balance it is considered that the proposed signs are 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

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to issues arising from the consideration of this application.

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:

Bundle of 13 drawings titled Red Lion -Signs Overview, Job Number 20200110 dated 14 October 2021 and received on 5 November 2021.

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Electricity Northwest
Withington Civic Society

517 Wilmslow Road, Manchester, M20 4BA
515 Wilmslow Road, Manchester, M20 4BA
Flat 1, 524 Wilmslow Road, Manchester, M20 4BT
Flat Above, 534 Wilmslow Road, Manchester, M20 4BY
Flat At, Red Lion Hotel, 532 Wilmslow Road, Manchester, M20 9BT
Top Flat, 528 Wilmslow Road, Manchester, M20 4BT
525 Wilmslow Road, Manchester, M20 4BA
525A Wilmslow Road, Manchester, M20 4BA
527A Wilmslow Road, Manchester, M20 4BA
Flat 2, 507 Wilmslow Road, Manchester, M20 4AW
Flat 1, 507 Wilmslow Road, Manchester, M20 4AW
Flat 5, 507 Wilmslow Road, Manchester, M20 4AW
528 Wilmslow Road, Manchester, M20 4BT
527 Wilmslow Road, Manchester, M20 4BA
524 Wilmslow Road, Manchester, M20 4BT
523A Wilmslow Road, Manchester, M20 4BA
521 Wilmslow Road, Manchester, M20 4BA
Ground Floor, 509 Wilmslow Road, Manchester, M20 4BA
Flat 12, 507 Wilmslow Road, Manchester, M20 4AW
Flat 11, 507 Wilmslow Road, Manchester, M20 4AW
Flat 10, 507 Wilmslow Road, Manchester, M20 4AW
Flat 14, 507 Wilmslow Road, Manchester, M20 4AW
Flat 13, 507 Wilmslow Road, Manchester, M20 4AW
Flat 9, 507 Wilmslow Road, Manchester, M20 4AW
Flat 4, 507 Wilmslow Road, Manchester, M20 4AW
507 Wilmslow Road, Manchester, M20 4AW
505 Wilmslow Road, Manchester, M20 4AW
509 Wilmslow Road, Manchester, M20 4BA
511 Wilmslow Road, Manchester, M20 4BA
523 Wilmslow Road, Manchester, M20 4BA
536 Wilmslow Road, Manchester, M20 4BY
Rear Flat, 526 Wilmslow Road, Manchester, M20 4BT
534 Wilmslow Road, Manchester, M20 4BY
10 Tatton Grove, Manchester, M20 4BP
519A Wilmslow Road, Manchester, M20 4BA
Flat 5, 19 Palatine Road, Manchester, M20 3LH
5 Parsonage Court, Palatine Road, Manchester, M20 3LA
3 Parsonage Court, Palatine Road, Manchester, M20 3LA
3 Tatton Grove, Manchester, M20 4BP
11 Marriott Street, Manchester, M20 4BN
Flat 17, Parsonage Court, Palatine Road, Manchester, M20 4BL
509A Wilmslow Road, Manchester, M20 4BA
Parsonage Court, Palatine Road, Manchester, M20 4BL
526 Wilmslow Road, Manchester, M20 4BT
519 Wilmslow Road, Manchester, M20 4BA
513 Wilmslow Road, Manchester, M20 4BA
Flat 6, 19 Palatine Road, Manchester, M20 3LH
Flat 4, 19 Palatine Road, Manchester, M20 3LH

Flat 3, 19 Palatine Road, Manchester, M20 3LH
Flat 2, 19 Palatine Road, Manchester, M20 3LH
Flat 1, 19 Palatine Road, Manchester, M20 3LH
Flat 4, 17 Palatine Road, Manchester, M20 3LH
Flat 3, 17 Palatine Road, Manchester, M20 3LH
Flat 2, 17 Palatine Road, Manchester, M20 3LH
Flat 1, 17 Palatine Road, Manchester, M20 3LH
12 Parsonage Court, Palatine Road, Manchester, M20 3LA
11 Parsonage Court, Palatine Road, Manchester, M20 3LA
10 Parsonage Court, Palatine Road, Manchester, M20 3LA
9 Parsonage Court, Palatine Road, Manchester, M20 3LA
8 Parsonage Court, Palatine Road, Manchester, M20 3LA
7 Parsonage Court, Palatine Road, Manchester, M20 3LA
6 Parsonage Court, Palatine Road, Manchester, M20 3LA
4 Parsonage Court, Palatine Road, Manchester, M20 3LA
2 Parsonage Court, Palatine Road, Manchester, M20 3LA
1 Parsonage Court, Palatine Road, Manchester, M20 3LA
1 Tatton Grove, Manchester, M20 4BP
13 Marriott Street, Manchester, M20 4BN
Flat 15, Parsonage Court, Palatine Road, Manchester, M20 4BL
Flat 13, Parsonage Court, Palatine Road, Manchester, M20 4BL
2 Tatton View, Manchester, M20 4BU

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
Conservation Area - Withington Conservation Area 1983
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: SOUTH