MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	132040/AO/2021
Date registered valid:	26 October 2021
Proposal:	Advertisement consent for the installation of 3 no. internally illuminated fascia signs
Address:	McDonalds, 336 Wilmslow Road, Manchester, M14 6XQ
Ward(s):	Old Moat Ward
Applicant:	McDonalds Restaurants Ltd, 11-59 High Road, East Finchley, London, N2 8AW
Agent (if any):	Mrs Sarah Carpenter, Planware Limited, St Andrews Castle, 33 St Andrews Street South, Bury St Edmunds, IP33 3PH
Case officer:	Constance Phillips Tel: 0161 234 5792 Email: constance.phillips@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**17 December 2021**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 14 December 2021

Standard consultations: Printed: 4 November 2021 Expired: 25 November 2021

Neighbour notifications: Printed: 4 November 2021 Expired: 25 November 2021

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: Not applicable

Tree Preservation Order: Not applicable

The application relates to a single storey detached McDonalds fast food restaurant/takeaway with a 'drive-thru' and car park.

Description of area

The site is located on Wilmslow Road, a main arterial road within the Old Moat ward and the student area of Fallowfield. The site is accessible by car and bus. The surrounding area is a mixture of commercial and residential.

Description of development

The applicant wishes to replace the existing fascia/roof signage with 3 new internally illuminated fascia/roof signs as part of improvement works to the unit.

Consultations & Notification Responses

Highway Services – No objection to the proposals.

Local residents and businesses – No comments or objections received.

Rusholme, Fallowfield & Moss Side Civic Society – No comments received.

Policies

The Manchester Core Strategy - Policies within the Core Strategy which are particularly relevant:

- *DM 1 - Development Management*
- *SP 1 - Spatial Principles*

The Unitary Development Plan

Saved Development Control Policies of relevance:

- *DC 14 – Shop Fronts and Related Signs*

National Planning Policy Framework

- 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.

Issues

Principle – The principal of installing new fascia signage, to display a logo and denote the name of a business, is acceptable. Notwithstanding this, consideration must be given to any amenity and public safety issues associated with these works.

Amenity – As part of improvement works to update the restaurant, several fascia signs are to be replaced. The signs are similar in scale and design to the existing signs on the roof of this detached single storey restaurant unit, including 2no 'McDonald's' logos and 1no 'arches' logo, on the east and south elevations, facing Wilmslow Road and Willow Bank. All three signs would consist of internally illuminated Perspex logos mounted on steel brackets. On the east elevation facing Wilmslow Road would sit sign type 5, the word 'McDonald's' in white, 5.45m in width, 0.6m in height and 0.1m in depth. On the south elevation facing Willow Bank would sit another type 5 sign, as well as a type 19 sign, the 'golden arches' logo in yellow perspex. This would have a width of 1m, a height of 0.9m and a depth of 0.1m.

The signs are located well within the site and are significantly set back from the public fascia signs screens would be internally-illuminated to a maximum of 600cd/m2. The signs are replacing existing illuminated signage, which have existed for years, within the Fallowfield District Centre boundary with many other illuminated signs in the area including those of the supermarkets and takeaways to the east and north and a petrol station to the south and are therefore not considered to negatively affect visual amenity. The nearest residential dwellings are sited over 30m from the proposed signage, hence the proposals are not considered to further impact upon surrounding occupiers.

The signs are branded and follow the same colour scheme and style as existing signs at this, and other, McDonald's sites in Manchester. It is not considered that the signage harms the visual amenity of the site nor wider area and is not thought to look cluttered or unsightly, hence the design and scale of the works are deemed acceptable.

Public Safety – The proposed signs are sited away from the public highway and footpath, within private land and the illumination is static, therefore should pose no risk to passing pedestrians or vehicles. Highway Services have stated that all three signs comply with MCC standards for luminance levels, carriageway clearance and headroom clearance and that they

have no objection to the application. Hence, the signs are not considered acceptable in terms of highway and pedestrian safety and should not pose a danger to nearby road users.

Conclusion – For the above reasons, the proposed advertising is considered to be acceptable, as they would be consistent with policies DM1, DC1, SP1, DC14 and the NPPF. In addition to this, the proposal received no objections from local residents, therefore the proposed development may commence in accordance with the following conditions.

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

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

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 advertisement shall not be displayed beyond a period of 5 years from the date of this consent. The advertisements and any supporting structures shall be removed on that date.

Reason - The advertisement is of a temporary nature only and is not considered acceptable as a permanent feature on this building in order to comply with policies SP1 and DM1 of the Core Strategy.

3) The development hereby approved shall be carried out in accordance with the following drawings and documents;
- Proposed elevations '1009 A' and '1005 A'
- Proposed signage '132/2010' and '002/2008'
Stamped as received by the City Council as Local Planning Authority with the application form on the 26th October 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

Rusholme, Fallowfield & Moss Side Civic Society
Highway Services

355 Wilmslow Road, Manchester, M14 6XU
Flat 10, 363 Wilmslow Road, Manchester, M14 6XU
Flat 9, 363 Wilmslow Road, Manchester, M14 6XU
Flat 8, 363 Wilmslow Road, Manchester, M14 6XU
Flat 7, 363 Wilmslow Road, Manchester, M14 6XU
Flat 6, 363 Wilmslow Road, Manchester, M14 6XU
Flat 5, 363 Wilmslow Road, Manchester, M14 6XU
Flat 4, 363 Wilmslow Road, Manchester, M14 6XU
Flat 3, 363 Wilmslow Road, Manchester, M14 6XU
Flat 2, 363 Wilmslow Road, Manchester, M14 6XU
Flat 1, 363 Wilmslow Road, Manchester, M14 6XU
Flat 2, 3A Wynnstay Grove, Manchester, M14 6XG
Flat 1, 3A Wynnstay Grove, Manchester, M14 6XG
First And Second Floor, 355 Wilmslow Road, Manchester, M14 6XU
Flat 5, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 8, 3 Wynnstay Grove, Manchester, M14 6XG
Flat 7, 3 Wynnstay Grove, Manchester, M14 6XG
Flat 6, 3 Wynnstay Grove, Manchester, M14 6XG
Flat 5, 3 Wynnstay Grove, Manchester, M14 6XG
Flat 4, 3 Wynnstay Grove, Manchester, M14 6XG
Flat 3, 3 Wynnstay Grove, Manchester, M14 6XG
Flat 2, 3 Wynnstay Grove, Manchester, M14 6XG
Flat 1, 3 Wynnstay Grove, Manchester, M14 6XG

Bizzie Kids Nursery, 357 Wilmslow Road, Manchester, M14 6XU
355A Wilmslow Road, Manchester, M14 6XU
326 Wilmslow Road, Manchester, M14 6XQ
324 - 326 Wilmslow Road, Manchester, M14 6XQ
Flat Above, 326 Wilmslow Road, Manchester, M14 6XQ
Willowbank Hotel, 340 - 342 Wilmslow Road, Manchester, M14 6AF
Flat 16, 2 Willow Bank, Manchester, M14 6XP
Flat 15, 2 Willow Bank, Manchester, M14 6XP
Flat 14, 2 Willow Bank, Manchester, M14 6XP
Flat 17, 2 Willow Bank, Manchester, M14 6XP
Flat 12, 2 Willow Bank, Manchester, M14 6XP
Flat 11, 2 Willow Bank, Manchester, M14 6XP
Flat 10, 2 Willow Bank, Manchester, M14 6XP
Flat 9, 2 Willow Bank, Manchester, M14 6XP
Flat 8, 2 Willow Bank, Manchester, M14 6XP
Flat 7, 2 Willow Bank, Manchester, M14 6XP
Flat 6, 2 Willow Bank, Manchester, M14 6XP
Flat 5, 2 Willow Bank, Manchester, M14 6XP
Flat 4, 2 Willow Bank, Manchester, M14 6XP
Flat 3, 2 Willow Bank, Manchester, M14 6XP
Flat 2, 2 Willow Bank, Manchester, M14 6XP
Flat 1, 2 Willow Bank, Manchester, M14 6XP
361 Wilmslow Road, Manchester, M14 6XU
359 Wilmslow Road, Manchester, M14 6XU
Flat 18, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 15, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 13, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 10, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Office 8, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 4, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 2, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
357 Wilmslow Road, Manchester, M14 6XU
359A Wilmslow Road, Manchester, M14 6XU
Flat 17, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 16, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 14, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 12, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 11, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 9, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 7, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 6, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
Flat 3, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG
2 Egerton Road, Manchester, M14 6XW
Flat 1, Morris Court, 1 Wynnstay Grove, Manchester, M14 6XG

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
Area Team Boundary - Name: SOUTH