

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131324/AO/2021
Date registered valid: 12 August 2021
Proposal: Installation of an externally illuminated fascia sign
Address: 444 Wilmslow Road, Manchester, M20 3BW
Ward(s): Old Moat Ward

Applicant: Mr Lau, 444 Wilmslow Road, Manchester, M20 3BW
Agent (if any):
Case officer: Dave Morris
Tel: 0161 600 7924
Email: dave.morris@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 11.10.2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 September 2021

Standard consultations:

Printed: 19 August 2021 Expired: 9 September 2021

Neighbour notifications

Printed: 19 August 2021 Expired: 9 September 2021

Site notice

Posted: 8 September 2021 Expired: 29 September 2021

Press advert

Published: 24 August 2021 Expired: 14 September 2021

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

This application relates to a mid parade commercial unit on the west side of Wilmslow Road. Whilst the ground floor of the property is flush with the building line the first floor of the application site and the property to the south are set back. The property has a modern aluminium shop front with security shutters. There is a deep fascia sign which appears to be externally lit from above.



Listed building: Not applicable

Conservation area: Withington Conservation Area 1983

Tree Preservation Order: Not applicable

Description of area

The property is located within Withington District Centre and the Conservation Area. There are commercial uses to either side and facing the property.

Description of development

Consent is sought to replace the existing fascia sign with an externally illuminated box sign in the same location and the same size and utilising the original lighting..



Consultations & Notification Responses

Local Businesses/residents

No representations received

Highways

The originally proposed box fascia sign did not extend over the adopted highway and therefore does not require a projection over license.

The proposed luminance of the static fascia sign is noted as 350cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is therefore acceptable to Highways.

The fascia sign complies with headroom and carriageway clearance requirements.

Policy

Core Strategy

The relevant Core Strategy policies are DM1 and EN3.

Policy DM1 seeks to protect the amenity of an area from the adverse impact of development.

Policy EN3 seeks to protect the City's heritage assets from the adverse impact of development.
Unitary Development Plan

The relevant saved UDP policies are DC14 and DC18

Policy DC14 sets down the criteria to be considered in determining application for shop fronts and related signage.

Policy DC18 seeks to preserve or enhance the City's conservation areas.

Draft Regeneration Framework for Withington

The draft framework which has been approved by Council seeks to improve the appearance of the district centre and conservation area.

Issues

Principle

Applications for advertisements can only be considered in terms of their impact on Highways safety and amenity.

Highway Safety

Highways have indicated that the lighting levels are within acceptable levels. It is therefore considered that within this district centre location the advertisements will not impact upon highway safety.

Amenity

The proposed sign replaces an existing fascia sign in terms of its size and position on the building, whilst retaining its lighting. It is not considered that as such the sign would impact on the amenity of the area.

Impact on the character of the Conservation area

The Withington Conservation area contains a range of shop fronts and related signage and the proposed sign retains the original fascia signs rather than replacing it with an internally illuminated box sign. On balance it is considered that the proposed sign would not harm the character of the Conservation Area.

Conclusion

The advertisement raises no issues in terms of highway safety or amenity and is therefore 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:

Visual of front elevation showing proposed sign received 9 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

Highway Services
Withington Civic Society

444A Wilmslow Road, Manchester, M20 3BW
443A Wilmslow Road, Manchester, M20 4AN
445 Wilmslow Road, Manchester, M20 4AN
445A Wilmslow Road, Manchester, M20 4AN
448 Wilmslow Road, Manchester, M20 3BW
443 Wilmslow Road, Manchester, M20 4AN
442 Wilmslow Road, Manchester, M20 3BW
446 Wilmslow Road, Manchester, M20 3BW
Flat 2, 441 Wilmslow Road, Manchester, M20 4AN
441 Wilmslow Road, Manchester, M20 4AN
Flat 1, 441 Wilmslow Road, Manchester, M20 4AN

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
Area Team Boundary - Name: SOUTH