

Planning Department
Manchester City Council
Planning Department
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5 May 2021

EP ref: 21-186

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Sent by email

Dear Sir Sir/Madam

Re: Planning Portal Reference: PP-09795208
Wimmy Foods, 260 Wilmslow Road, Fallowfield, Manchester

On behalf of our client, Mr J Kashiv of WWF (Fallowfield) T/A Wimmy Foods please find enclosed a retrospective advertisement application for the above site.

The application comprises:-

- Application form.
- Location plan.
- Photomontages.
- Signage details drawing/cross section.

The application fee of £138.00 has been paid via the planning portal.

Location

The application site comprises a modern three storey brick building close to the junction of Wilmslow Road and Wilbraham Road, with residential accommodation above. It is located within the Fallowfield District Centre as designated in the Manchester Local Development Framework (LDF). The other buildings in the immediate vicinity of the application site comprise small local shops, with a bar and restaurant being immediately adjacent. The surrounding area contains a range of residential properties including student accommodation, retail and financial and professional business.

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Wilmslow Road is a relatively busy road, one of the key local routes into Manchester.

Proposal

The signage comprises an illuminated wall mounted front elevation sign and smaller wall mounted sign on the southern gable of the building facing into the unit's carpark. The road side advertisement requires advertisement consent however the wall sign on the gable of the property which face on the property's carpark does not require advertisement consent.

The signs are constructed of aluminium composite panels painted green and the lettering and logo are provided in transparent coloured perspex to allow the illumination to shine through.

The dimensions of the proposed signage are provided on the forms that accompany the application.

The signage would be illuminated during the day and turned off at night when the business is closed.

Planning History

Following a review of the city council's online search facility, there are no recent planning applications that are considered relevant to the current proposal.

It should be noted that at the time the applicant took over the operation of the unit a canopy was installed on the front elevation of the property without the benefit of planning permission. A retrospective application will be submitted shortly for this element of work.

Policy Background

Paragraph 132 of the National Planning Policy Framework is supportive of advertisements which are efficient, effective and simple in concept, design and operation. The guidance also stresses that the local authority should only carry out a detailed assessment of proposals which have an appreciable impact upon their surroundings. In this instance, given the setting (which is characterised by small shop units and associated signage and which is not considered to be a particularly sensitive location), a wider detailed assessment is not necessary. However, the proposals have been reviewed and are found to be in conformity with relevant local planning policy (as summarised below).

Saved UDP Policy DC14.1 states that in determining applications relating to advertisement signs, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

Saved UDP Policy E3.3 states that the Council will upgrade the appearance of the City's major radial and orbital roads. This will include a number of approaches, including improvements to the appearance of adjacent premises.

Policy DM1 of the Core Strategy states that all development should have regard to a number of specific issues, the following of which are relevant to applications for signage such as that proposed:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance.
- Development should have regard to the character of the surrounding area.
- Effects on amenity.

Assessment

The design of the signage is simple, with a restricted colour palette and clear lettering in an 'unfussy' font. This conveys the necessary information enabling customers to identify both the shop at 256

Wilmslow Road and the associated parking allocated for visitors to the unit. This will avoid customers parking in less appropriate places and have a positive impact on highway safety and local amenity.

The signage is in keeping with the design and scale of other local signs in the vicinity of the application site and accordingly, would not appear dominant or out of character with the locality. The signs will be illuminated when the unit is open and will be turned off when the unit is closed. As such, there would be no negative visual impacts associated with the proposal and no conflict with saved UDP Policies DC14.1 or E3.3. Indeed, the clarified parking arrangements may lead to improvements for people living and working on or close to the unit, in line with the objectives and reasons attached to policy E3.3.

Summary

The proposals are in keeping with the character of this part of Fallowfield an Wilmslow Road, which contains a number of local businesses, with associated signage. The proposed signage would not appear overly dominant. It will benefit the vitality and viability of the businesses at 256 Wilmslow Road and clarify the parking arrangements for customers visiting the premises. Accordingly, the proposals are considered to comply with relevant local planning policy.

We trust that the above meets with your approval and that you are able to validate and register the application. We look forward to receiving confirmation of the same.

Yours sincerely
Emery Planning

Clare Gascoigne

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