

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128549/AO/2020

Date registered valid: 10 November 2020

Proposal: Installation of 3 no. internally illuminated digital freestanding signs and 1 no. internally illuminated 15" digital booth screen

Address: McDonalds Restaurants Ltd, 849A Princess Road, Manchester, M20 2ZF

Ward(s): Didsbury West Ward

Applicant: McDonalds Restaurants Ltd, 11-59 High Road, East Finchley, London, N2 8AW

Agent (if any): Mrs Sarah Carpenter, Planware Limited, 1st Floor The Granary, 37 Walnut Tree Lane, Sudbury, Suffolk, CO10 1BD

Case officer: Constance Phillips
Tel: 0161 234 5792
Email: constance.phillips@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 4 January 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: Photos received with application

Standard consultations: Printed: 12 November 2020 Expired: 3 December 2020

Neighbour notifications: Printed: 12 November 2020 Expired: 3 December 2020

Site notice: Posted: 3 December 2020 Expired: 24 December 2020

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, situated between a petrol station and residential dwelling houses on a busy main road.

Description of area

Princess Road/Parkway connects the M56 and M60 to the city centre. This section of it lies within the Didsbury West ward, adjacent to Chorlton Park. There is residential dwellings adjacent to the site.

Description of development

The applicant wishes to replace the existing drive-thru signage with 3 new digital menu screens (2no double screens and a single) and an order confirmation screen at the payment booth. Similar updates have been carried out and other nearby McDonalds sites in Manchester.

Consultations & Notification Responses

Local residents, as per appendix 1 – One letter of objection received:

I have looked online and I am unsure of what has actually been requested I thought there might have been a virtual option to look at. I live next door to Mac Donald's so where are they going to be situated how big are they and are they going to be affect my privacy and are the lights going to affect me in any way? (The resident was sent instructions for viewing the plans/drawings and no further comments were received).

Highways – *Highways have no objections to the proposals in principle. All signage will be fully contained within the site's curtilage and positioned appropriately to maintain traffic circulation. The proposed luminance levels are considered acceptable for the scale and nature of the site and present no highway concerns.*

West Didsbury Residents Association – *WDRA have no objection to this proposal for internally illuminated advertisements.*

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.*

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- *Schedule 3, Class 4B*

Issues

Principle – The principal of installing new signage, to direct traffic through the drive-thru and to display the restaurant's menus, 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 drive-thru, several signs are to be replaced or improved, including 2no banners and 3no. static menuboard, and three smaller signs (The 'Welcome', 'Goodbye' and 'Hero' signs) are to be removed. The menuboard will be replaced with 1no single screen digital menuboard, 2no double screen digital menuboard and 1no order confirmation screen, sited at different points along the drive-thru. The menuboard screens would be constructed of grey PPC aluminium panel housing with LCD display screens. The single screen (Sign 2) is 0.853 x 1.426 x 0.108m in size, 2.167m in overall height and sited at the start of the drive-thru. The 2no double screens (Sign 1) would be 1.648 x 1.426 x 0.108m in size, 2.167m in overall height and sited at different points between the start of the drive-thru and the order points. The order confirmation screen (Sign 3) would be 0.327 x 0.254 x 0.09m in size, 1.03m in overall height from the ground and sited at the payment booth on the north side of the restaurant.

The signs are located within the site and are set back from the public highway and footpath. They are all illuminated and therefore visible in the dark. All 3 menuboard screens would be internally-illuminated to a maximum of 600cd/m² and the small order confirmation screen would be 1600cd/m². The signs are replacing existing illuminated signage (previously approved in

2010 - 093428/AO/2010/S2), which have existed for years, and are therefore not considered to negatively affect visual amenity, particularly given the location adjacent to a petrol station forecourt on a busy road. The nearest residential dwelling is approximately 12m from the restaurant (building to building), therefore a condition has been attached regarding potential light spillage and glare from the illuminated advertisements.

An objection was received from a local resident, however their letter was vague and did not state specific issues, rather questions. They were sent instructions for viewing the plans and drawings and no further correspondence was received, however a condition has been attached to this decision regarding light glare to ensure amenity is protected if issues do arise.

The signs are branded and follow the same colour scheme and style as existing signs at this, and other, McDonald's sites. 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 therefore should pose no risk to passing pedestrians or vehicles. Highway Services have stated that the signs comply with MCC standards for luminance levels. Although the small order confirmation screen exceeds the usual limit for illumination (at 1600cd/m²), due to its siting away from the public highway and its minor scale, it is not considered the higher luminance of this sign would cause undue harm to amenity or cause safety issues.

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, hence 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 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 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 site plan P19-062-0650 Rev 15C

- Proposed Signage specification 'Issue 1'

Stamped as received by the City Council as Local Planning Authority with the application form on the 10th November 2020.

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.

4) If any advertising signage hereby approved, when illuminated, causes glare or light spillage which in the opinion of the Council as local planning authority causes detriment to adjoining and nearby residential properties, within 14 days of a written request, a scheme for the elimination of such glare or light spillage shall be submitted to the Council as local planning authority and once approved shall thereafter be retained in accordance with details which have received prior written approval of the City Council as Local Planning Authority.

Reason - In order to minimise the impact of the illumination of the lights on the occupiers of nearby residential accommodation, pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services

WDRA

849 Princess Road, Manchester, M20 2ZF
14 Mersey Crescent, Manchester, M20 2YJ
24 Mersey Crescent, Manchester, M20 2YJ
40 Mersey Crescent, Manchester, M20 2YJ
12A Mersey Crescent, Manchester, M20 2YJ
3 Glynn Gardens, Manchester, M20 2YP
34 Mersey Crescent, Manchester, M20 2YJ
28 Mersey Crescent, Manchester, M20 2YJ
22 Mersey Crescent, Manchester, M20 2YJ
18 Mersey Crescent, Manchester, M20 2YJ
11 Glynn Gardens, Manchester, M20 2YP
9 Glynn Gardens, Manchester, M20 2YP
7 Glynn Gardens, Manchester, M20 2YP
5 Glynn Gardens, Manchester, M20 2YP
1 Glynn Gardens, Manchester, M20 2YP
847 Princess Road, Manchester, M20 2ZF
845 Princess Road, Manchester, M20 2ZF
38 Mersey Crescent, Manchester, M20 2YJ
36 Mersey Crescent, Manchester, M20 2YJ
32 Mersey Crescent, Manchester, M20 2YJ
30 Mersey Crescent, Manchester, M20 2YJ
26 Mersey Crescent, Manchester, M20 2YJ
20 Mersey Crescent, Manchester, M20 2YJ
16 Mersey Crescent, Manchester, M20 2YJ

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