SIGNET PLANNING
VISION | STRATEGY | ACTION

JP/LR/HG2288

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14 March 2013

Manchester City Council
PO Box 532
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Dear Sir/Madam

**FULL PLANNING APPLICATION FOR ALTERATIONS TO SHOP FRONT AND OTHER MINOR EXTERNAL ALTERATIONS TOGETHER WITH APPLICATION FOR ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE AT 79 WILMSLOW ROAD, RUSHOLME**

Signet planning is instructed by Paddy Power to prepare and submit the aforementioned planning applications.

The property is currently vacant, however the most recently has been in A2 use (Financial and Professional Services) having being occupied by Natwest Bank. Paddy Power intends to occupy the ground floor of this building for use as a bookmaker, with their operations also falling within A2 use.

The property is located on the junction of Wilmslow Road and Dagenham Road and these application proposals seek alterations to both the front (Wilmslow Road) and side (Dagenham Road) elevations.

As will be seen on the existing and proposed plans which accompany this submission, the proposals provide for the enlargement of the windows on the Wilmslow Road elevation in order to provide an increased visibility into the premises, and on the main Dagenham Road elevation, it is intended to block up and render the existing four windows in order to suit the internal layout that is proposed. A further 3 windows on the side elevation of the offshoot on the rear elevation of the main building is also proposed at ground floor level. For security purposes, a steel gate painted black is to be installed on the entrance into the rear yard which is on the rear boundary of the site.

In terms of the application for advertisement consent, this comprises two internally illuminated fascia signs on the Wilmslow Road elevation, each with the 'Paddy Power' brand written on. Above the main entrance which is located on the corner of the property, an internally illuminated fascia sign is proposed with the branding 'PP' on it and on the Dagenham Road elevation, two 'Paddy Power' fascia signs are proposed which are internally illuminated. A projecting sign is proposed on the Wilmslow Road elevation and as will be seen on the proposed plans, this is to be positioned onto the existing fascia panel.

It is considered that the proposals are acceptable and the proposed enlargement of the windows onto Wilmslow Lane is considered to be positive in terms of supporting vitality of this centre as it

will offer a more 'active' frontage compared with the existing situation. Similarly, it is considered that the proposed signage is well designed and appropriate to this location and in overall terms will improve the appearance of this building which is in a prominent corner location. The applications are therefore fully in accordance with the requirements of Policy 14.1 of the Save Unitary Development Plan which states inter alia that such proposals should be in keeping with the character of the building and adjoining buildings, of adjoining shop fronts, where appropriate, and of the area within which the premises are located.

In support of these applications the following information is provided;

- Completed application forms and appropriate certificates (Full Application and Advertisement Consent)
- Existing Elevations and Site Location Plan – Drawing Reference Number 2013/11/P2 (Full Application and Advertisement Consent)
- Existing Floor Plan – Drawing Reference 2013/11/P1 (Full Application)
- Proposed Floor Plan – Drawing Reference 2013/11/P3 (Full Application)
- Proposed Elevation –Drawing Reference 2013/11/P4 (Full Application)
- Proposed Advert Elevations and Section Drawing Number 2013/11/P5 Rev A (Advertisement Consent)
- A cheque for £305 which represents the statutory application fee (to be sent under separate cover).

I trust that the information provided is sufficient for your purposes, however should you have any queries, please do not hesitate to get in touch with me.

Yours faithfully
for Signet Planning

**JAMIE PYPER**
Senior Planner