

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142913/AO/2025

Date registered valid: 9 May 2025

Proposal: Advertisement consent for the display of 1no. externally illuminated fascia sign and 1no. projecting sign.

Address: Fress Restaurant, 762 Wilmslow Road, Manchester, M20 2DR

Ward(s): Didsbury West Ward

Applicant: Miss Victoria Sharp

Agent (if any):

Case officer: Jake Walther
Tel: 0161 234 1632
Email: jake.walther@manchester.gov.uk

Recommendation: Approve

Date of recommendation: **09/07/2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21/05/2025

Standard consultations:

Printed: 15 May 2025 Expired: 6 June 2025

Neighbour notifications

Printed: 15 May 2025 Expired: 6 June 2025

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/area

The application relates to the ground floor retail unit at 762 Wilmslow Road in Didsbury. The property is an end terrace with a separate commercial unit on the first floor. The building is finished in brick and timber and fronts Wilmslow Road in Didsbury District Centre; the area is predominantly commercial with residential on the side streets adjacent to the main road.



Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

The applicant is seeking consent for 1no. externally illuminated fascia sign and 1no. projecting sign.

Consultations & Notification Responses

Neighbours, as per Appendix 1 – No comments or objections received.

MCC Highways –

The proposed luminance of all signs is noted as not exceeding 100cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

The signs comply with headroom and carriageway clearance requirements.

Clarification is sought to confirm if some elements of the proposed signage extend outwardly over the adopted highway. If the signage extends over the adopted highway in excess of 350mm then a Projection Over License will be required. This will be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004.

Operatives undertaking installation / servicing / maintenance will be expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions.

Detail is sought on proposed installation arrangements from a highway's perspective.

The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Amendments to the proposal

The applicant has removed internal illumination from the signage and instead has proposed external illumination to better align with the surrounding shop fronts which also use external illumination. The illumination levels will increase from 100cd/m² to 300cd/m², this is still within maximum of 600cd/m².

Policy

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

- Policy DC14.1 – Shops and Related Signs

The Manchester Core Strategy - Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:

- Policy DM1 - Development Management

- Policy SP1 - Spatial Principles
- Policy EC1 – Existing Employment Space

Places for Everyone - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

- Policy JP-P1: Sustainable Places

The National Planning Policy Framework (NPPF, 2024)

- Chapter 7 - Ensuring the Vitality of Town Centres
- Chapter 12 - Achieving Well-Designed Places

Shopfront and Signage Design Guide 2024 – This document sets out best practice for shopfronts and signage design across the city in order to promote positive change in the context of its urban environment.

Principle

The principal of replacing fascia and projecting signs to denote a business is acceptable in principle, given this unit has always been a commercial unit and has featured some form of advertisement/signage around it since its installation. However, the proposed advertisements impact on the visual amenity of the area and public safety must be considered.

Visual Amenity

The proposed fascia signage is to be finished in blue and yellow aluminium folded panels externally illuminated to an illuminance level of 300cd/m². The proposed projecting sign would also be finished in blue and yellow folded aluminium.

Considering the characteristics of the signage, the proposal is not considered to harm the visual amenity of the area as it is relatively standard in design and scale and is in an acceptable position in regard to its distance and relationship Wilmslow Road. The proposed advertisements are therefore considered to have a minimal detrimental impact upon the street scene and visual amenity, particularly given that it would be in-keeping with the existing commercial character of Didsbury District Centre.

Public Safety

The proposed signage is sited at a reasonable distance from the public highway and pavement. It would have a static illuminance levels of 300cd/m² in line with Highways' guidance. On this basis, it is considered that the proposal would not impact public safety in the area.

Conclusion

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety in accordance with saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, and chapters 7 and 12 of the National Planning Policy Framework.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality

Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) Advert Standard Condition:

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) Luminance:

The maximum luminance level of the advertisement hereby approved shall not exceed 300cd/m² during non-daylight hours/inclement weather.

Reason - In the interests of pedestrian and highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to saved policy DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

3) Specified Plans:

The development hereby approved shall be carried out in accordance with the following documents:

- Drawing – Location Plan – 09 May 2025
- Drawing – Proposed Elevations and Signage Details – 04 July 2025 – Drawing number: 07052025
- Application form – Received 09 May 2025 – Ref: PP14007093

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC1 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

762 - 766 Wilmslow Road, Manchester, M20 2DR
758 Wilmslow Road, Manchester, M20 2DW
First Floor, 762 - 766 Wilmslow Road, Manchester, M20 2DR
760 Wilmslow Road, Manchester, M20 2DP
741 Wilmslow Road, Manchester, M20 6RN
739 Wilmslow Road, Manchester, M20 6RN
741A Wilmslow Road, Manchester, M20 6RN
758A Wilmslow Road, Manchester, M20 2DW
758C Wilmslow Road, Manchester, M20 2DW
2A Whitechapel Street, Manchester, M20 6UB
2 Whitechapel Street, Manchester, M20 6UB
JULIAN WADDEN & CO LTD, 764A Wilmslow Road, Manchester, M20 2DR
HOLLAND & BARRETT, 764 Wilmslow Road, Manchester, M20 2DR

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: SOUTH AREA