

## **Planning**

## **Growth & Development**

### **Delegated officer report for planning application**

**Application no.** 143016/AO/2025

**Date registered valid:** 22 May 2025

**Proposal:** Advertisement consent for display of 4no. externally illuminated fascia signs; 2no. non-illuminated projecting signs; 2no. externally illuminated high level fabric banner signs, 2no. non-illuminated high level fabric banner signs; and various non-illuminated barrier signs.

**Address:** 700 Wilmslow Road, Manchester, M20 2DN

**Ward(s):** Didsbury West Ward

**Applicant:** Mr John Kennedy, Kennedy's Didsbury Ltd

**Agent (if any):** Mr Ralph Taylor, Paul Butler Associates

**Case officer:** Katie Raw  
Tel: 0161 234 4164  
Email: [katie.raw@manchester.gov.uk](mailto:katie.raw@manchester.gov.uk)

**Recommendation:** Approve

**Date of recommendation:** **11 August 2025**

## Application details

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 10 June 2025

### Standard consultations:

Printed: 11 June 2025      Expired: 2 July 2025

### Neighbour notifications

Printed: 3 June 2025      Expired: 24 June 2025

### Site notice

Posted: 10 June 2025      Expired: 1 July 2025

### Press advert

Published: 10 June 2025      Expired: 1 July 2025

**Departure from Development Plan:** No

**Environmental Statement:** Not required

## Description of site/building

**Listed building:** Not applicable

**Conservation area:** Blackburn Park Conservation Area 1979

**Tree Preservation Order:** No

The application site relates to 700 Wilmslow Road within the Didsbury West ward of south Manchester.

The application site is a part 3, part 2-storey Victorian building standing on a prominent corner of Wilmslow Road and Barlow Moor Road. It is also central to the Didsbury Village district centre at a busy traffic junction.

It has a large footprint and presence in the street scene, being the largest building within the street scene, and although not listed, has value as a non-designated heritage asset of medium significance.

Within the rear courtyard is a separate coach house and enclosed beer garden.

The building has red brick elevations above first floor level and at the time of the site visit white painted brickwork at ground floor level, pitched slate roofs and original chimneys. It stands at the end of a short terrace that includes three surviving cottages, no.694 being grade II listed. There are several more grade II listed heritage assets within 100 metres of the site, including Didsbury Library, Emmanuel Church, war memorial, Rhodes memorial clock and no.6 Barlow Moor Road.

Archive photos show the building has a long history as a public house, and more recently, as restaurants. The site has been vacant for several years according to Google Maps.

## **Description of area**

The application site is situated within the Didsbury Local Centre. The surrounding premises are comprised of public houses, cafés, shops, restaurants. The applicant site sits at a central point to the Centre given its positioning close to the junction of Wilmslow Road/ Barlow Moor Road and School Lane.

The application site sits within the Blackburn Park Conservation Area and is positioned within the southern corner of the designated area.

## **Description of development**

Advertisement consent is sought for display of 4no. externally illuminated fascia signs; 2no. non-illuminated projecting signs; 2no. externally illuminated high level fabric banner signs, 2no. non-illuminated high level fabric banner signs; and various non-illuminated barrier signs.

The adverts would be for the change of use proposed to a public house for the site. See planning history sections for further details. The accompanying change of use application is still pending consideration at the time this report was produced.

### *Negotiations during the Course of the Application*

During the course of the application, concern was raised as to the number and differing advertisements proposed across the building.

6no. vertically mounted signs proposed across the ground floor (announcing 'Sports' and 'Live Music'), cut across the rusticated brickwork. This jarred with the horizontal proportions and rhythm of the ground floor architectural detailing. As such, these signs were removed from the scheme.

The number of projecting signs were reduced during the course of the application to 2no. and the illumination from the signs were removed.

The signage to the proposed external seating area was amended to removable metal posts with the signage displayed between these (the barrel supports are removed) at the point closest to the junction. Concern was raised by colleagues in Highway Services as to the positioning of some of the front external seating area as it was to be sited on the public highway. The seating area was amended so that it only sits within the area under the applicant's ownership.

Concern was raised to the lighting proposed to the 5no. externally illuminated high level fabric banner signs. As such, the lighting was amended so that it more discreetly sits within the external form of the building. On the front elevation the lighting to the flags is concealed in the planting, whilst it has been removed from the gable elevation.

The description of development was amended accordingly.

### *Planning History*

The current accompanying application is currently pending consideration:

143015/FO/2025- Change of use of restaurant (use class E) to public house (sui generis), associated external alterations including removal of existing pergola structure from front elevation, installation of lighting, awnings, and planters, and provision of external seating areas.

132166/FO/2021- Installation of enclosed pergola structures to front and rear outdoor seating areas of existing restaurant and associated works.  
Approved 04.04.2022

109847/AO/2015/S2- Installation of 2 x halo lit fascia signs and 2 x halo lit hanging signs.  
Approved 15.10.2015

The below applications were approved prior to the current development plan period of 2012:  
090956/FO/2009/S2- Installation of extraction flue at rear of premises.  
Approved 30.11.2009

091245/FO/2009/S2- Creation of four self contained flats on first and second floors and erection of a single storey extension to form entrance.  
Approved 30.11.2009

091545/AO/2009/S2- Installation of 3 No. x externally illuminated individual letter signs and 2 No. x externally illuminated projecting signs together with retractable canopy with advertisement.  
Approved 15 December 2009

084482/FO/2007/S2- Retrospective application for the installation of balustrade following rebuilding of patio and installation of LED wall washers to building between brick dentals.  
Approved 07.03.2008

084481/AO/2007/S2- Installation of one internally illuminated individually lettered entrance sign and three internally illuminated fascia signs.  
Approved 03.01.2008

084320/FO/2007/S2- Erection of timber structure to form smoking shelter to the rear of existing public house.  
Approved 24.10.2007

075046/AO/2005/S2- Installation of four illuminated fascia signs, two illuminated projecting name signs, one illuminated individual letter name sign, four illuminated menu boards.  
Approved 03.06.2005.

074305/FO/2004/S2- Enlargement of existing windows and insertion of new windows at ground floor level  
Refused 07.02.2005

Further planning history exists prior to 2005.

## **Consultations & Notification Responses**

### *Local Residents*

Local residents were consulted and no responses were received relating to the advertisement consent application .

## *Local Councillors*

One Local Councillor made contact during the course of the advertisement application and requested sight of images of proposed designs and banners for review, given the application site sits within a Conservation Area.

Two Local Councillors made contact and requested the LPA re-consider the vertical signs that were removed from the scheme following the LPA's request. The Councillors stated such signage would help hide the ground floor walls which had been painted in a vibrant red colouration.

## *Highway Services*

Highway Services provided the following comments in regard to the advertisement application: All submitted signage is static and has a proposed luminance of 330cd/m<sup>2</sup>, this is in line with the MCC recommended maximum of 600cd/m<sup>2</sup> and is acceptable to Highways.

Projecting signs that extend over the adopted highway, in excess of 350mm, will require a Projection Over License, which should be funded at the applicant's expense. All submitted signage complies with headroom and carriageway clearance requirements.

Discussions took place with colleagues in Highway Services as to the extent of the adopted highway in the vicinity of 700 Wilmslow Road. As some of the external seating would be sited within the adopted highways, conversations took place with Highway Engineers. Concerns for the use of such area was expressed within the course of the application.

The agent supplied an amended floor plan with the extent of external seating area reduced.

Highways following receipt of the revised scheme requested clarification regarding the retained footway width on Wilmslow Road and Barlow Moor Road.

## **Issues**

### **POLICY**

#### *The National Planning Policy Framework (December 2024)*

The document sets out the Government's Planning Policies for England and how these are expected to be applied. National Planning Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Chapter 12- Achieving well-designed places

Chapter 16- Conserving and enhancing the historic environment

#### *Town and Country Planning (Control of Advertisements) Regulations 2007*

The local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

(1)

(a) The provisions of the development plan, so far as they are material; and

(b) Any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)

(a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) Factors relevant to public safety include:

(i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed. The regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

### *Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990*

States special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

### *Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012) Updated March 2024 following adoption of Places for Everyone Joint Development Plan*

It replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. Of relevance are:

Policy DM1 (Development Management);

Policy SP1(Spatial Principles);

Policy EN1 (Design Principles and Strategic Character Areas);

Policy EN3 (Heritage).

### *Unitary Development Plan Saved Policies*

Large elements of the UDP have been superseded by the Core Strategy. The following saved policies are of relevance in the consideration of this application:

DC15: Advertisements, Hoardings and Posters:

DC15.1 states:

In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:

a. the general location of the proposed development and the effect on visual amenity;

b. the scope for posters and hoardings to make a positive contribution to the locality;

c. the design of the structures, and the relationship with any premises on which they are

located;

- d. the effect of the proposal on permanent redevelopment of the land;
- e. public safety resulting from the positioning of the design of the display;
- f. the ease with which the structure is capable of being satisfactorily maintained;
- g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
- h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;
- i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;
- j. the number of advertisements in the locality and their cumulative effect on visual amenity.

DC15.2 In assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. they should be in scale with the locality and relate properly to the site on which they stand;
- c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

DC15.3 Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Reasons: The Council accept that advertisements can have a positive role in improving the quality of the visual environment in the City - examples are given in policy DC15.2. At the same time, there is the need to maintain public safety, avoid clutter, and safeguard the particular features of buildings or land.

#### DC18: Conservation Areas

DC18.1 The Council will give particularly careful consideration to development proposals within Conservation Areas.

- a. The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues:
  - i) the relationship of new structures to neighbouring buildings and spaces;
  - ii) the effect of major changes to the appearance of existing buildings;
  - iii) the desirability of retaining existing features, such as boundary walls, gardens, trees, (including street trees);
  - iv) the effect of signs and advertisements;
  - v) any further guidance on specific areas which has been approved by the Council.
- b. The Council will not normally grant outline planning permission for development within Conservation Areas.
- c. Consent to demolish a building in a conservation area will be granted only where it can be shown that it is wholly beyond repair, incapable of reasonably beneficial use, or where its removal or replacement would benefit the appearance or character of the area.
- d. Where demolition is to be followed by redevelopment, demolition will be permitted only where there are approved detailed plans for that redevelopment and where the Council has been furnished with evidence that the development will be undertaken.
- e. Development proposals adjacent to Conservation Areas will be granted only where it can be shown that they will not harm the appearance or character of the area. This will include the protection of views into and out of Conservation Areas.

Reasons: The Council is to pursue the above policies to encourage and help ensure the protection, preservation and enhancement of its Conservation Areas, which are areas of special character representing the rise and development of the world's first industrial city. The protection of such areas helps stimulate local pride and encourages both tourism and further investment. The policy gives effect to the obligation placed on the Council by statute to give particular attention to the quality of developments within conservation areas and reflects the general policy objectives set out in policy E3.8 in this plan.

### *Places for Everyone (2022-2039)*

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.

The Plan and its policies are now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given full weight in the planning balance.

The following policies are relevant:

- i.JP- S1- Sustainable development
- ii.JP-P2- Heritage

## ISSUES

### *Principle of Development*

According to the NPPF (Chapter 12) the main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The development seeks advertisement consent for 4no. externally illuminated fascia signs; 2no. non-illuminated projecting signs; 2no. externally illuminated high level fabric banner signs, 2no. non-illuminated high level fabric banner signs; and various non-illuminated barrier signs. The advertisement would be used for the purpose of displaying information relating to the proposed Irish pub. The proposed signage would be viewed contextually with the building and would therefore be related to a context with a notable representation of advertising signage. As such, the principle of development is considered acceptable, however due consideration must be given to the impact in terms of visual amenity and highway safety.

### *Visual Amenity*

New proposals within conservation areas should seek to preserve and enhance its character by considering the relationship of new structures to neighbouring buildings and spaces and the effect of changes to existing buildings. New development should be designed so as to support the Council in preserving or, where possible, enhancing the historic environment. Overarching legislation for development in conservation areas refers at Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990 to the need for Local Planning Authorities to pay special attention to the desirability of preserving or enhancing the character and appearance of designated areas. These policies form important material considerations in the determination of advertisement applications and are supported by paragraph 141 of the NPPF which advises that 'the quality and character of places can suffer when advertisements are poorly sited and designed'. Paragraph 203 of the NPPF also underline the desirability for new development to make a 'positive contribution to local character and distinctiveness'.

4no. externally illuminated fascia signs would be sited above fascia level. This would comprise of 1no. 'Kennedy's' sign above the entrance on the primary elevation of the building, 2no. fascia signs sitting either side of the entrance and 1no. 'Kennedy's' sign on the gable elevation of the building. The 4no. signs would be partially hidden by the proposed foliage which would be externally illuminated by the use of swan neck lamps. These signs are considered to be sited in appropriately positioned heights at fascia level and would sit in position so not to hinder the architectural qualities of the existing building. The use of foliage would soften the visual prominence of such signs.

The use of external illumination of the swan neck lamps would be synonymous with the character of the Irish Pub and again would be partially hidden by the foliage. The proposed signage with the illuminance of individual letters is considered to relate to the Conservation Area more appropriately than the illumination of a fascia sign. The proposal would restrict the amount of illumination and would appear to be more delicately illuminated and presented. The proposal is considered to relate well to the setting of the Conservation Area and would enhance the appearance of the proposed public house.

Further, it is noted there is a precedent of external illumination at the property with its previous use as a restaurant including application reference 109847/AO/2015/S2.

The signs would be black gloss with gold lettering with a frame gold gloss paint finish. Given the branding of the Kennedy's Irish pub and given the same colouration would be used throughout the advertisements, such colours are not considered to cause adverse harm to the Conservation Area.

2no. non-illuminated projecting signs would be installed; 1no. on the front elevation and 1no. on the gable elevation. Such signs would be a black domed projection Guinness sign and example images were provided for review. During the course of the application, the number of signs were reduced and the illumination to such adverts removed. The number of resultant projecting signs are not considered to create visual clutter to the property given the illumination has been omitted. Such signs are reflective of the proposed use and previously 2no. projecting signs have been allowed at this site with a level of illumination (see planning ref: 109847/AO/2015/S2). As such, the omission of the illumination is welcome.

2no. externally illuminated high level fabric banner signs would be sited to the front elevation at first floor level. The fabric signs would display the Irish flags 2000mm x 500mm supported on poles top and base projecting from the building. Given the proposed use of the public house and given the use of similar flags in the surrounding District Centre (see The Nelson Pub), the use of such flags can be considered acceptable. Concern was raised as to the method of lighting such flags and so the spotlights are to be recessed in the planter so not visible. As such, this would provide a gentler method of illumination and ensure the spotlights are hidden from view. As this cannot be replicated on the gable elevation of the building and for the 2no. non-illuminated high level fabric banner sign on this elevation, such illumination has been omitted from the scheme.

Various non-illuminated barrier signs would be installed to the external seating area to the front of the property. Due to the flow of pedestrians surrounding the site and the public pavement of Wilmslow Road junction with Barlow Moor Road, the extent of seating area has been removed during the course of the application. At the point closest to the junction, removable barriers would be installed in this location. This would take the form of 50mm vertical poles galvanised with black powder coated finish. Black Perspex café barriers between eyelets fixed to poles. As these signs would be removeable they do not require consent and on this basis cannot be determined unfavourably.

The raised area to the front (previous pergola structure) would benefit from barriers with reclaimed wooden whiskey barrels and black Perspex café barriers between barrels. The colouration of such signage would mirror the colour scheme used throughout the proposal and is therefore considered acceptable. The signage would be low level and would identify a private forecourt connected to the site. The signage is not considered to give rise to adverse visual implications and would be sited at an appropriate height to not detract from the features of the existing building.

The proposed signage would be commensurate with the building's proposed use as an Irish bar. Omissions have been made during the course of the application to reduce the number of signage, reduce the amount of illumination at the site and add removeable structures to the front. It is noted that the signage in combination with the proposed foliage would create an easily identifiable building, however given the district centre location of the building and given advertisements previously approved at the site, the application can be considered acceptable on balance in relation to visual amenity. Therefore, the scheme can be considered commensurate with National Planning Policy Framework (NPPF), the Town and Country Planning (Control of Advertisements) Regulations 2007, saved policies DM1 and SP1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, DC15.3 and DC18 of the Unitary Development Plan for the City of Manchester.

### *Public Safety*

Highway Services were happy that all submitted signage is static and has a proposed luminance of 330cd/m<sup>2</sup>, this is in line with the MCC recommended maximum of 600cd/m<sup>2</sup> and is acceptable to Highways. A condition restricting the level of illumination would be attached to any approval granted.

Highways advised that projecting signs that extend over the adopted highway, in excess of 350mm, will require a Projection Over License, which should be funded at the applicant's expense. An informative to this effect would be attached to any approval granted.

During the course of the application, discussions took place with colleagues in Highways regarding the siting of the external seating area. It is noted that some of the front seating area would sit within the applicant's ownership but would relate to public highway. However, given the seating area has been removed at the point closest to the junction and given the seating area would not impact the existing dimensions of the highway, on balance it is considered acceptable.

As such, on balance the proposal is considered pursuant with the Town and Country Planning (Control of Advertisements) Regulations 2007 part 2(b), saved policies DM1 and SP1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, DC15.3 of the UDP.

### *Councillor Comments*

Two Local Councillors made contact and requested the LPA re-consider the vertical signs that were removed from the scheme. The Councillors stated such signage would help hide the ground floor walls which had been painted in a vibrant red colouration. Such comments were considered during the course of the application; however it is not considered acceptable to utilise signage to hide the existing walls of the building to such an extent. The painted stone to the facade with its attractive inset profile should not be obscured by signage. Re-introducing the vertical aligns removed from the scheme would result in visual clutter that would not positively

relate to the existing building or Conservation Area. As such, no vertical signs would be permissible within any approval granted.

### **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

### **Article 35 Declaration**

#### **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:

-Application Form, stamped as received by the City Council, as Local Planning Authority on 14 July 2025.

-Drawing- Front Elevations Proposed R7 Canopy Closed, numbered KD-05-95-R7, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

-Drawing- Side Elevation AA Proposed REV 6, numbered KD-01-08-R6, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

-Drawing- Side Elevation BB Proposed R5, numbered KD-01-10-R5, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

-Drawing- Sections through Front Elevation REV 3, numbered KD-01-42-R3, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

-Drawing- Signage Details REV 3, numbered KD-01-43-R3, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

-Drawing- Front Elevation Proposed R7 Canopies Open, numbered KD-01-05-R7, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

-Drawing- Ground Floor Plan Proposed REV 3, numbered KD-01-02-R3, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

-Drawing- Notes to Ground Floor Plan Prop R4, numbered KD-01-06-R4, stamped as received by the City Council, as Local Planning Authority on 1 August 2025.

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.

3)The maximum luminance level of the advertisements hereby approved shall not exceed 600cd/m2.

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

## **Informatives**

1) Projecting signs that extend over the adopted highway, in excess of 350mm, will require a Projection Over License, which should be funded at the applicant's expense.

2) 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](mailto: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](mailto:highwaynetworkmanagement@manchester.gov.uk)

3)This consent confers permission for the advertisements only, and no other works.

## **Appendix 1 – List of consultees & neighbours notified**

Highway Services  
Heritage & Urban Design

Rhodes Memorial Clock Tower, Wilmslow Road, Manchester, M20 2DN  
Didsbury War Memorial, Wilmslow Road, Manchester, M20 2DN  
Flat 4, 700 Wilmslow Road, Manchester, M20 2DN  
Flat 3, 700 Wilmslow Road, Manchester, M20 2DN  
Flat 2, 700 Wilmslow Road, Manchester, M20 2DN  
Flat 1, 700 Wilmslow Road, Manchester, M20 2DN  
Flat 10, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat 9, Crossway House, 7 Crossway, Manchester, M20 6TE  
671 Wilmslow Road, Manchester, M20 6RA  
Didsbury Library, 692 Wilmslow Road, Manchester, M20 2DN  
700 Wilmslow Road, Manchester, M20 2DN  
663A Wilmslow Road, Manchester, M20 6RA  
677A Wilmslow Road, Manchester, M20 6RA  
1 Barlow Moor Road, Manchester, M20 6TN  
Flat 8, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat 5, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat 2, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat At, Dog And Partridge, 667 Wilmslow Road, Manchester, M20 6RA  
679 - 681 Wilmslow Road, Manchester, M20 6RA  
7 Barlow Moor Road, Manchester, M20 6TN  
Nueve, 9 Barlow Moor Road, Manchester, M20 6TN  
2 Barlow Moor Road, Manchester, M20 6TR  
Unit 1, 11 - 13 Barlow Moor Road, Manchester, M20 6TN  
CHEADLE SUN BEDS LTD, Unit 3, 11 - 13 Barlow Moor Road, Manchester, M20 6TN  
Ladbroke's, Unit 2, 11 - 13 Barlow Moor Road, Manchester, M20 6TN  
Second Floor Left Side, 679 - 681 Wilmslow Road, Manchester, M20 6RA  
Dog And Partridge, 667 Wilmslow Road, Manchester, M20 6RA  
663 Wilmslow Road, Manchester, M20 6RA  
661 Wilmslow Road, Manchester, M20 6RA  
659 Wilmslow Road, Manchester, M20 6RA  
702 Wilmslow Road, Manchester, M20 2DW  
698 Wilmslow Road, Manchester, M20 2DN  
696 Wilmslow Road, Manchester, M20 2DN  
694 Wilmslow Road, Manchester, M20 2DN  
O'Neills, 655 - 657 Wilmslow Road, Manchester, M20 6RA  
675A Wilmslow Road, Manchester, M20 6RA  
661A Wilmslow Road, Manchester, M20 6RA  
677 Wilmslow Road, Manchester, M20 6RA  
675 Wilmslow Road, Manchester, M20 6RA  
673 Wilmslow Road, Manchester, M20 6RA  
669 Wilmslow Road, Manchester, M20 6RA  
702A Wilmslow Road, Manchester, M20 2DW  
5 Barlow Moor Road, Manchester, M20 6TN  
3 Barlow Moor Road, Manchester, M20 6TN  
Flat 7, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat 6, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat 4, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat 3, Crossway House, 7 Crossway, Manchester, M20 6TE  
Flat 1, Crossway House, 7 Crossway, Manchester, M20 6TE

## **Appendix 2 – Planning constraints**

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Conservation Area - Blackburn Park Conservation Area 1979

Area Team Boundary - Name: SOUTH AREA