

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142280/AO/2025
Date registered valid: 28 February 2025
Proposal: Installation of internally illuminated fascia and projecting sign
Address: Unit 5, Ladybarn House, Wilmslow Road, Manchester, M14 6ND
Ward(s): Fallowfield Ward

Applicant: Ms Rukhsana Hussain, 2-255 RMT LIMITED
Agent (if any): Miss Sonata Zilaityte, s.design.process
Case officer: Janet Lawless
Tel: 0161 234 4535
Email: janet.lawless@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 29 April 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 29th April 20205

Standard consultations:

Printed: 7 March 2025 Expired: 28 March 2025

Neighbour notifications

Printed: 7 March 2025 Expired: 28 March 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The property that is the subject of this advertisement is a ground floor commercial unit within Ladybarn house. The property is located on the west side of Wilmslow Road close to its junction with Wilbraham Road within Fallowfield District Centre. The upper floors of Ladybarn House are occupied by residential student accommodation.

Description of area

The remainder of the area comprises of the district centre with a mix of retail and commercial uses with an eclectic mix of shop front designs and ages, with the side streets comprising of established residential terraces.

Description of development

The proposal is for the installation of a fascia sign and 1 externally illuminated projecting box sign. The dimensions of the fascia sign will be 0.65m height by 6.16m wide by 0.15m depth it would be sited 2.66m above ground level. It would comprise of an aluminium composite sign tray with individual letters to a maximum of 0.13cm. It will be in RAL 1003 (Yellow) and be internally illuminated to a maximum of 600cd/m² and be of static illumination.

Projecting hanging sign dimensions will be 0.6m height by 0.6m width by 0.1m depth and would be set 2.692m above ground level. It would be an aluminium composite sign with push through lettering in RAL 1003 (yellow) to match the fascia sign. It would be internally illuminated to a maximum of 600cd/m² and would be static.

Consultations & Notification Responses

Local residents were informed- no representations have been received.

Fallowfield Community Guardians-Consultation is underway for the improvement of Fallowfield District Centre and in particular the street scene. We would like to see coherent and discreet shop frontages. Intrusive illuminated fascia and projecting signs do not aesthetically contribute to improving the street scene.

Highways-Assurance is required to confirm that the 1no.projecting sign will not overhang the adopted footway and carriageway. If the proposed projecting sign extends over the adopted highway in excess of 350mm a projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants' expense. A sufficient headroom clearance, compliant with the 2.50m minimum, is noted and accepted by Highways.

It is noted that the luminance level of the fascia sign and projecting sign will be 2200 cd/m². It is requested that the proposed luminance of the signs is in line with the 600cd/m² maximum stated by the Lighting Engineers with Institute of Lighting Professionals. Detail should be sought from the applicant in relation to any proposed construction or fitout arrangements, where there is an impact on the highway.

Policies

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 - Shop front and related signs
- Policy DC15 - Advertisements, hoardings, and posters

Manchester City Council Shopfront and Design Guide is also a material consideration.

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 EN1 - Design Principles and Strategic Character Areas

The National Planning Policy Framework (NPPF, 2024)

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

The Places for Everyone Plan - This plan was adopted on 21 March 2024, as such the Plan and its policies are now a material planning consideration in the determination of planning applications. Given the stage the Plan has reached, the Plan and its policies is now a material planning consideration in the determination of planning applications and must therefore be given significant weight in the planning balance.

Issues

Principle - the principle of installing 1 no. internally illuminated fascia signs and 1 no. illuminated projecting box sign in association with the advertising of a business that is now to occupy the premises is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity and public safety.

Visual amenity - the proposal includes the installation of 1no. internally illuminated fascia sign and 1no. illuminated hanging projecting sign in association with the change in occupancy and business type to operate from the property. There were concerns over the originally proposed level of luminance which at 2200cd/m² was considered unacceptable. This was reduced to a maximum of 600cd/m² which is in line with guidelines, and a condition to that effect would be attached to any consent granted. The proposed signs are considered to complement the building and, are comparable to other styles of signage within the district centre. They are not therefore considered to be alien or have a detrimental impact upon the visual amenity of the building itself, not the area within which it is located.

Considering the characteristics of the signage, combined with its clear relevance to the proposed business that would operate from the property, and the existing commercial precedent of this type of advertisement within the vicinity of the proposal site and wider district centre, the proposal is not considered to harm the visual amenity of the area as the signage is relatively standard in terms of its design and scale on a unit of this type.

The proposed signage is therefore considered to be of an acceptable design and would have minimal detrimental impact upon the street scene and visual amenity of the area, thereby according with policies DM1 and EN1 of the Core Strategy and policies DC14 and DC15 of the UDP and with Manchester City Councils shopfront design guide.

Materials- the materials to be used are considered appropriate and acceptable for signage of this use and in this location.

Public safety - the proposed signage would be sited on private space and does not overhang or project outwards onto a public highway. The private forecourt is approximately 1m depth, and the hanging sign would project a maximum of 0.60 m. It would therefore all be within the private area and not infringe onto the public space. They would have static illuminance levels of 600cd/m², respectively which is within the maximum levels of 600cd/m². It is therefore considered that the proposal will not harm public safety at and around the site.

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 policies SP1, DM1 and EN1 of the Core Strategy, policies DC14 and DC15 of the UDP and chapters 7 and 12 of the NPPF and Manchester City Councils Shopfront Design Guide.

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:

PM002 proposed section and elevation received 28th February 2025.

PM0001 Rev A received 24th April 2025.

Location Plan received 28th February 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 either of the advertisements hereby approved shall not exceed 600cd/m² static respectively

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) If the proposed projecting sign extends over the adopted highway in excess of 350mm a projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services

South East Fallowfield Residents Association

Flat 23, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 31, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 12, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Units 1 To 3, Ladybarn House, Wilmslow Road, Manchester, M14 6ND

Ladybarn House, Wilmslow Road, Manchester, M14 6ND

260 Wilmslow Road, Manchester, M14 6JR

Flat 49, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 42, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 24, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 13, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 38, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 35, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 41, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 7, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 21, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Unit 6, Ladybarn House, Wilmslow Road, Manchester, M14 6ND

Flat 46, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 25, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 45, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 8, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 3, 2 Carill Drive, Manchester, M14 6WR

Flat 28, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 20, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 34, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 18, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 16, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 11, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 40, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 17, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 15, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 37, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 30, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 39, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 14, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 27, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 32, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 26, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 33, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 10, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 2, 2 Carill Drive, Manchester, M14 6WR

311 Wilmslow Road, Manchester, M14 6NW

Flat 48, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 5, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 22, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 19, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 9, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 44, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 43, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 47, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 6, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 36, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 4, 2 Carill Drive, Manchester, M14 6WR
258 Wilmslow Road, Manchester, M14 6JR
256 Wilmslow Road, Manchester, M14 6LB
Flat 1, 2 Carill Drive, Manchester, M14 6WR
262 Wilmslow Road, Manchester, M14 6JR
Unit 4, Ladybarn House, Wilmslow Road, Manchester, M14 6ND
Flat 29, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

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 (Middle) -
Area Team Boundary - Name: SOUTH AREA