MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141884/AO/2025
Date registered valid:	28 January 2025
Proposal:	Installation of an internally illuminated fascia sign and internally illuminated projecting sign
Address:	756 Wilmslow Road, Manchester, M20 2DW
Ward(s):	Didsbury West Ward
Applicant:	Mr Brendan Kelly, Oliver Bonas
Agent (if any):	Miss Jenna Foxley, Orium Design Ltd
Case officer:	Janet Lawless Tel: 0161 234 4535 Email: janet.lawless@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	25 March 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7th March 2025

Standard consultations:
Printed: 31 January 2025 Expired: 21 February 2025

Neighbour notifications
Printed: 31 January 2025 Expired: 21 February 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
The property that is the subject of this application is a mid- terraced property that fronts onto Wilmslow Road and sits within the district centre. It was previously in use as Gusto restaurant which had a covered seating area out on the private forecourt, which stretched up to the back of pavement and a projecting solid canopy, the front of which forms the fascia. The property is now occupied by the retailer Oliver Bonas. The property is a three storey brick building with a flat roof. The brick frontage is to be retained for the first and second floors, with the ground floor being finished in a textured colour through render. The access into the building is taken off the property frontage on Wilmslow Road.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

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.

S01 - Internally illuminated fascia sign.
0.375m height by 4.5m wide by 0.03m deep. It will sit 3.36 metres above ground level "OLIVER BONAS" with white LEDs embedded in opal Perspex with white painted sides. Return faces of letters to be gun metal grey. Letters to be fixed to rendered facade on 5mm spacers. The luminance will be 200cd/m2 and would be static.

S02 -Internally illuminated projecting sign.
0.7m height by 0.7m width by 0.07m depth. It would be set at 3m above ground level. It would be constructed of an aluminium frame with "OLIVER BONAS" opal acrylic letters pushed through a fret cut backing and will have a luminance of 150 cd/m2 and would be static. Panel colour to colour match Johnstone "Bisque". A new fixing
bracket/arm would fix the sign to the wall.

There is a related application for the new shop front use that requires the signage. This is currently under consideration under reference:
141883/FO/2025

Consultations & Notification Responses

Local Residents / businesses were informed- no representations have been received.

Didsbury Civic Society- were informed, no representations have been received.

Highways- no objections to the proposal- The proposed signs are not located on the adopted highway network.
The proposed luminance of all signs is noted as not exceeding 200cd/m2, which is in line with the MCC recommended maximum of 600cd/m2. All illumination is noted as static. This is acceptable to Highways. The signs comply with headroom and carriageway clearance requirements.

Issues

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 signs and 1no. illuminated wall sign in association with the change in occupancy and business type to operate from the property. They are considered to complement the building and are comparable to other styles of signage within the district centre. They are not therefore considered to 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. They would have static illuminance levels of 200cd/m², and 150cd/m² respectively which is well 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 polices 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) 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:
OB-TD01.1 Proposed Elevations received 28th January 2025
OB-TD01.2 Proposed Signage Details received 28th January 2025
OB-L01 Location Plan received 13th January 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 S01-200cd/m2 static and S02 150cd/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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Didsbury Civic Society

758 Wilmslow Road, Manchester, M20 2DW
760 Wilmslow Road, Manchester, M20 2DP
731 Wilmslow Road, Manchester, M20 6WF
Didsbury House, 748 - 754 Wilmslow Road, Manchester, M20 2DW
733 Wilmslow Road, Manchester, M20 6WF
Flat At, Royal Oak, 729 Wilmslow Road, Manchester, M20 6WF
Royal Oak, 729 Wilmslow Road, Manchester, M20 6WF
752 - 754 Wilmslow Road, Manchester, M20 2DW
733A Wilmslow Road, Manchester, M20 6WF
Second Floor, Didsbury House, 748 - 754 Wilmslow Road, Manchester, M20 2DW
758A Wilmslow Road, Manchester, M20 2DW
758C Wilmslow Road, Manchester, M20 2DW
First Floor, Didsbury House, 748 - 754 Wilmslow Road, Manchester, M20 2DW
758B Wilmslow Road, Manchester, M20 2DW

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) -
Area Team Boundary - Name: SOUTH AREA