

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141315/AO/2024

Date registered valid: 21 October 2024

Proposal: Advertisement consent for the installation of 3 x internally illuminated fascia signs and 4 x wall signs

Address: Morrisons, Wilbraham Road, Chorlton-Cum-Hardy, Manchester, M21 0UA

Ward(s): Chorlton Park Ward

Applicant: Wm Morrison Supermarkets Ltd

Agent (if any): Mr Gareth Glennon, Peacock and Smith

Case officer: Janet Lawless
Tel: 0161 234 4535
Email: janet.lawless@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 12 December 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12th December 2024

Standard consultations:

Printed: 30 October 2024 Expired: 20 November 2024

Neighbour notifications

Printed: 30 October 2024 Expired: 20 November 2024

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 site itself relates to a portion of the private car park situated within the curtilage of the Morrisons supermarket located at No.418B Wilbraham Road in the Chorlton Park ward of Manchester. The Morrisons is located at the crossroads between Wilbraham Road, Albany Road and Corkland Road within Chorlton District Centre.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

To the east lies the Metrolink line and station, with residential dwellings and commercial/service uses surrounding the site.

The site sits adjacent to a busy high street located at the eastern end of Chorlton district centre and is in relatively close proximity to Chorlton Metrolink tram stop, South- West Manchester Cricket Club, and Barlow Moor Road (B5217).

Description of development

The application has been submitted in association with an application under which permission is to be sought for the erection of a retail pod within the curtilage of an existing supermarket car park. This application however is currently invalid, the advertisement application can still be assessed and determined in isolation.

141315/AO/2024 seeks advertisement consent for 3no. internally illuminated fascia signs and 4no. non-illuminated wall signs to the proposed retail pod. There is also a non-illuminated decal which is shown for illustrative purposes only, as this would be located internally to the glass and does not require planning consent.

Planning history

138963/FO/2024 - Erection of retail pod within car park.

138964/AO/2024- Installation of three internally illuminated fascia signs and four non-illuminated wall signs to proposed retail pod.

Neither of the above approvals have been implemented, with the applicant now wishing to relocate the siting of the pod.

Consultations & Notification Responses

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

Chorlton Voice- were consulted no representations have been received.

Highways- The proposed signs comply with carriageway and headroom clearance and are in line with luminance levels and as such are considered acceptable.

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

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 3no. internally illuminated fascia signs and 4no. non-illuminated wall signs in association with the erection of a retail pod to advertise and identify the name of a business 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 3no. internally illuminated fascia signs and 4no. non-illuminated wall signs in association with the erection of a retail pod.

The front elevation of the retail pod would feature 1no. internally illuminated fascia sign and 2no. non-illuminated wall signs.

The fascia sign would measure to 0.35m in height, 6.644m in width, and 0.06m in depth. It would be sited 2.08m above ground level with its individual letters and symbols measuring to a maximum of 30cm in height. It would consist of a 2mm thick burgundy (semi-gloss) aluminium panel with white acrylic letters / text and static internal illumination levels of 88cd/m².

The non-illuminated wall signs would measure to 1.35m in height, 0.875m in width, and 0.01m in depth. They would be sited 0.56m above ground level with their individual letters and symbols measuring to a maximum of 25cm in height. They would consist of a 2mm thick burgundy (semi-gloss) aluminium panel with a digital print (gloss-laminated) including white text.

Each side elevation of the retail pod would feature 1no. internally illuminated fascia sign and 1no. non-illuminated wall sign. The fascia signs would measure to 0.35m in height, 2.704m in width, and 0.06m in depth. They would be sited 2.08m above ground level with their individual letters and symbols measuring to a maximum of 30cm in height. They would consist of a 2mm thick burgundy (semi-gloss) aluminium panel with white acrylic letters / text and static internal illumination levels of 88cd/m².

The non-illuminated wall signs would measure to 1.99m in height, 1.649m in width, and 0.01m in depth. They would have individual letters and symbols measuring to a maximum of 25cm in height. They would consist of a 2mm thick burgundy (semi-gloss) aluminium panel with a digital print (gloss-laminated) including white text.

Considering the characteristics of the signage, combined with its clear relevance to the proposed business that would operate from the pod, and the existing commercial precedent of the extant advertisement consent, 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.

Public safety - the proposed signage would be sited on private space and does not overhang or project outwards onto a public highway. It would have static illuminance levels of 88cd/m², which accords with Manchester City Council's recommended maximum of 600cd/m², during non-daylight hours / inclement weather. It is therefore understood that the proposal will not harm public safety in 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.

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) 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:

Visual Elevation of Signage received 21st October 2024.

Design and Access Statement Wittam Cox architects received 21st October 2024.

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 88cd/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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Chorlton Voice

15 Albany Road, Manchester, M21 0AY
First Floor, 553 Wilbraham Road, Manchester, M21 0AE
11 Albany Road, Manchester, M21 0AY
3 Albany Road, Manchester, M21 0AY
Flat 1A, 1 Corkland Road, Manchester, M21 8UP
Flat Above, 533 Wilbraham Road, Manchester, M21 0UE
539A Wilbraham Road, Manchester, M21 0UE
Flat 3, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 29, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 1, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 9, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 13, Adastral House, Wilbraham Road, Manchester, M21 0UD
424 Wilbraham Road, Manchester, M21 0AS
Chorlton Post Office, 543 Wilbraham Road, Manchester, M21 9PP
7A Albany Road, Manchester, M21 0AY
Flat 2, 1 Albany Road, Manchester, M21 0AY
Flat 4, 537 - 539 Wilbraham Road, Manchester, M21 0UE
Flat 1, 537 - 539 Wilbraham Road, Manchester, M21 0UE
Flat 3, 537 - 539 Wilbraham Road, Manchester, M21 0UE
Flat 1, 5 Corkland Road, Manchester, M21 8UP
3 Corkland Road, Manchester, M21 8UP
Flat 5, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 27, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 22, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat Above, 420 Wilbraham Road, Manchester, M21 0AS
426B Wilbraham Road, Manchester, M21 0AS
Flat 2, Buckingham Place, Buckingham Road, Manchester, M21 0SB
Flat 1, 5 Albany Road, Manchester, M21 0AY
Flat 2, 5 Albany Road, Manchester, M21 0AY
Flat 1, 1 Albany Road, Manchester, M21 0AY
3 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA
Flat 2, 537 - 539 Wilbraham Road, Manchester, M21 0UE
1 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA
Flat 23, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 18, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 20, Adastral House, Wilbraham Road, Manchester, M21 0UD
422 Wilbraham Road, Manchester, M21 0AS
Flat 4, Buckingham Place, Buckingham Road, Manchester, M21 0SB
426A Wilbraham Road, Manchester, M21 0AS
426 Wilbraham Road, Manchester, M21 0AS
Bridge Garage, 529 Wilbraham Road, Manchester, M21 0UE

Grasmere, 529 - 531 Wilbraham Road, Manchester, M21 0UE
Flat 5, 5 Corkland Road, Manchester, M21 8UP
Flat 16, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 10, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 2, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 6, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 24, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 25, Adastral House, Wilbraham Road, Manchester, M21 0UD
E G Cadman, 420A Wilbraham Road, Manchester, M21 0AS
Flat 3, Buckingham Place, Buckingham Road, Manchester, M21 0SB
Flat 6, Buckingham Place, Buckingham Road, Manchester, M21 0SB
Buckingham Place, Buckingham Road, Manchester, M21 0SB
Ground Floor, 553 Wilbraham Road, Manchester, M21 0AE
Chorlton Delivery Office, Needham Avenue, Manchester, M21 0AA
9 Albany Road, Manchester, M21 0AY
Flat 4, 1 Albany Road, Manchester, M21 0AY
2A Corkland Road, Manchester, M21 8UT
2 Corkland Road, Manchester, M21 8UT
Kendal, 529 - 531 Wilbraham Road, Manchester, M21 0UE
The Bar, 531 - 533 Wilbraham Road, Manchester, M21 0UE
Flat 2, 5 Corkland Road, Manchester, M21 8UP
Flat 3, 5 Corkland Road, Manchester, M21 8UP
Flat 4, 5 Corkland Road, Manchester, M21 8UP
Flat 2, 1 Corkland Road, Manchester, M21 8UP
Flat 3, 1 Corkland Road, Manchester, M21 8UP
Flat 14, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 30, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 11, Adastral House, Wilbraham Road, Manchester, M21 0UD
Wm Morrison Supermarkets Plc, Wilbraham Road, Manchester, M21 0SD
Flat 5, Buckingham Place, Buckingham Road, Manchester, M21 0SB
Postbox Cafe, 543 Wilbraham Road, Manchester, M21 0AE
13 Albany Road, Manchester, M21 0AY
Flat 1, 1 Corkland Road, Manchester, M21 8UP
1A Corkland Road, Manchester, M21 8UP
Rydal, 529 - 531 Wilbraham Road, Manchester, M21 0UE
Flat Above, 535 Wilbraham Road, Manchester, M21 0UE
Flat 7, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 21, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 15, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 26, Adastral House, Wilbraham Road, Manchester, M21 0UD
7 Albany Road, Manchester, M21 0AY
Flat 3, 5 Albany Road, Manchester, M21 0AY
Flat 3, 1 Albany Road, Manchester, M21 0AY
4 Corkland Road, Manchester, M21 8UT
541 Wilbraham Road, Manchester, M21 0AH
Cartmel, 529 - 531 Wilbraham Road, Manchester, M21 0UE
529 Wilbraham Road, Manchester, M21 0UE
535 Wilbraham Road, Manchester, M21 0UE
Flat 19, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 4, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 8, Adastral House, Wilbraham Road, Manchester, M21 0UD
Chemist, 420 Wilbraham Road, Manchester, M21 0AS
Morrisons, 418A Wilbraham Road, Manchester, M21 0SA
7B Albany Road, Manchester, M21 0AY

Brewski, 537 - 539 Wilbraham Road, Manchester, M21 0UE
Flat 12, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 17, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 28, Adastral House, Wilbraham Road, Manchester, M21 0UD
Chorlton Scouts, 29 Buckingham Road, Manchester, M21 0SB
Flat 1, Buckingham Place, Buckingham Road, Manchester, M21 0RG
Vehicle Repair Workshop Rear Of Pacer Service Station, Wilbraham Road, Manchester, M21 0SA

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: SOUTH AREA