MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140924/AO/2024
Date registered valid:	4 September 2024
Proposal:	Installation of 1 non-illuminated fascia sign to the Kingsway elevation
Address:	Cineworld Cinema, Parrswood Entertainment Centre, Kingsway, Manchester, M20 5PG
Ward(s):	Didsbury East Ward
Applicant:	Mr Ruben Carvajal, Cineworld Cinemas
Agent (if any):	Miss Charlotte Leeson, Image Technique Ltd
Case officer:	Jake Walther Tel: 0161 234 1632 Email: jake.walther@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**22/10/2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10/10/2024

Standard consultations:
Printed: 11 September 2024 Expired: 2 October 2024

Neighbour notifications
Printed: 11 September 2024 Expired: 2 October 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/area
The site relates to a four-storey purpose-built entertainment centre located on the intersection of the A34 Kingsway, Wilmslow Road and Parrswood Lane in East Didsbury. The building contains a number of restaurants, bars, entertainment facilities and a gym along with the bowling alley. The building is stepped in height from 1-storey to 4-storeys and is constructed of blue and grey cladding with glazing at the ground floor and entrance atrium. The area mixed use with both commercial and residential buildings in the immediate surroundings with a mixture of building types and styles.



Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

Consultations & Notification Responses

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

The Manchester Core Strategy Development Plan Document 2012-2027 - The City Council adopted the core strategy on July 11, 2012. It is the key document in the Manchester Local Plan. The plan determines how Manchester will grow and forms the framework that planning applications are assessed against. We consider the following Core Strategy Policies relevant to this proposal.

- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas

Extant Unitary Development Plan (UDP) - The Core Strategy replaced much of the UDP, but some UDP Development Control policies are extant (remain). The following extant policy is still considered relevant to this proposal.

- DC14 – Shop front and related signs
- DC15 – Advertisements, hoardings and posters

Places for Everyone
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 following policies are relevant:

- S1- Sustainable development

The National Planning Policy Framework (December 2023)
The document sets out the Government's Planning Policies for England and how these are expected to be applied. At the heart of the Framework is a presumption in favour of sustainable development in terms, "For plan-making" and "For decision-taking", (paragraph 11).

Paragraph 8 - Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- an economic objective
- a social objective and
- an environmental objective.

The following specific policies are considered to be particularly relevant to the proposed development:

- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12. Achieving well-designed and beautiful places.

Principle

The principle of installing 1no. non- illuminated fascia wall signs in association with an existing business to advertise and denote the services of a business is acceptable, however consideration must be given to the proposals impact upon existing levels of visual amenity and public safety.

Visual Amenity

The proposed signage would be the same width and height as the existing sign at 1,200mm in height and 4,800mm in width.

Considering the characteristics of the signage, combined with its clear relevance to the site and the existing commercial precedent extant within this area, the proposal is not considered to harm the visual or aural amenity of the area as the signage is relatively standard in terms of its design and scale and is in an acceptable position in regard to its distance and relationship with Kingsway Road. The proposed signage is therefore considered to be well-designed 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 non-illuminated, static and sited a reasonable distance away from the public highway, 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 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,
(b) obscure, or hinder the ready interpretation of, any traffic sign, o traffic signal
(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 documents labelled:

- 'Application for Planning Permission; Consent to Display an advertisement(s)', numbered 'PP-13342617', stamped as received by the City Council as Local Planning Authority on the 4th September 2024.
- 'Location Plan', stamped as received by the City Council as Local Planning Authority on the 4th September 2024.
- 'Proposed Signage Details' numbered '66138', stamped as received by the City Council as Local Planning Authority on the 4th September 2024.
- 'Existing and Proposed' stamped as received by the City Council as Local Planning Authority on the 4th September 2024.

Reason - To ensure the development is carried out in accordance with the approved plans, pursuant to Policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Megabowl, Parrswood Entertainment Centre, Wilmslow Road, Manchester, M20 5PG
VIRGIN ACTIVE, Unit 8, Parrswood Entertainment Centre, Kingsway, Manchester, M20 5PG
Nandos, Parrswood Entertainment Centre, Kingsway, Manchester, M20 5PG
Parrswood Entertainment Centre, Wilmslow Road, Manchester, M20 5PG
8 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
41 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
49 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
6 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
15 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
43 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
27 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
11 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
31 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
39 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
53 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
Flat 51, Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
38 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
2 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
47 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
20 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
7 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
Grosvenor G Casino Didsbury, Parrswood Entertainment Centre, Wilmslow Road, Manchester, M20 5PG
Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
Frankie And Bennys, Parrswood Entertainment Centre, Kingsway, Manchester, M20 5PG
1 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
21 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
5 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
37 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
42 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
52 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
54 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
55 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
17 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
46 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
4 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
25 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
14 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
40 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
26 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
32 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
34 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
50 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
33 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
18 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
35 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
13 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
45 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
44 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
22 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG

9 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
28 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
29 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
23 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
24 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
3 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
30 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
10 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
16 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
36 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
19 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
12 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
48 Parrs Wood Court, Wilmslow Road, Manchester, M20 5NG
Chiqiutos, Parrswood Entertainment Centre, Kingsway, Manchester, M20 5PG
Burger King, Parrswood Entertainment Centre, Kingsway, Manchester, M20 5PG
Pizza Hut, Parrswood Entertainment Centre, Kingsway, Manchester, M20 5PG

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) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: SOUTH AREA