

Planning

Growth & Development

Delegated officer report for planning application

Application no. 140024/AO/2024
Date registered valid: 15 May 2024
Proposal: Repositioning of the existing internally illuminated roof level signage
Address: McDonalds Restaurants Ltd, 849A Princess Road, Manchester, M20 2ZF
Ward(s): Didsbury West Ward

Applicant: McDonalds Restaurants Limited
Agent (if any): Mrs Sarah Carpenter Planware Limited
Case officer: Tracie Simpson
Tel: 0161 234 4537
Email: tracie.simpson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 10th July 2024



Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21.05.2024

Standard consultations:

Printed: 30 May 2024 Expired: 20 June 2024

Neighbour notifications

Printed: 30 May 2024 Expired: 20 June 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 application site relates to an existing free standing restaurant/take away with drive through sales facility and car parking area for up to 14 car parking spaces which includes one disabled parking space. The site is located in the Didsbury West ward area of Manchester situated on Princess Parkway.



Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

This is primarily an area of retail and commercial use although residential lies within close proximity.

Description of development

The applicant is seeking advertisement consent for the repositioning of the existing internally illuminated roof level signage.

Consultations & Notification Responses

Local residents/adjoining occupiers - No comments received.

Highways Services - no objection to the proposals.

Policy and Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies EN1 (Design Principles), SP1 (Spatial Principles) and DM1 (Development Management) of the Manchester Core Strategy (2012), saved policies DC14 (Shopfronts and related signs) of the Unitary Development Plan for the City of Manchester (1995) and the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places).

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—

(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 Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Principle

Advertisements should be considered only in respect of their impact on amenity and highways safety,

Site history for McDonalds Princess Road

140023/FO/2024 - Application pending consideration - Alterations to elevations to include updated drive thru booths incorporating extensions (totalling 0.4 sqm), replacement roof tiles,

door to the entrance lobby and opaque vinyl to existing glazing, together with amendments to kerb lines, lampposts, and the installation of a height restrictor barrier and 3 no. cycle hoops and associated works to the site.

139854/FO/2024 - Application Approved - 12.06.2024 - Updated drive thru booths incorporating extensions totalling 0.4 sqm. Installation of a new insulated roof to the entrance lobby with replacement door and Introduction of 3 no. cycle hoops with associated works to the site

128549/AO/2020

Application Approved - 05.01.2021 Installation of 3 no. internally illuminated digital freestanding signs and 1 no. internally illuminated 15" digital booth screen

112144/AO/2016/S2

Application Approved - 07.07.2016 Relocation of existing Gallows height restrictor sign

112143/FO/2016/S2

Application Approved - 01.08.2016 Erection of single storey rear extension to create an additional 44.5 square metres of floorspace, erection of a detached bin store, erection of a 3.6 metre high height restrictor monolith and reconfiguration of the car parking facilities

093427/FO/2010/S2

Application Approved - 06.08.2010 Refurbishment of restaurant and patio area with changes to elevations including new automated entrance doors and reconfiguration of the car park

093428/AO/2010/S2

Application Approved - 06.08.2010 Installation of 1 no. illuminated fascia sign; 6 no. illuminated freestanding signs; 1 height restrictor; 1 banner sign and 1 illuminated customer order display

084675/AO/2007/S2

Application Approved - 22.11.2007 Erection of 1 no. welcome sign, 1 no. 3.2 metres high restrictor unit, 1 no. confirmation display box, 2 no. twin display menu units and 2 no. quad display units

086100/JO/2008/S2

Application Approved - 06.05.2008 Variation of condition 8 attached to planning permission 046871 to vary hours of opening to 6.30am to 11.30pm Monday to Thursday, 6.30am to 12.00am (midnight) on Friday, 7.30am to 12.00am (midnight) on Saturday and 8.00am to 11.30pm on Sunday.

076447/FO/2005/S2

Application Approved - 18.08.2005 Erection of single storey extension to form new entrance vestibule to existing restaurant

049605/FO/SOUTH2/96

Application Approved - 11.07.1996 Erection of seven 5 metre high car park lighting columns and lamps

047866/MO/SOUTH2/95

Application Approved - 26.10.1995 RESERVED MATTERS Details of siting, design, external appearance and landscaping for a drive thru restaurant as approved in outline under ref 046871

048838/AO/SOUTH2/95

Application Approved - 08.12.1995 Five internally illuminated freestanding shop signs

048839/AO/SOUTH2/95

Application Approved - 08.12.1995 Internally illuminated individual letter name sign on roof

050295/AO/SOUTH2/96

Application Approved - 10.09.1996 Internally illuminated name sign to existing gantry sign (Retrospective application)

046871/OO/SOUTH2/94

Application Approved - 30.03.1995 Erection of a drive thru restaurant (class A3) with car parking, staff and storage accommodation

048377/MO/SOUTH2/95

Application Approved - 26.10.1995 RESERVED MATTERS-Details of siting, design, external appearance and landscaping for a drive-thru only restaurant (A3) with car parking, staff & storage accommodation outline approval 046871

037348

Application Refused - 30.08.1990 Variation of condition No.6 attached to planning application F34345 in order to allow 24 hours of operation for petrol and retail sales kiosk

036731

Application Withdrawn - 12.07.1991 Variation of condition No 6 attached to planning application F34345 in order to allow 24 hours of operation for Petrol and retail sales kiosk.

051358/FO/SOUTH2/97

Application Approved - 12.01.1998 Extension to existing restaurant to provide dining area and public toilets with associated increased car parking and car park lighting

034545

Application Approved - 14.12.1989 Erection of a self-service petrol filling station and public restaurant

Visual amenity

The proposed signage is considered to be modest in design and scale. The fascia signage comprises individual illuminated lettering fabricated from 1mm coated white back trays with 3mm 050 Perspex faces. This style of signage, comprising individual letters, is considered to be appropriate for use in this area pursuant to policy DC14.

The applicants proposed to use the same individual lettering sign, although repositioning of the sign is proposed due to the replacement of the roof tiles. The sign is the same in appearance and appropriate in scale, massing and design and is considered would be located a significant distance from any surrounding buildings, it is considered that this would not provide any significant loss of amenity. The proposed sign reflects the style of a majority if not all McDonalds roof signs. The signage is not overly prominent or obtrusive and hence would integrate into the street scape. The positioning of the signage relates properly to the building.

On balance it is considered that there is no significant impact on the amenity of the area and the proposed sign therefore accords with Core Strategy policy DM1 and saved UDP policy DC14.

Highways

The highways service has commented and state that the proposed repositioning would not affect vehicle/pedestrian movement or circulation and will not encroach onto the adopted highway. The proposed/retained 600 cd/m² luminance level is considered acceptable by Highways.

Conclusion

The proposed advertisement complies with the relevant Council policies and national guidance.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 - The Advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety.

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:

Received on 15th May 2024 numbered 002/2008 Proposed Illuminated McDonald signage
Received on 15th May 2024 numbered 13770 AEW 0650 0005 Revision C Existing and Proposed Elevations

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

849 Princess Road, Manchester, M20 2ZF

847 Princess Road, Manchester, M20 2ZF

845 Princess Road, Manchester, M20 2ZF

Appendix 2 – Planning constraints

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

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Area Team Boundary - Name: SOUTH AREA