Planning

Growth & Development

Delegated officer report for planning application

Application no.	138964/AO/2024
Date registered valid:	8 January 2024
Proposal:	Installation of three internally illuminated fascia signs and four non-illuminated wall signs to proposed retail pod
Address:	Morrisons, Wilbraham Road, Manchester, M21 0UA
Ward(s):	Chorlton Park Ward
Applicant:	Wm Morrison Supermarkets Ltd
Agent (if any):	Ms Carolyn Attwood-Parry, Peacock + Smith
Case officer:	Holly Wright Tel: 0161 219 6381 Email: holly.wright@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**29 February 2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 January 2024

Standard consultations: Printed: 9 January 2024 Expired: 30 January 2024

Neighbour notifications: Printed: 9 January 2024 Expired: 30 January 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application has been submitted in association with 138963/FO/2024 under which permission is sought for the erection of a retail pod within the curtilage of an existing supermarket car park. 138964/AO/2024 seeks advertisement consent for 3no. internally illuminated fascia signs and 4no. non-illuminated wall signs to the proposed retail pod. 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 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).



Figure 1. Proposed site of development.



Figure 2. Proposed site of development.



Figure 3. Proposed site of development, as viewed from Albany Road.



Figure 4. Proposed site of development.

Description of development

The applicant is seeking permission for the installation of three internally illuminated fascia signs and four non-illuminated wall signs to proposed retail pod.

Planning history

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

Consultations & Notification Responses

One local resident made comments in response the application. These are summarised as follows:

- Generally supportive of the proposal.
- Requests that the illumination of the signs is not too bright and that they are switched off at night to avoid contributing to the light pollution of the area.

Highways made the following comments in response to the application:

FASCIA SIGN:

- The proposed sign is not located on the adopted highway network.
- The proposed sign extends to a maximum projection of 0.06m over the private boundary of the site but does not extend over the adopted highway. As such, a Projection over License will not be required.
- The proposed luminance of the sign is noted as 88 cd/m2 which is considered to be in line with the 600cd/m2 maximum stated by the Lighting Engineers with Institute of Lighting Professionals.
- The proposed sign complies with carriageway clearance and headroom clearance requirements and is therefore compliant with MCC recommendations.

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- The proposed sign complies with carriageway clearance and headroom clearance requirements and is therefore compliant with MCC recommendations.

WALL SIGN 1:

- The proposed sign is not located on the adopted highway network.
- The proposed sign extends to a maximum projection of 0.002m over the private boundary of the site but does not extend over the adopted highway. As such, a Projection over License will not be required.
- The proposed signs are not illuminated. The proposed signs comply with carriageway clearance and headroom clearance requirements and is therefore compliant with MCC recommendations.

WALL SIGN 2:

- The proposed sign is not located on the adopted highway network.
- The proposed sign extends to a maximum projection of 0.001m over the private boundary of the site but does not extend over the adopted highway. As such, a Projection over License will not be required.
- The proposed signs are not illuminated.
- The proposed signs comply with carriageway clearance and headroom clearance requirements and is therefore compliant with MCC recommendations.

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, 2021)
- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12 – Achieving Well-Designed Places

The Inspectors' Report on the examination of the Places for Everyone plan was published on 15 February 2024. The Inspectors' Report sets out and justifies their recommendations in relation to the plan, and they have concluded that all legal requirements have been met and that with the recommended main modifications set out in the appendix to their report, the Places for Everyone plan is 'sound'.

You can view the Inspectors' Report on the GMCA's website at Places For Everyone - Greater Manchester Combined Authority (greatermanchester-ca.gov.uk). In addition, a hard copy is available in Manchester Central Library, St Peters Square, Manchester M2 5PD between 9am - 8pm Monday to Thursday and 9am - 5pm Friday and Saturday.

The nine constituent local authorities will now consider the Inspectors' Report and the adoption of Places for Everyone, with the plan going to the Full Council meeting in Manchester on 20 March 2024. The first Council meetings to approve the plan will be Salford and Wigan (28 February).

There will be a period of six-week post adoption (i.e. from 21 March) when a judicial review challenge may be made. This will trigger a process of consideration by the Courts as to whether a JR is sufficient grounds to be heard (there is a one-step oral hearing appeal process if a Judge decides to reject the ground for a JR from the outset).

Given the stage the Plan has reached, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance.

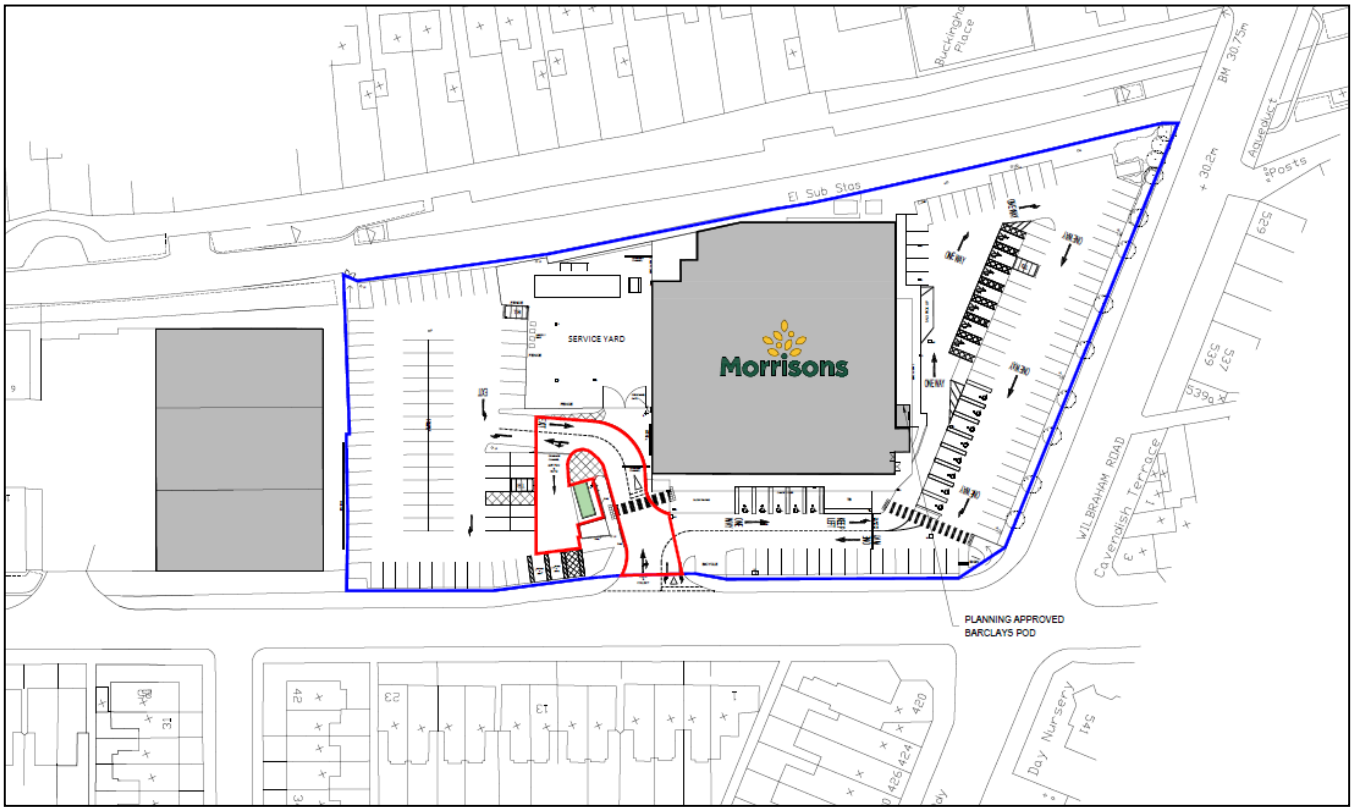


Figure 5. Excerpt from submitted propose site plan.

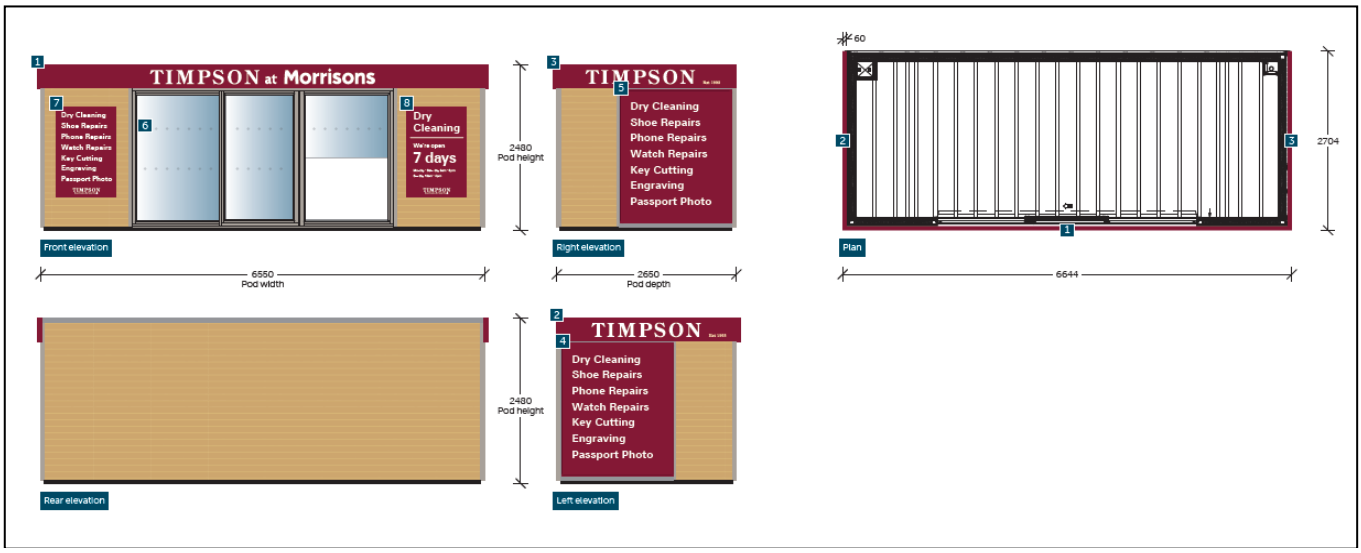


Figure 6. Excerpt from submitted proposed elevations and plans.

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 denote 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 be sited 0m 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.

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 Wilbraham Road and Albany 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 sited a reasonable distance away from the 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 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 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.

3) 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-12625108', stamped as received by the City Council as Local Planning Authority on the 8th January 2024.
-'Morrisons Slim Pod 6650 – Premier', numbered 'MO-RP3-6650 XXXXX', stamped as received by the City Council as Local Planning Authority on the 8th January 2024.
-'Proposed Site Plan', numbered '383_PL_01', stamped as received by the City Council as Local Planning Authority on the 8th January 2024.
-'Proposed Site Plan, numbered '383_PL_02 REV A', stamped as received by the City Council as Local Planning Authority on the 8th January 2024.
-Covering Letter titled 'Town and Country Planning Act 1990 (as amended). Submission of planning application and advertisement consent for the erection of a Timpsons pod within car park', stamped as received by the City Council as Local Planning Authority on the 8th January 2024.
-'Design & Access Statement', stamped as received by the City Council as Local Planning Authority on the 8th January 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

Wm Morrison Supermarkets Plc, Wilbraham Road, Manchester, M21 0SD
7B Albany Road, Manchester, M21 0AY
SCREWFIX, Unit 3A, Albany Road Trading Estate, Albany Road, Manchester, M21 1AZ
7A Albany Road, Manchester, M21 0AY
Flat 3, 21 Albany Road, Manchester, M21 0AY
Flat 2, 21 Albany Road, Manchester, M21 0AY
Flat 1, 21 Albany Road, Manchester, M21 0AY
15 Albany Road, Manchester, M21 0AY
Flat 2, 5 Albany Road, Manchester, M21 0AY
Flat 3, 1 Albany Road, Manchester, M21 0AY
Units 1 And 2, Albany Road Trading Estate, Albany Road, Manchester, M21 0AZ
Unit 2A, Albany Road Trading Estate, Albany Road, Manchester, M21 0AZ
Flat D, 17 Albany Road, Manchester, M21 0AY
Flat C, 17 Albany Road, Manchester, M21 0AY
Flat B, 17 Albany Road, Manchester, M21 0AY
Flat A, 17 Albany Road, Manchester, M21 0AY
Flat 3, 5 Albany Road, Manchester, M21 0AY
Flat 1, 5 Albany Road, Manchester, M21 0AY
Flat 4, 1 Albany Road, Manchester, M21 0AY
Flat 2, 1 Albany Road, Manchester, M21 0AY
Flat 1, 1 Albany Road, Manchester, M21 0AY
19 Albany Road, Manchester, M21 0AY
3 Albany Road, Manchester, M21 0AY
23 Albany Road, Manchester, M21 0AY
13 Albany Road, Manchester, M21 0AY
11 Albany Road, Manchester, M21 0AY
9 Albany Road, Manchester, M21 0AY
7 Albany Road, Manchester, M21 0AY

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
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA