

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135801/AO/2022
Date registered valid: 19 December 2022
Proposal: Installation of illuminated fascia sign
Address: 605A Wilbraham Road, Manchester, M21 9AN
Ward(s): Chorlton Ward

Applicant: Miss Emily Nedergaard
Agent (if any):
Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 09 February 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 13 January 2023

Standard consultations: Printed: 6 January 2023 Expired: 27 January 2023

Neighbour notifications: Printed: 6 January 2023 Expired: 27 January 2023

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 relates to No.605A Wilbraham Road, a retail unit located along a busy high street situated within the Chorlton ward of Manchester. The site is bound to the north by Wilbraham Road (A6010) and is situated in relatively close proximity to Chorlton Cross Shopping Centre and Barlow Moor Road (B5217). The area is characterised by a strip of commercial facilities, whilst the surrounding streets are populated predominantly by semi-detached residential properties.



Figure 1. Photograph of the principal elevation of No.605A Wilbraham Road.

Description of development

The applicant is seeking permission for the installation of one illuminated fascia sign. *Please note: the application initially also included details for the installation of an illuminated projecting box sign. This was removed from the application upon the applicant's request.*

Planning History

038676 - Single storey extension to rear of shop to form w.c. and store – **APPROVED**

078458/FO/2006/S1 - Installation of new shop front – **APPROVED** (05.04.2006)

Consultations & Notification Responses

Local residents, as per appendix 1 – no comments or objections received.

Chorlton Voice – no comments or objections received.

Highways made the following comments regarding this application:

“FASCIA SIGN (1):

- The proposed sign is not located on the adopted highway network.
- The proposed luminance of the static sign is noted as 100cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.
- The sign complies with headroom and carriageway clearance requirements.
- The proposed sign will not project over the adopted highway.”

“PROJECTING/HANGING SIGN (1):

- The proposed sign is not located on the adopted highway network.
- The proposed luminance of the static sign is noted as 100cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.
- The sign complies with headroom and carriageway clearance requirements.
- The proposed sign will project over the adopted highway network. Clarification of the projection measurement is required. The submitted application form notes a 7m projection of which highways have concerns, but the submitted plan notes a projection of 700mm which is acceptable. A sign projecting over the adopted highway in excess of 0.35m will require a Projection over License. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.
- The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email -highwaylicences@manchester.gov.uk”

Please note: the illuminated projecting box sign has since been removed from the application upon the applicant's request.

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

For reasons to be outlined below, it is considered that the proposal accords with the principles of these policy documents.

Issues

Principle – The principle of erecting an illuminated fascia sign in order 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 signage will be situated adjacent to Wilbraham Road on the principal elevation of No.605A.



Figure 2. Site location plan, as submitted by the applicant.

The illuminated fascia sign will be mounted on the northern elevation of the building and will comprise of new 2.5mm aluminium folded panels with welded and finished corners, coated in Pantone 2935 blue (matt). Its face will be fret cut and will have 10mm 050 opal machine cut pushed through letters with Pantone Yellow C vinyl face. It will be internally illuminated with an LED mounted panel to back-tray in addition to an LED Neon Flex trough light mounted at the top of the panel face, spanning the entire length of the signage. The base of the sign will be situated 2.27m above ground level with the sign itself measuring to 1m in height, 4.5m in width and 0.11m in depth with a static illuminance level of 100 cd/m². The maximum height of any letters and symbols will be 30cm.

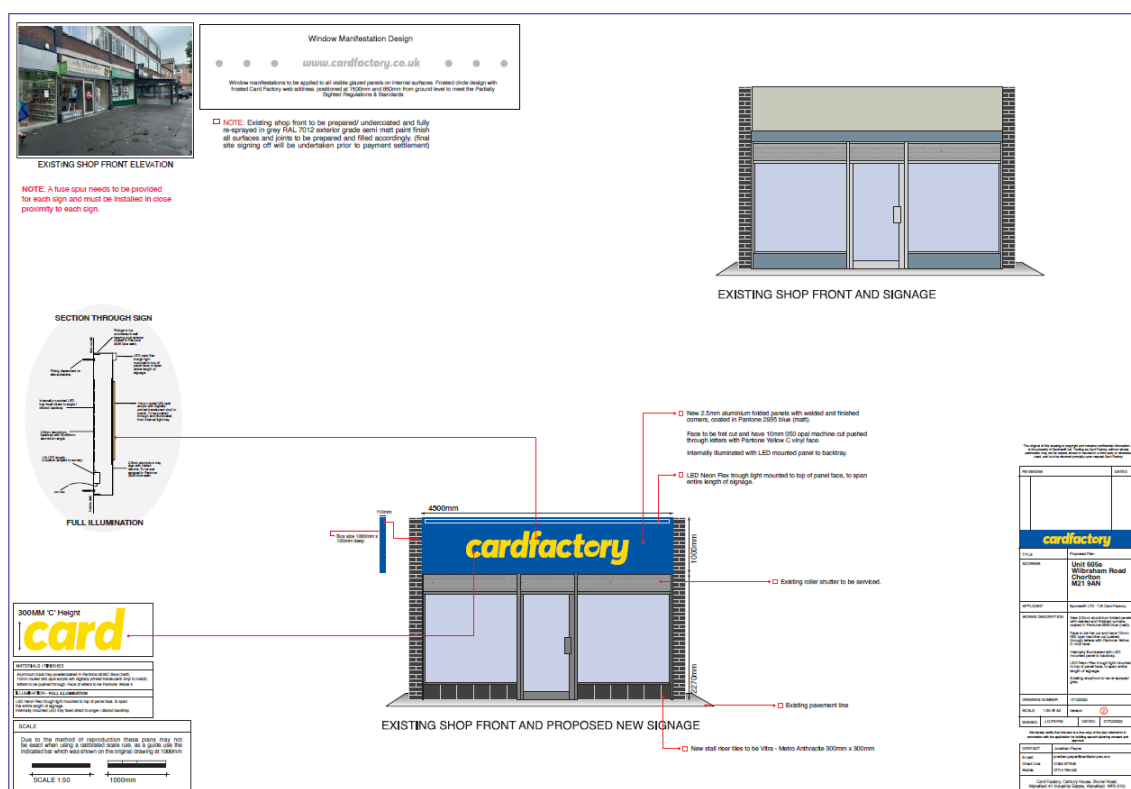


Figure 3. Proposed elevation of No.605A Wilbraham Road, as submitted by the applicant.

Considering the characteristics of the signage, in addition to its clear relevance to the site and the fact that it would be replacing existing signage, the proposal is not considered to harm the visual or aural amenity of the area as it is relatively standard in design and scale and is in an acceptable position in regard to its distance and relationship with Wilbraham Road. The proposed signage is therefore considered to be well-designed and will have minimal 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 is sited a reasonable distance away from the public highway and footpath and will have static illuminance levels of 100cd/m², which accords with Highways' guidance. Therefore, it is considered 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 as it accords with policies DC14 and DC15 of the UDP, policies DM1, SP1 and EN1 of the Core Strategy 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 maximum luminance level of the advertisements hereby approved shall not exceed 100cd/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 revised drawing labelled:

- 'Proposed Plan: 01122022', stamped as received by the City Council as Local Planning Authority on the 18th January 2023.

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
Chorlton Voice

William Hill, 482 Wilbraham Road, Manchester, M21 9AS
486A Wilbraham Road, Manchester, M21 9AS
7 Brabham Close, Manchester, M21 9GP
1 Brabham Close, Manchester, M21 9GP
5 Brabham Close, Manchester, M21 9GP
2 Brabham Close, Manchester, M21 9GP
6 Brabham Close, Manchester, M21 9GP
3 Brabham Close, Manchester, M21 9GP
Flat 3, 601 Wilbraham Road, Manchester, M21 9AN
Flat 2, 601 Wilbraham Road, Manchester, M21 9AN
Flat 1, 601 Wilbraham Road, Manchester, M21 9AN
482A Wilbraham Road, Manchester, M21 9AS
490 Wilbraham Road, Manchester, M21 9AS
484 Wilbraham Road, Manchester, M21 9AS
490A Wilbraham Road, Manchester, M21 9AS
605 Wilbraham Road, Manchester, M21 9AN
4 Brabham Close, Manchester, M21 9GP
492A Wilbraham Road, Manchester, M21 9AS
480 Wilbraham Road, Manchester, M21 9AS
484A Wilbraham Road, Manchester, M21 9AS
492 Wilbraham Road, Manchester, M21 9AS
488 Wilbraham Road, Manchester, M21 9AS
486 Wilbraham Road, Manchester, M21 9AS
494 Wilbraham Road, Manchester, M21 9AS
611 Wilbraham Road, Manchester, M21 9AN
609 Wilbraham Road, Manchester, M21 9AN
607 Wilbraham Road, Manchester, M21 9AN
603 Wilbraham Road, Manchester, M21 9AN

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