

Planning

Growth & Development

Delegated officer report for planning application

Application no. 138615/AO/2023

Date registered valid: 21 November 2023

Proposal: Installation of internally illuminated fascia and shop front sign together with non-illuminated window vinyl signs

Address: 222 Wilmslow Road, Manchester, M14 6LF

Ward(s): Fallowfield Ward

Applicant: Insomnia Cookies

Agent (if any): Mr Matthew Biggs, Amity Planning

Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Approve

Date of recommendation: **05 February 2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 24 November 2023

Standard consultations: Printed: 27 November 2023

Expired: 18 December 2023

Neighbour notifications: Printed: 27 November 2023

Expired: 18 December 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.222 Wilmslow Road, a commercial retail unit owned by Insomnia Cookies, located within the Fallowfield ward of Manchester. The site is bound to the east by Wilmslow Road (A6010), to the south by Cawdor Road, and is situated opposite the University of Manchester's Fallowfield student accommodation campus, along a busy stretch of the high street with a strong commercial precedent, featuring bars, pubs, shops, and hot food takeaways.



Figure 1. No.222 Wilmslow Road.



Figure 2. Cawdor Road frontage.



Figure 3. Wilmslow Road frontage.

Description of development

The applicant is seeking permission for the installation of internally illuminated fascia and shop front sign together with non-illuminated window vinyl signs.

Relevant planning history

138374/FO/2023 - Installation of new shop front to the Wilmslow Road and Cawdor Road frontages and creation of an external seating area to the Wilmslow Road frontage – **APPROVED** (15.01.2024).

Consultations & Notification Responses

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

Highways made the following comments in response to this application:

Sign 1 (Fascia Sign):

- The proposed fascia sign faces Cawdor Road.
- The proposed luminance of the sign is noted as 1cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Lighting Engineers with Institute of Lighting Professionals.
- A sufficient headroom clearance, compliant with the 2.30m minimum, is noted and
- accepted by Highways.

Sign 2 (Pod Sign):

- Sign 2 is acceptable in principle.

Sign 3 (Fascia Sign):

- The proposed fascia sign faces Wilmslow Road.
- The proposed luminance of the sign is noted as 1cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Lighting Engineers with Institute of Lighting Professionals.
- A sufficient headroom clearance, compliant with the 2.30m minimum, is noted and accepted by Highways.

Sign 4 (Vinyl Signs):

- The proposed vinyl sign is non-illuminated.
- A sufficient headroom clearance, compliant with the 2.30m minimum, is noted and accepted by Highways.

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 Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester. Once the Places for Everyone Plan is adopted it will form part of Manchester’s development plan.

To date, five consultations have taken place in relation to the Plan. The Examination of the Plan, following its submission in February 2022, began in November 2022. Following the completion of the Examination of the Plan, main modifications have now been proposed which will now become the subject of further public consultation.

The City Council’s Executive agreed the Main Modification on 4 October 2023 and endorsed an 8-week period of public consultation on the Main Modifications commencing no earlier than 9 October 2023.

Any representations will be forwarded to the Examination team managing the Plan. The Inspectors will consider all representations on the proposed Modifications before finalising the examination report.

Given the stage the Plan has reached, and level of public consultation and scrutiny it has received, the Plan and its policies are 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.

Issues

Principle – the principle of installing an internally illuminated fascia and shop front sign together with non-illuminated window vinyl signs 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.

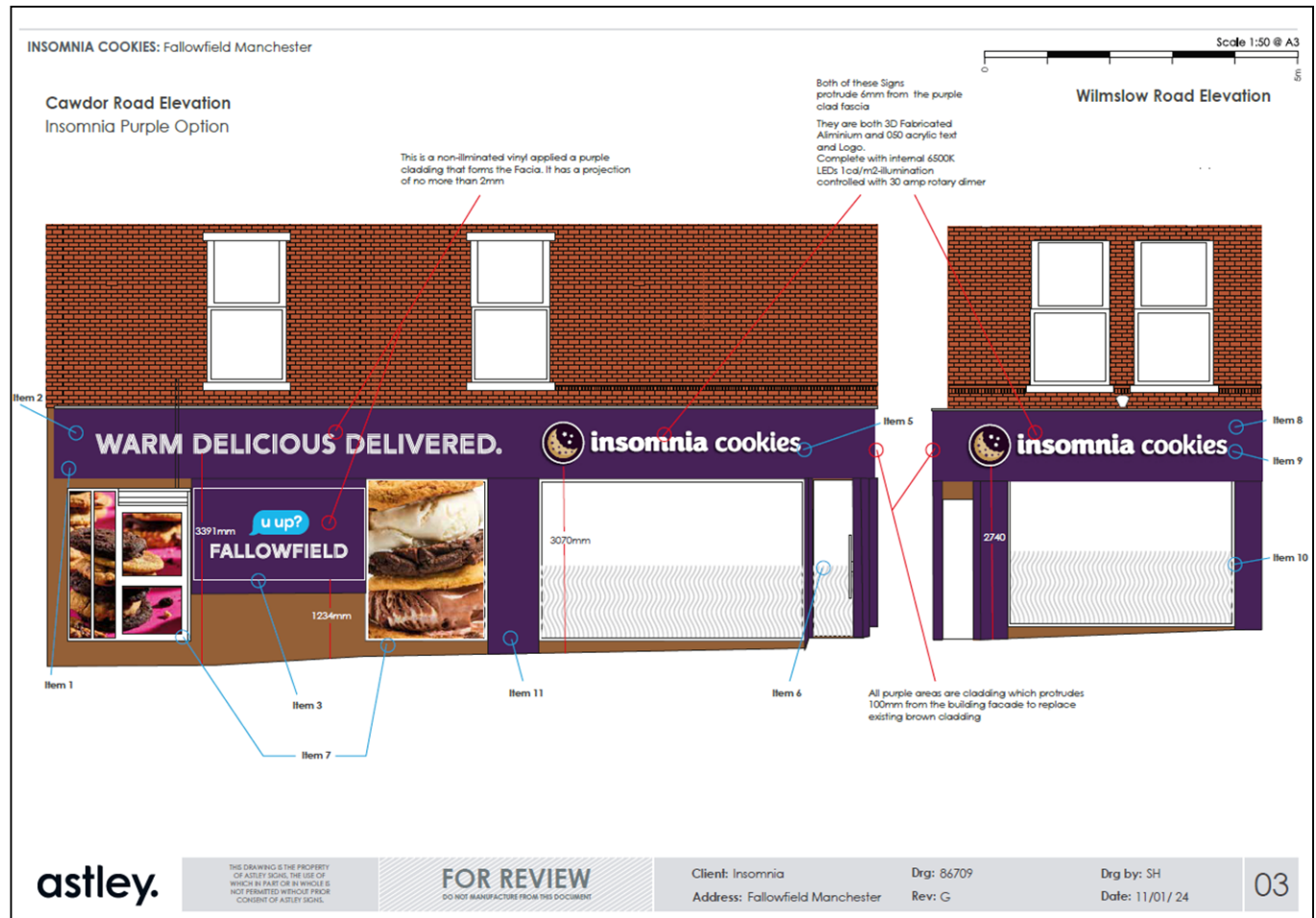


Figure 4. Submitted proposed elevations.

Visual amenity – the proposal includes the installation of a variety of signage to the unit's Cawdor Road (south) and Wilmslow Road (east) frontages (see figure 4).

Item 1: Fascia measuring to 13.061m in width, 1.111m in height, and 0.1m in depth. Fabricated aluminium fascia powder coated corporate colour (40% gloss). Fitted to building using 50x50mm aluminium angle rails.

Item 2: White vinyl text measuring to 6.274m in width and 0.317m in height. Applied to fascia (item 1).

Item 3: Pod measuring to 2.728m in width, 1.446m in height and 0.1m in depth. Located 1.234m above ground level, with letters / symbols measuring to a maximum of 2.5cm in height. Fabricated aluminium illuminated pod powder coated corporate colour (40% gloss) with printed vinyl. Fitted direct to wall.

Item 4/5: Logo fascia sign measuring to 4.104m in width, 0.668m in height and 6mm in depth. 3D fabricated aluminium and 050 acrylic text and logo, complete with internal 6500K colour temperature white LEDs. Stood off by 30mm from background fascia panels (item 1). Featuring static (internal) illuminance levels of 1cd/m2.

Item 6: Warm wave etched vinyl measuring to 8.292m in width and 1.2m in height, and 1m in width and 1.2m in height. AveryCrystal glass vinyl, reverse applied to glass.

Item 7: Digital printed window vinyl. Measuring to 1.840m by 2.340m and 1.860m by 2.484m. Reverse printed on MD5 clear backed up white vinyl. Vinyl reverse applied to glass.

Item 8: Fascia measuring to 5.246m in width, 1.111m in height and 0.1m in depth. Fabricated aluminium fascia powder coated corporate colour (40% gloss). Fitted to building using 50x50mm aluminium angle rails.

Item 9: Logo fascia sign measuring to 4.104m in width, 0.668m in height, and 6mm in depth. 3D fabricated aluminium and 050 acrylic text and logo, complete with internal 6500k colour temperature white LEDs. Stood off by 30mm from background fascia panels (item 8). Featuring static (internal) illuminance levels of 1cd/m².

Item 10: Warm wave etched vinyl measuring to 3.532m in width and 1.2m in height. AveryCrystal glass vinyl, reverse applied to glass.

Item 11: Digital printed MD5 vinyl to match corporate colour to cover all existing brown cladding.

Considering the characteristics of the signage, combined with its clear relevance to the site and the existing commercial precedent along this stretch of Wilmslow Road, 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 Wilmslow Road and Cawdor 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 1cd/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 documents:

- Drawing labelled: 'Planning – Proposed GA & Site Location Plan', numbered '13372J-03-03', stamped as received by the City Council as Local Planning Authority on the 12th January 2024.
- Drawing pack labelled: 'astley. Delivering creative branded environments through signage, print and digital solutions', stamped as received by the City Council as Local Planning Authority on the 12th 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.

3) The maximum luminance level of the advertisements hereby approved shall not exceed 1cd/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

Top Flat, 220 Wilmslow Road, Manchester, M14 6LF
Top Flat, 218 Wilmslow Road, Manchester, M14 6LF
Ground Floor And Basement, 224 Wilmslow Road, Manchester, M14 6LE
218 Wilmslow Road, Manchester, M14 6LF
220 Wilmslow Road, Manchester, M14 6LF
3 Cawdor Road, Manchester, M14 6LG
224 Wilmslow Road, Manchester, M14 6LE
Flat 1, 224 Wilmslow Road, Manchester, M14 6LE
Flat 3, 224 Wilmslow Road, Manchester, M14 6LE
Flat 2, 224 Wilmslow Road, Manchester, M14 6LE
Flat 4, 224 Wilmslow Road, Manchester, M14 6LE
2 Cawdor Road, Manchester, M14 6LQ
1 Cawdor Road, Manchester, M14 6LG
226 Wilmslow Road, Manchester, M14 6LE
4 Cawdor Road, Manchester, M14 6LQ

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
Regulation 7 Direction (Control Advert) - Control Of To Let Boards (Fallowfield Central)
Area Team Boundary - Name: SOUTH AREA