



RA Design & Project Management Ltd
Suite 4
The White House
42-44 Chorley New Road
Bolton
BL1 4AP

SUPPORTING STATEMENT

440 Wilmslow Road, Manchester, M20 3BW

November 2023

Contents

Section	Page
Introduction	3
The Application Site	4
Application Proposals	7
Planning History	8
Relevant Planning Policy	9
Assessment	11
Summary and Conclusions	12

1. Introduction

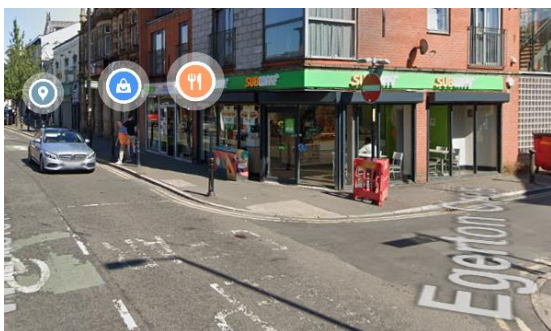
- 1.1 This statement has been prepared to support an application for advertisement consent, relating to the retention of an illuminated box fascia sign above the shopfront of 'Burger House', 440 Wilmslow Road, Manchester.
- 1.2 This Statement addresses the relevant planning considerations and in particular the case for development at the site. It considers the proposals in light of national and local planning policy and assesses the advertisements' compatibility in planning policy terms.
- 1.3 The proposals are compliant with both local and national planning policy, as this statement sets out.

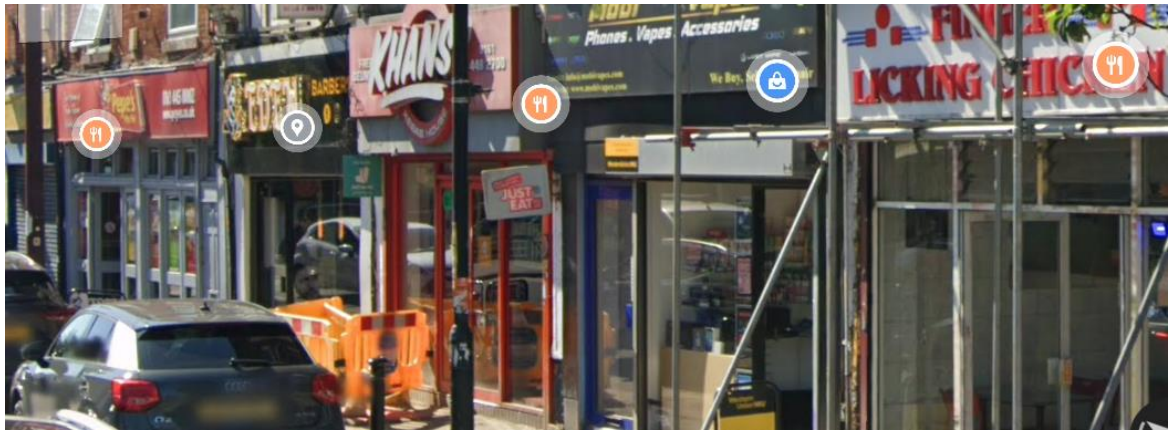
2. Site Location

- 2.1 The application site relates to the ground floor unit of 'Burger House', situated at the corner of Wilmslow Road and Queen Street West.
- 2.2 Wilmslow Road forms a major north/south arterial route, which links the area with the city centre to the north and the airport to the south.



- 2.3 The site lies at the northern end of Withington District Centre and is situated within the Withington Conservation Area.
- 2.4 The immediate area is characterised by a variety of small-scale retail, office and food and drink uses, as well as upper floor residential flats. The sides roads off Wilmslow Road are predominantly residential in nature.
- 2.5 The immediate area surrounding the site, within the Conservation Area, contains numerous examples of box fascia signs and halo illuminated lettering do not appear out of place. The images below provide relevant examples.





3. Application Proposals

3.1 This statement supports an application for advertisement consent to retain the existing fascia sign above the premises' shopfront.

3.2 The sign measures:

3.3 The sign consists of white projecting lettering and logos on a purple background fascia. The sign marginally wraps around the side elevation/Queens Street West.



4. Planning History

4.1 Following a review of Manchester City Council's online planning database, the following planning history is associated with the application site.

Ref:	Description of Development	Decision	Date
135663/JO/2022	Variation of condition 1 attached to planning permission 104105/FO/2013/S1 to allow increase in opening hours to 11.00 to 03.00 hrs daily	Refused	16/05/2023
104105/FO/2013/S1	Retrospective application for change of use from (Class A1) Dry Cleaners to (Class A3) cafe	Approved	20/12/2013
078487/FO/2006/S1	Change of use of building from mixed use comprising laundrette (Class A1) on ground floor and office (Class A2) on first floor to office (Class A2) and retail (Class A1) on ground floor and one flat on first floor	Approved	13/04/2006

5. Relevant Planning Policy

- 5.1 The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development. (*PPG: Paragraph: 001 Reference ID: 18b-001-20140306*).
- 5.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 5.3 The development plan comprises the saved policies of the **Manchester Unitary Development Plan** (UDP) dating back to July 1995, together with policies contained in the **Manchester Core Strategy** Development Plan Document - adopted on 11 July 2012.
- 5.4 A revised version of the **National Planning Policy Framework** (NPPF) was issued in September 2023. It is a material consideration in the determination of planning applications, particularly where policies contained therein conflict with or supersede parts of the Development Plan.
- 5.5 Published in March 2014 and updated from time to time, the Government's **Planning Practice Guidance** (PPG) replaced a large number of earlier guidance documents which provided information on the working of the planning system. It does not form policy in itself but is intended to complement the NPPF and provide advice on how to deliver its policies.

Local Planning Policy

Manchester's Core Strategy 2012 – 2027

- 5.6 The Manchester Core Strategy Development Plan Document outlines the Council's vision for Manchester in the period to 2027 along with the planning policies which will be used to deliver that vision.
- 5.7 Policies contained within the plan that are relevant to this appeal are considered to be:
- **DM1 (Development Management)** which seeks to ensure that development proposals are appropriate in terms of siting, layout, scale, form, massing, materials and detail.
 - **SP1 (Spatial Principles)** sets out spatial principles which will guide the strategic development of Manchester to 2027.
 - **EN1 (Design Principles and Strategic Character Areas)** relates to design principles in specific strategic character areas.
 - **EN3 (Heritage)** requires that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged

importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.

Saved Policies of the Manchester Unitary Development Plan (UDP)

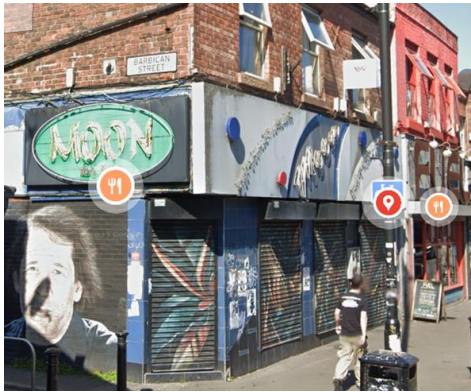
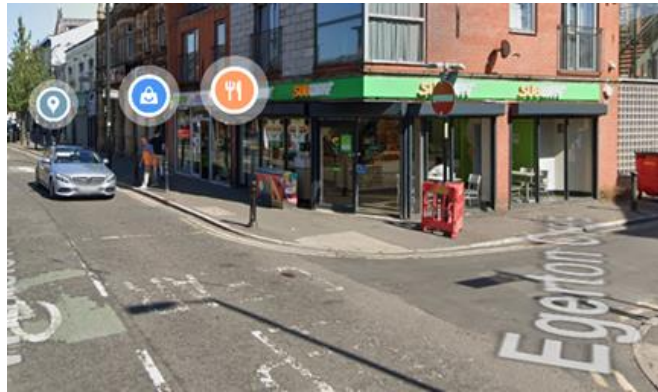
5.8 The saved policies of the Manchester Unitary Development Plan (UDP) date back to July 1995.

5.9 The saved policies contained within the plan that are relevant to this appeal are considered to be:

- **DC14 (Shopfronts and Related Signs)** states that in determining applications relating to advertisement signs, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.
- **E3 (Environmental Improvement and Protection)** states that the Council will upgrade the appearance of the City's major radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent premises; encouraging new development of the highest quality.
- **DC18 (Conservation Areas)** states that the Council will pay attention to the effect of signs and advertisements in Conservation Areas.

6. Assessment

- 6.1 The proposal relates to the signage currently in place, which is a box fascia sign with illuminated lettering.
- 6.2 Policy DC14.5(e) of the UDP states that on buildings within Conservation Areas, signs consisting of internally mounted letters will be preferred to box fascia signs. However, the immediate area surrounding the site, both within and outside the CA, has a notably contemporary feel in which the box fascia sign and illuminated lettering do not appear out of place. Given this surrounding context, the box fascia sign and lettering of the proposal do not appear as incongruous additions to the street or the Conservation Area.
- 6.3 It is noted that the sign partly wraps around the side elevation. The sign which the application advert replaced also partly wrapped around the side elevation. In fact, this is a common feature of signs within the immediate and wider street scene as the images below demonstrate:



- 6.4 Overall, the advert would not appear visually jarring in the vicinity but rather would assimilate within the surrounding context. It would respect the more contemporary character of the immediate section of the Conservation Area within which it is located, reflect the design of the building and would result in signage of materials and styles similar to those present elsewhere nearby and in the Conservation Area. By the nature of its siting and appearance, it would not therefore fail to preserve or enhance the character or appearance of the Conservation Area.
- 6.5 The proposal does not have a harmful effect on the visual amenity of the area. There is no conflict with Policies DC14, DC18.1 of E3.3 of the UDP; Policies DM1, EN1, EN3 and SP1 of the Manchester Local Development Framework Core Strategy Development Plan Document 2012, the National Planning Policy Framework insofar as they seek to ensure development, advertisements and shop fronts of good design that has regard for the character and appearance of the area and of major road routes, preserves and takes account of the historic environment, and supports active streets.

7. Summary and Conclusions

- 7.1 The advertisement, subject of this application, is acceptable and does not adversely affect the amenities of the area or public safety and should therefore be granted consent.