

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135196/AO/2022

Date registered valid: 13 October 2022

Proposal: Installation of one internally illuminated individual letter sign and two internally illuminated fascia signs

Address: 651 Wilmslow Road, Manchester, M20 6QZ

Ward(s): Didsbury East Ward

Applicant: Mr John Swindles, Stonegate Pub Company, 3 Monkspath, Hall Road, Solihull, B90 4SJ

Agent (if any): Philip Glover, Omega Signs Ltd, Newmarket Approach, Leeds, LS9 0RJ

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

Recommendation: Approve

Date of recommendation: 5 December 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 4 November 2022

Standard consultations: Printed: 31 October 2022 Expired: 21 November 2022

Neighbour notifications: Printed: 31 October 2022 Expired: 21 November 2022

Site notice: Posted: 4 November 2022 Expired: 25 November 2022

Press advert: Published: 8 November 2022 Expired: 29 November 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building/area

Listed building: Not applicable

Conservation area: Located opposite Blackburn Park conservation area

Tree Preservation Order: Not applicable

The application relates to the Slug and Lettuce, a restaurant and cocktail bar located within the Didsbury East ward of Manchester. It is bound to the west by Wilmslow Road (B5095) and is situated opposite the Blackburn Park conservation area at the northern end of the East Didsbury high street. The area is characterised by commercial facilities which line Wilmslow Road, whilst semi-detached and terraced residential properties populate the surrounding streets.

Description of development

The applicant is seeking permission for the installation of one internally illuminated individual letter sign and two internally illuminated fascia signs, replacing the existing signage present at the site.

Consultations & Notification Responses

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

Didsbury Civic Society – no comments or objections were received.

Highways made the following comments:

- "The proposed signage is contained within the private boundary of the site."
- "It is not located on the adopted highway network and will not extend over the adopted highway."

- “The illumination level for signs is proposed as 129cdm².”
- “This level of luminance is acceptable to Highways as it is within the MCC luminance level maximum of 600cd/m.”
- “All signs are static.”
- “All signs comply with headroom and carriageway clearance requirements.”
- “Highways have no objections to the signs.”

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

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 individual letter sign and two fascia 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 as well as public safety.

Visual Amenity – The signage will be situated adjacent to Wilmslow Road (B5095) within the grounds of the Slug and Lettuce bar and restaurant.

The individual letter sign will be mounted on the principal elevation of the building, facing southwest and will comprise of individual internally illuminated gold painted aluminium letters (maximum: 37cm in height). The base of this sign will be situated 3.76m above ground level with the sign itself measuring 0.37m in height, 9.145m in width and 0.1m in depth with an illuminance level of 129 cd/m².

Both fascia signs will comprise of painted aluminium with gold letters against a white background and text measuring to a maximum of 18cm in height. They will measure 0.54m in height, 3.4m in width and 0.045m in depth with illuminance levels of 129 cd/m². These signs will be mounted on the side elevations of the building with one being located on the northwest external wall and the other on the southeast.

Considering the characteristics of the signage, combined with their clear relevance to the site, the fact that they would be replacing existing signage and their similarities to other extant

commercial signage in the area, the proposal is not considered to harm the visual or aural amenity of the area as it is relatively standard in design and scale, is in an acceptable position in regard to its distance and relationship with Wilmslow Road and does not encroach into or significantly detract from the historic character of the Blackburn Park conservation area located opposite. The proposed signage is therefore considered to be well-designed and will have minimal detrimental impact upon the street scene and visual amenity.

Public Safety – The proposed signs are sited a reasonable distance away from the public highway and footpath, within the grounds of the Slug and Lettuce bar and restaurant, with illuminance levels of 129 cd/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 both visual amenity and public safety in accordance with policies SP1 and DM1 of the Core Strategy, saved policies DC14 and DC15 of the UDP and chapters 7 and 12 of the NPPF.

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 drawing pack numbered '29281PL01_01', stamped as received by the City Council as Local Planning Authority on the 13th October 2022.

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 600cd/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.

4) The advertisement shall not be displayed beyond a period of 5 years from the date of this consent. The advertisements and any supporting structures shall be removed on that date.

Reason - The advertisement is of a temporary nature only and is not considered acceptable as a permanent feature on this building in order to comply with policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Didsbury Civic Society

CROMA, 651A Wilmslow Road, Manchester, M20 6QZ
First Floor, 676 Wilmslow Road, Manchester, M20 2DN
680 Wilmslow Road, Manchester, M20 2DN
678 Wilmslow Road, Manchester, M20 2DN
Ground Floor, 676 Wilmslow Road, Manchester, M20 2DN
Flat 3, Fortuneswell Court, 2 Moorland Road, Manchester, M20 6LS
Flat 1, Fortuneswell Court, 2 Moorland Road, Manchester, M20 6LS
Flat 2, Fortuneswell Court, 2 Moorland Road, Manchester, M20 6LS
Flat 4, Fortuneswell Court, 2 Moorland Road, Manchester, M20 6LS
Flat 5, Fortuneswell Court, 2 Moorland Road, Manchester, M20 6LS
Flat 6, Fortuneswell Court, 2 Moorland Road, Manchester, M20 6LS
Aldi Foodstore Ltd, 674 Wilmslow Road, Manchester, M20 2DN
Bridge House, Moorland Road, Manchester, M20 6BD
Slug And Lettuce, 651 Wilmslow Road, Manchester, M20 6QZ

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
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH AREA