

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134347/AO/2022

Date registered valid: 12 July 2022

Proposal: Advertisement consent for the display of various non-illuminated signage

Address: WM Morrisons Supermarkets Plc, Wilbraham Road, Manchester, M21 0SD

Ward(s): Chorlton Ward

Applicant: Wm Morrison Supermarkets Ltd, Hilmore House, Gain Lane, Bradford, BD3 7DL

Agent (if any): Ms Carolyn Attwood-Parry, Peacock + Smith, 53 King Street, Manchester, M2 4LQ

Case officer: Constance Phillips
Tel: 0161 234 5792
Email: constance.phillips@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 2 September 2022



Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 11 August 2022

Standard consultations: Printed: 20 July 2022 Expired: 10 August 2022

Neighbour notifications: Printed: 20 July 2022 Expired: 10 August 2022

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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to a large part single, part two storey redbrick supermarket surrounded by car parking. The location of the pod is between the main entrance and the existing parcel lockers.

Description of area

The Morrisons is located at the crossroads between Wilbraham Road, Albany Road and Corkland Road within Chorlton District Centre. To the east lies the Metrolink line and station, with residential dwellings and commercial/service uses surrounding the site.

Description of development

The applicant is seeking advertising consent for several non-illuminated fascia and window signs for a new Barclays banking pod, being applied for under reference 134346/FO/2022.

Consultations & Notification Responses

Local residents and businesses, as per appendix 1 – No comments received.

Highway Services – No objection to the proposals. All signs are non-illuminated and comply with headroom clearance and carriageway clearance requirements and are therefore compliant with MCC recommendations.

Policies

The Manchester Core Strategy – The relevant policies include:

- *DM 1 - Development Management*
- *SP 1 - Spatial Principles*

The Unitary Development Plan – Saved Development Control Policies of relevance:

- *DC 14 – Shop Fronts and Related Signs*

National Planning Policy Framework (NPPF 2012, amended in 2021) – Chapter 12:

- *Paragraph 136* - The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- *Schedule 3, Class 4B*

Issues

Principle – The principle, of installing non-illuminated fascia signage and window graphics to denote the name of the business present in a unit and advertise their services/products, is generally acceptable. Notwithstanding this, consideration must be given to any amenity and public safety issues associated with these works.

Amenity – The signage would occupy the walls and windows of the proposed banking pod, which itself comprises of a 2.5 x 4.2 x 2.8m cyan blue painted metal and glass pod. The adverts are to display the branding of Barclays bank, along with information about the services offered.

The proposed design and materials are:

- 2no non-illuminated 'Barclays at Morrisons' white vinyl to rear elevation and to front fascia
- 2no non-illuminated vinyl graphic to both side elevations
- 2no. non-illuminated 'contravision' perforated vinyl posters to each front window
- The largest writing would be the rear vinyl logo, at 28.4cm, the highest advert would be 2.3m above ground level and the signs would all be non-illuminated.

The nearby units/parades all feature illuminated fascia signage and window vinyls and this new signage is similar to that which already exists at this store, therefore it is not considered that the signage for this pod would harm the visual amenity of this site or the wider streetscene of Wilbraham Road. The design is considered in-keeping with the neighbouring commercial parades and is not thought to look cluttered or unsightly, hence the design and scale of the works are deemed acceptable.

Public Safety – The non-illuminated vinyl signage would be located from 0.21m above ground to 2.3m above ground, as the pod itself is 2.8m in height, however it would not overhang a footpath or carriageway, therefore it would pose no risk to passing pedestrians. Highways have stated they have no objection to the proposed works, as they comply with MCC standards for headroom, carriageway clearance and illuminance levels. There would be no flashing or bright lights, therefore it is not considered that the proposal would distract drivers or pose a risk to public safety. For the above reasons, the proposed advertising is considered to be acceptable, as they would be consistent with policies DM1, DC1, SP1, DC14 and the NPPF, and development may commence in accordance with the following conditions.

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

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 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.

3) The development hereby approved shall be carried out in accordance with the drawings and documents;

- Application form
- BB_PL_01 A - elevations and plan
- Design and Access Statement

All stamped as received by the City Council as Local Planning Authority on the 12th July 2022.

Reason - To ensure that 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

Morrisons Food Stores, Wilbraham Road, Manchester, M21 0SD
 Cartmel, 529 - 531 Wilbraham Road, Manchester, M21 0UE
 Rydal, 529 - 531 Wilbraham Road, Manchester, M21 0UE
 Kendal, 529 - 531 Wilbraham Road, Manchester, M21 0UE
 Grasmere, 529 - 531 Wilbraham Road, Manchester, M21 0UE
 Flat Above, 533 Wilbraham Road, Manchester, M21 0UE
 Brewski, 537 - 539 Wilbraham Road, Manchester, M21 0UE
 Flat 2, 537 - 539 Wilbraham Road, Manchester, M21 0UE
 Flat 3, 537 - 539 Wilbraham Road, Manchester, M21 0UE
 Flat 4, 537 - 539 Wilbraham Road, Manchester, M21 0UE
 Flat 1, 537 - 539 Wilbraham Road, Manchester, M21 0UE
 2 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA
 Chemist, 420 Wilbraham Road, Manchester, M21 0AS
 Flat Above, 535 Wilbraham Road, Manchester, M21 0UE
 529 Wilbraham Road, Manchester, M21 0UE
 The Bar, 531 - 533 Wilbraham Road, Manchester, M21 0UE
 E G Cadman, 420A Wilbraham Road, Manchester, M21 0AS
 3 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA
 Flat 3, 1 Albany Road, Manchester, M21 0AY
 1 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA
 Flat Above, 420 Wilbraham Road, Manchester, M21 0AS
 Flat 4, 1 Albany Road, Manchester, M21 0AY
 Flat 2, 1 Albany Road, Manchester, M21 0AY
 Flat 1, 1 Albany Road, Manchester, M21 0AY
 422 Wilbraham Road, Manchester, M21 0AS
 3 Albany Road, Manchester, M21 0AY
 541 Wilbraham Road, Manchester, M21 0AH
 539A Wilbraham Road, Manchester, M21 0UE
 535 Wilbraham Road, Manchester, M21 0UE

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