

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133572/AO/2022

Date registered valid: 21 April 2022

Proposal: Advertisement consent for the display internally illuminated signs comprising 1no. fascia lettering sign; and 1no. projecting sign

Address: 347 Wilmslow Road, Manchester, M14 6SS

Ward(s): Withington Ward

Applicant: Sainsburys Supermarkets Limited, C/o Agent

Agent (if any): Alder King Planning Consultants, Pembroke House, 15 Pembroke Road, Clifton, Bristol, BS8 3BA

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

Recommendation: Approve

Date of recommendation: 16 June 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 15 June 2022

Standard consultations: Printed: 6 May 2022 Expired: 27 May 2022

Neighbour notifications: Printed: 6 May 2022 Expired: 27 May 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 part single, part three storey Victorian ex-railway station, of red brick and slate, attached to a Sainsburys superstore. The frontage features arched windows and timber surrounds and fascia. In recent years the unit has been used as a Sainsburys Café but now they are proposing Starbucks take over the site.

Description of area

The unit is located within the District Centre and therefore the surrounding area is a mixture of commercial and residential uses including student flats, C3 dwellinghouses, bars, takeaways, shops and restaurants.

Description of development

The applicant wishes to change the signage and branding for this unit, in line with its transfer from Sainsburys Café to Starbucks (same use). The proposal includes a fascia sign and a projecting sign.

Consultations & Notification Responses

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

Highway Services – *The proposed sign is not located on the adopted highway network. The proposed sign extends to a maximum projection of 0.125m over the adopted highway. As such, a Projection over License will not be required.*

*The proposed luminance of the sign is noted as 300 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.
A sufficient headroom clearance of 3m, compliant with the 2.30m minimum, is noted and accepted by Highways.*

*The proposed sign complies with carriageway clearance requirements.
The proposed sign is not located on the adopted highway network.
The proposed sign extends to a maximum projection of 0.7m over the adopted highway.
As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.
The proposed luminance of the sign is noted as 300 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.
A sufficient headroom clearance of 3.067m, compliant with the 2.30m minimum, is noted and accepted by Highways.
The proposed sign complies with carriageway clearance requirements.*

Policies

The Manchester Core Strategy

The relevant policies include:

- DM1 - Development Management
- SP1 - Spatial Principles

The Unitary Development Plan

Saved Development Control Policies of relevance:

- DC14 – Shop Fronts and Related Signs

National Planning Policy Framework

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 principal, of installing internally illuminated fascia and projecting signage to denote the name of the business present in a unit, is acceptable. Notwithstanding this, consideration must be given to any amenity and public safety issues associated with these works.

Amenity – The fascia signs would be of a similar length and depth as existing fascia signage on this unit and in the immediate area, being 0.4m high, 2.91 wide and 0.125m in depth. The projecting sign would be 0.6m high, 0.6m in width (projection) and 0.06m in depth. The proposed design and materials are: folded aluminium fascia, powder coated black (RAL 9005), with fret cut aluminium box also painted RAL 9005 and illuminated acrylic letters to fascia. The projecting sign would be in black aluminium and acrylic to match, with digitally printed vinyl graphics. The fascia lettering and projecting sign would both be internally illuminated (static) to 300cd/m² via white LEDs. The surrounding units, including those to the north, south and

opposite side of the road (west) nearly all feature illuminated fascia and projecting signage of a similar scale and nature, therefore it is not considered that the signage for this unit would harm the visual amenity of this stretch of Wilmslow 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 internally illuminated (static 300cd/m²) fascia sign would be 3.1m above ground and the internally illuminated (static 300cd/m²) projecting sign would be 2.9m above ground, therefore it would pose no risk to passing pedestrians. Highways have stated the latter would however require a Project Over License, which has been added to this decision as an informative for the applicant. Highway Services have no objection to the proposed works, as they comply with MCC standards for height 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

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

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 numbered '02 Rev E', '04 Rev E' and '06 Rev E', stamped as received by the City Council as Local Planning Authority on the 21st April 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.

Informative(s)

1) The proposed sign extends to a maximum projection of 0.7m over the adopted highway. As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services

STARBUCKS COFFEE, Mayfair Court, 306 Wilmslow Road, Manchester, M14 6NS
The Great Central, Mayfair Court, 306 Wilmslow Road, Manchester, M14 6NS
Homes4u, Mayfair Court, 306 Wilmslow Road, Manchester, M14 6NS
276 Wilmslow Road, Manchester, M14 6JR
Bodey Medical Centre, 28 Ladybarn Lane, Manchester, M14 6WP
J CAVANAGH LTD, Fallowfield Timber Co, Ladybarn Road, Manchester, M14 6WW
Flat 1, 42 Ladybarn Road, Manchester, M14 6WW
331 Wilmslow Road, Manchester, M14 6NW
Flat A, 331 Wilmslow Road, Manchester, M14 6NW
7B Ladybarn Road, Manchester, M14 6WN
7A Ladybarn Road, Manchester, M14 6WN
9A Ladybarn Road, Manchester, M14 6WN

Flat 9, 28 Ladybarn Lane, Manchester, M14 6WP
Flat 7, 28 Ladybarn Lane, Manchester, M14 6WP
Flat 5, 28 Ladybarn Lane, Manchester, M14 6WP
Flat 3, 28 Ladybarn Lane, Manchester, M14 6WP
Flat 1, 28 Ladybarn Lane, Manchester, M14 6WP
28 Ladybarn Lane, Manchester, M14 6WP
Flat B, 5 Ladybarn Road, Manchester, M14 6WN
3A Ladybarn Road, Manchester, M14 6WN
42 Ladybarn Road, Manchester, M14 6WW
329A Wilmslow Road, Manchester, M14 6NW
Nando's, 351A Wilmslow Road, Manchester, M14 6XS
351 Wilmslow Road, Manchester, M14 6XS
9 Ladybarn Road, Manchester, M14 6WN
Flat A, 5 Ladybarn Road, Manchester, M14 6WN
3B Ladybarn Road, Manchester, M14 6WN
Bentleys, Harburg House, 11 Ladybarn Road, Manchester, M14 6WN

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 (Middle)
Susceptible to Surf Water Flood (More)
Area Team Boundary - Name: SOUTH