

Planning**Growth & Development****Delegated officer report for planning application**

Application no. 132545/AO/2021

Date registered valid: 9 June 2022

Proposal: Advertisement consent for the display of 12 no. Non illuminated signs

Address: Didsbury Hotel , 852 Wilmslow Road, Manchester, M20 2SG

Ward(s): Didsbury East Ward

Applicant: Clare Pilling Euro Car Parks 11 Southern Street, Manchester, M3 4NJ

Agent (if any): Ms Clare Pilling Euro Car Parks 11 Southern Street, Manchester, M3 4NJ

Case officer: Tracie Simpson
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Recommendation: Refuse

Date of recommendation: 3rd August 2022



Application details

Type of application:	Advertisement Consent	
Development type:	Advertisements	
Date of site visit:	21 June 2022	
Standard consultations:	Printed: 14 June 2022	Expired: 5 July 2022
Neighbour notifications	Printed: 14 June 2022	Expired: 5 July 2022
Site notice	Posted: 21 June 2022	Expired: 12 July 2022
Press advert	Published: 21 June 2022	Expired: 12 July 2022
Departure from Development Plan:	No	
Environmental Statement:	Not required	

Description of site/building

The application site is a part 2, part 3-storey detached C19 building in use as a public house and situated on the south side of Wilmslow Road in the Didsbury East ward. The square footprint building is of brick and white stucco construction with gabled slate roofs, 3no. chimneys along the main ridge and round-headed, segmental and canted bay windows on the front elevation. There is a banded arch over those at ground floor. A section of wall with parapet comes off the left-hand side beyond which is a pre-pay car parking metre.

There is a later porch added to the front elevation and infilled courtyard to the rear. Behind the public house to the south is a separate 2-storey whitewashed building with slate gable roof. The building is fronted by a deep paved and grassed landscaped area to the back of pavement at Wilmslow Road with a grassed landscaped strip around the building to the south and east which abuts two car parking areas.

The site is listed for its group value with Nos.846, 848 and 850 Wilmslow Road - all grade II to the west and is within the heart of the Didsbury St. James conservation area which has a high concentration of listed buildings in close proximity. This includes the Grade II* listed St. James Church 30 metres to the south west.

The building has been altered and extended over the years which has included infilling a former 1845 1891-1893, 1911, 1938 drayman's carriage archway on the left-hand side of the building, completed sometime between 1959 and the listing on the 03.10.1974, and infilling the former courtyard area at the rear. Other alterations and additions such as the fire escape on the left-hand side are set out in the Planning History section below.





Listed building:

Grade II

Conservation area:

Didsbury St James Conservation Area 1970

Tree Preservation Order:

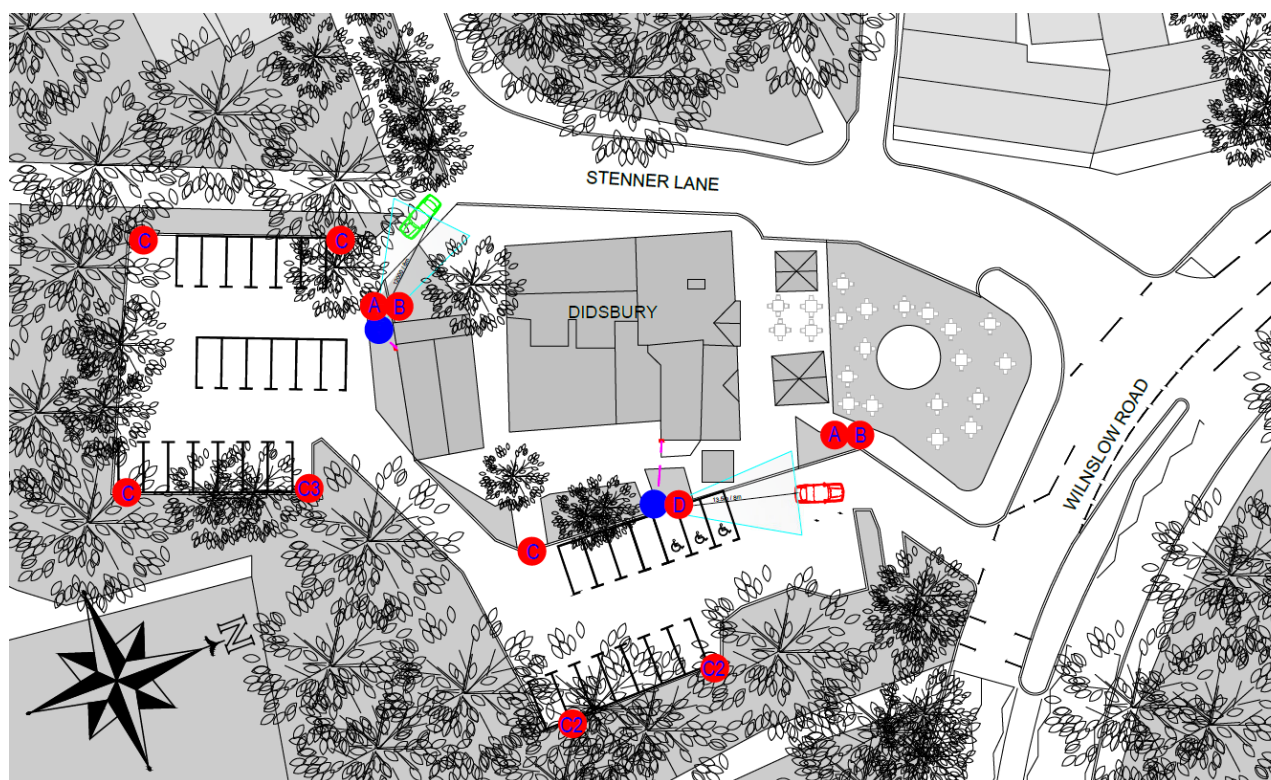
Not applicable

Description of area

The site is bounded by Fletcher Moss Park to the east, 3no. residential dwellings and the park beyond to the south, Parsonage Gardens to the immediate west and by an estate of modern dwellings to the north. Didsbury District Centre is located 500 metres to the north. The site is within the heart of the conservation area which has an arcadian character owing to the level of mature tree cover along Wilmslow Road and neighbouring parks and gardens

Description of development

Advertisement consent for the display of 12 no. Non illuminated signs



Consultations & Notification Responses

Local residents - as per Appendix 1 - Occupiers of properties surrounding the application site were notified of the proposal. There has been one letter of support received in respect of this application. Summary of comments as follows:

- I support the pub in installing a method that more effectively manages their car parking. Inconsiderate and dangerous parking is an issue currently for both visitors and residents. Car driving visitors to the pubs, events at the parsonage, the church and to the parks, all park on Stenner lane.
- Currently the pub is used for school drop off, and causes access problems for us and also endanger pedestrians.
- For residents most weekends there are times when emergency vehicles would be unable to access houses due to cars parked on double yellow lines on both sides of the roads. As some of these are blue badge users it would be safer to have one side of the road with red lines on so at least consideration is made for the residents should a fire truck or ambulance need to get through.

Didsbury Civic Society – no comments have been received as a result of this proposal.

Policy and Issues

Town and Country Planning (Control of Advertisements) Regulations 2007

The local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

- (1)
 - (a) The provisions of the development plan, so far as they are material; and
 - (b) Any other relevant factors.
- (2) Without prejudice to the generality of paragraph (1)(b)
 - (a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
 - (b) Factors relevant to public safety include:
 - (i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - (iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.
- (4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed. The regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The National Planning Policy Framework (July 2021)

The document sets out the Government's Planning Policies for England and how these are expected to be applied. National Planning Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Chapter 12- Achieving well-designed places

Paragraph 126 states that in 'the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve'. It further states that 'good design is

a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'

Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed. It acknowledges that 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.

Policy DM1 - Development Management

This policy states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document. The relevant issues are the appropriate siting, layout, scale, form, massing, materials and detail. The impact; on the surrounding areas; in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area. The effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.

Policy SP1 - Spatial Principles

This policy sets out the City Council's Core Development Principles. It states that development in all parts of the City should make a positive contribution to neighbourhoods of choice, amongst these include: creating well designed places that enhance or create character, making a positive contribution to the health, safety and wellbeing of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity.

Policy EN1 - Design Principles and Strategic Character Areas

This policy states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located.

Unitary Development Plan Saved Policies

Large elements of the UDP have been superseded by the Core Strategy. The following saved policies are of relevance in the consideration of this application:

Policy DC15 - Advertisements, Hoardings and Posters:

In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:

- a. the general location of the proposed development and the effect on visual amenity;
- b. the scope for posters and hoardings to make a positive contribution to the locality;
- c. the design of the structures, and the relationship with any premises on which they are located;
- d. the effect of the proposal on permanent redevelopment of the land;
- e. public safety resulting from the positioning of the design of the display;
- f. the ease with which the structure is capable of being satisfactorily maintained;
- g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
- h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;
- i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;

j. the number of advertisements in the locality and their cumulative effect on visual amenity.

DC15.2 In assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. they should be in scale with the locality and relate properly to the site on which they stand;
- c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

DC15.3 Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Reasons: The Council accept that advertisements can have a positive role in improving the quality of the visual environment in the City - examples are given in policy DC15.2. At the same time, there is the need to maintain public safety, avoid clutter, and safeguard the particular features of buildings or land.

Principle

In line with the Town and Country Planning (Control of Advertisement) Regulations 2007 and Chapter 12 of the NPPF, the issues that are material considerations in this application are visual amenity and public safety. The Council has determined that there are no public safety issues and so visual amenity is the only issue under consideration.

The development is for advertisement consent for the display of 12 no. Non illuminated signs. The signs would be displayed at various locations around the site some which would be clearly visible within the street scene and the side and rear of the building.

Following receipt of the original scheme, the Council expressed its concerns with the visual impact of the proposal due to the number of signs. No response has been received and therefore it is considered that the scheme continues to present concerns and is unacceptable in principle.

Site History

Applications which have been received at the site and their determination are set out below:

024989 Approved - 20.09.1985 LISTED BUILDING CONSENT Refurbishment and single storey rear extension at 1st floor level to form new toilets and office, two new fire escapes at rear and new entrance to restaurant on front elevation

024990 Approved - 20.09.1985 Single storey rear extension at 1st.floor level to form new toilets and office, two new fire escapes at rear and new entrance to restaurant on front elevation

025139 Approved - 20.09.1985 a) illuminated halo lit logo sign to front elevation b) two restaurant notice boards to each entrance door at front and side elevations c) illuminated canopy sign to side elevation d) Illuminated free standing directional sign in car park

030657 Refused - 10.03.1988 Listed Building Consent - Provision of cast metal bollards to define car parking area

043935/AO/SOUTH1/93 Approved - 12.08.1993 Various illuminated signs to public house

043938/LO/SOUTH1/93 Approved - 12.08.1993 Listed Building Consent for various illuminated signs to public house.

052127/LO/SOUTH1/97 Approved - 27.11.1997 LISTED BUILDING CONSENT Construction of new porch, bay window with extension to form new kitchen and internal alterations after demolition of existing entrance bay

052126/FO/SOUTH1/97 Approved - 27.11.1997 Alterations and extensions to public house after demolition of existing entrance bay

066610/LO/SOUTH2/02 Approved - 07.01.2003 Landscaping works and installation of 1.8m high boundary railings and re-positioning of access road

066609/FO/SOUTH2/02 Approved - 07.01.2003 Landscaping works and installation of 1.8m high boundary railings and re- positioning of access road

083485/FO/2007/S2 Approved - 01.08.2007 Retrospective application for the installation of three 4 metre by 4-metre "jumbrellas" with integral heating and lighting

082552/FO/2007/S2 Approved - 16.05.2007 Extension of 3m by 19m paved terrace

093911/LO/2010/S2 Approved - 24.11.2010 Listed Building Consent for the erection of a 700mm high timber fence together with installation of 7 high level lights

093853/FO/2010/S2 Approved - 24.11.2010 Erection of a 700mm high timber fence together with installation of 7 high level lights

107252/AO/2014/S2 Approved - 15.12.2014 Installation of 2.no non-illuminated 2.28-metre-high signboards

128134/FO/2020 Withdrawn - 22.12.2020 Erection of a single storey side extension to form external bar, fencing and lighting columns and associated landscaping works.

128135/LO/2020 Withdrawn - 22.12.2020 Listed Building Consent for the erection of a single storey side extension to form external bar, fencing and lighting columns and associated landscaping works.

130897/FO/2021 - Erection of a single storey side extension to form an external bar and landscaping works to beer garden

Application Approved - 02.09.2021 130898/LO/2021 - Listed building Consent for the erection of a single storey side extension to form an external bar and landscaping works to beer garden

Application Approved - 02.09.2021 132544/FO/2021 - Erection of two 4-metre-high columns with Automatic Number Plate Recognition (ANPR) Camera

Application Refused - 20.07.2022 133891/LO/2022 - Listed Building Consent in association with the Installation of advertisements to include 1x post mounted pictorial sign, 2x sets of sign written

house name letters, 2x post mounted welcome signs and 1x sign written directional sign, following removal of projecting sign.

Visual amenity

A letter has been received on notification of the application by a local resident who is in support of the car park providing a more effective method of parking as they believe that the current car parking method is both dangerous to visitors and residents of nearby properties.

The post-mounted signage (annotated AB,) together with the proposal for the free-standing signs would be visually prominent on the front boundary to the extent that they would dominate and form a visually intrusive addition to the street scene which has a high amenity value. In addition, it is considered that the number of proposed signs would allow for clutter of the site leading to an unacceptable impact on the character of the immediate site and area.

This corner of Wilmslow Road generally has an arcadian character owing to the extent and maturity of tree cover, both on street and in neighbouring parks and gardens. This character has been further strengthened by the gains in reducing visual clutter through the approved landscaping in applications (130897/FO/2021 and 130898/LO/2021). Furthermore, the pub does not stand in isolation when viewed from the east as there are two other buildings, another public house, the Eagle Gate to Parsonage Gardens and a restaurant which are read in the same context. The signage is assessed against this background.

The Council considers that the proposed location of all the signs when viewed as a whole in context to the site, clearly indicate a cumulatively cluttered appearance which is detrimental to the visual amenity of the area. Although the signs are intended to inform visitors of the pay requirements when using the car parking facilities, the City Council believes that the number of signs are in excess and therefore consider the proposal to be unacceptable.

Conclusion

The proposed advertisement signs by reason of their height, scale and cumulative impact, represent an over-dominant and visually obtrusive form of development within the street scene leading to clutter of the site which has a high amenity value. The proposal would therefore have an unacceptable and detrimental impact upon the visual amenity and character of the street scene, contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, Chapter 12 of the National Planning Policy Framework - 'Achieving Well-Designed Places' (NPPF 2021), saved policies DM1 and SP1 of the Manchester Core Strategy and saved policies DC15.1 and DC15.2 (Advertisements) of the Unitary Development Plan for the City of Manchester

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: Refuse
Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

The proposed advertisement signs by reason of their height, scale and cumulative impact, represent an over-dominant and visually obtrusive form of development within the street scene leading to clutter of the site which has a high amenity value. The proposal would therefore have an unacceptable and detrimental impact upon the visual amenity and character of the street scene, contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, Chapter 12 of the National Planning Policy Framework - 'Achieving Well-Designed Places' (NPPF 2021), saved policies DM1 and SP1 of the Manchester Core Strategy and saved policies DC15.1 and DC15.2 (Advertisements) of the Unitary Development Plan for the City of Manchester

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Recommendation: Refuse

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The proposed advertisement signs by reason of their height, scale and cumulative impact, represent an over-dominant and visually obtrusive form of development within the street scene leading to clutter of the site which has a high amenity value. The proposal would therefore have an unacceptable and detrimental impact upon the visual amenity and character of the street scene, contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, Chapter 12 of the National Planning Policy Framework - 'Achieving Well-Designed Places' (NPPF 2021), saved policies DM1 and SP1 of the Manchester Core Strategy and saved policies DC15.1 and DC15.2 (Advertisements) of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Didsbury Civic Society

1 Skylark Close, Manchester, M20 2FQ

3 Skylark Close, Manchester, M20 2FQ

2 Skylark Close, Manchester, M20 2FQ

High Bank, Stenner Lane, Manchester, M20 2RQ

2 Turnstone Avenue, Manchester, M20 2FN

The Old Parsonage, Stenner Lane, Manchester, M20 2RQ

Flat At, Ye Olde Cock Inn, 848 Wilmslow Road, Manchester, M20 2RN

Flat At, Didsbury Hotel, 852 Wilmslow Road, Manchester, M20 2SG

844 - 846 Wilmslow Road, Manchester, M20 2RN

Ye Olde Cock Inn, 848 Wilmslow Road, Manchester, M20 2RN

Fernbank, Stenner Lane, Manchester, M20 2RQ

Newlands, Stenner Lane, Manchester, M20 2RQ

The Croft, Millgate Lane, Didsbury, Manchester, M20 2SW

1 Philip Godlee Lodge, 842 Wilmslow Road, Manchester, M20 2DS

Appendix 2 – Planning constraints

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