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PLANNING STATEMENT – ADVERTISEMENT CONSENT

331 Wilmslow Road, Fallowfield, M14 6NW
Prepared by Moza Architecture Ltd

1. Introduction

This Planning Statement has been prepared by Moza Architecture Ltd in support of a retrospective application for Advertisement Consent at 331 Wilmslow Road, Fallowfield, Manchester.

The application relates to signage previously installed at the premises operated as Shawarma Co. The submission has been made following correspondence from Manchester City Council identifying that advertisement consent had not been granted.

The applicant has since taken proactive steps to address this matter, and the signage subject to this application has now been removed from site pending determination.

2. Site and Surroundings

The site is located on Wilmslow Road, a busy commercial corridor characterised by a mix of retail and food uses. The area features a wide variety of signage, including illuminated fascia signage typical of high street environments.#

3. Description of Development

The application seeks retrospective consent for fascia-mounted illuminated signage and associated vinyl graphics previously installed to the front and side elevations.

The signage comprised illuminated built-up letters fixed to an aluminium composite fascia panel, with static LED illumination and associated branding graphics.

No structural alterations were undertaken as part of the installation.

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4. Planning Policy Context

The application is assessed against the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which consider amenity and public safety.

Relevant Manchester Core Strategy policies include:

- DM1 – Development Management
- DM2 – Aerodromes, Technical Sites and Military Explosives Storage Areas
- EN1 – Design Principles and Strategic Character Areas

These policies seek high quality design and ensure proposals do not harm visual amenity or public safety.

5. Assessment

5.1 Visual Amenity

The signage design is consistent with typical high street commercial premises and was proportionate in scale and design. It did not result in visual clutter or harm the character of the area.

5.2 Public Safety

The illumination was static and low intensity, with no flashing elements. The signage did not project into the highway or obstruct visibility.

5.3 Response to Enforcement

Following notification from the Council, the applicant has acted responsibly and removed the signage. This demonstrates a willingness to comply with planning requirements and engage positively with the planning process.

6. Conclusion

The proposal relates to signage typical of a commercial high street location and would not have resulted in harm to amenity or public safety.

The retrospective nature of the application and the removal of the signage further demonstrate the applicant's cooperative approach.

The application is therefore respectfully recommended for approval.