

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132882/AO/2022

Date registered valid: 1 March 2022

Proposal: Installation of 4 replacement totem signs

Address: Cheetham Hill Retail Park , Elizabeth Street, Manchester, M8 8BB

Ward(s): Cheetham Ward

Applicant: Sportsdirect.com Retail Ltd Unit A Brook Park, Meadow Lane, Shirebrook, NG20 8RY

Agent (if any): Katherine Sneedden Jigsaw Planning PO Box 2844, Glasgow, G61 9DG

Case officer: Adam Mitchell
Tel: 0161 234 4165
Email: adam.mitchell@manchester.gov.uk

Recommendation: Approval

Date of recommendation: 25.04.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 7 March 2022 Expired: 28 March 2022

Neighbour notifications

Printed: 7 March 2022 Expired: 28 March 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

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of Site/Area

The application site relates to the existing totem signs across Cheetham Hill Retail Park within the Cheetham Ward of North Manchester. The retail park is bound to the north by Queen's Road (A6010), Elizabeth Street to the south west and Cheetham Hill Road to the east. The existing totem signs are located across Cheetham Hill Retail Park's curtilage adjacent to Queens Road, Cheetham Hill Road and Elizabeth Street.

Description of development

Advertisement consent is sought for the installation of the following signage:

Signage 1 Large Totem- Containing 8 small signage zones that are vinyl graphics. Aluminium panel will be RAL 7012 (matt grey) and cladding panels will be RAL 9003 (matt white).

Signage 2 Small Totem- Containing 8 small signage zones that are non-illuminated vinyl graphics. Aluminium panel will be RAL 7012 (matt grey) and Plinth will be will be RAL 9003 (matt white).

Signage 3 Large Post Sign- Containing 8 small signage zones that are non-illuminated vinyl graphics. Aluminium panel will be RAL 7012 (matt grey) and fixed to existing posts.

Signage 4 Small Post Sign- Containing 8 small signage zones that are non-illuminated vinyl graphics. Aluminium panel will be RAL 7012 (matt grey) and fixed to existing posts.

Consultations & Notification Responses

Local residents were notified however none responded.

Highways Comments:

The proposed signs are not located on the adopted highway network.

The proposed signs do not extend over the adopted highway, therefore, a projection over license will not be required.

Highways requests confirmation of the proposed luminance of the signs. The luminance will be acceptable if it is in line with the MCC recommended maximum of 600cd/m².

The signs comply with headroom and carriageway clearance requirements.

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (well-designed places) of the National Planning Policy Framework, Policies SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

Signage 1 Large Totem- will be situated adjacent to Cheetham Hill Road and will include the installation of 8 smaller signage zones each indicating the separate independent businesses located within the Retail Park. These signs will be illuminated through translucent vinyl all at level of 350cd/m² and therefore applying to Highways recommendation. The totem will consist of aluminium panels sprayed matt grey and matt white for the cladding panels, with approximate dimensions of Height 7.8m x Width 3m x Depth 0.8m.

Signage 2 Small Totem- will replace 5 existing small totem signs across 3 different locations within the curtilage of the site. 2 of the locations are located at the entry/exit junctions along Elizabeth Street and the remaining signage is proposed at the junction of Cheetham Hill Road and Queen's Road. The proposed signage will follow similar design and appearance with aluminium panels of matt grey with the signage zones non-illuminated digitally printed. The approximate dimensions of Height 2.58m x Width 1.8m x Depth 0.3m.

Signage 3 Large Post Sign- will replace the existing signage at the junction of Elizabeth Street and Cheetham Hill Road. The large post signage will follow the other proposed advertisement totems in terms of design with the proposed graphics within the signage zones to be digitally printed and non-illuminated. The proposed signage will have approximate dimensions of Height 3.4m x Width 5m x Depth 0.1m.

Signage 4 Small Post Sign- will be situated at the corner of the junction between Queens Road and Elizabeth Street. The small post signage will follow the other proposed advertisement totems in terms of design with the proposed graphics within the signage zones to be digitally printed and non-illuminated. The proposed signage will have approximate dimensions of Height 1.9m x Width 1.5m x Depth 0.1m.

Taking into account the uniformed design, scale and location of the signage, the proposal is not considered to harm the visual amenity and will be consistent with the other advertisement signage

located across the Retail Park. The signs located at the entry/exit points across Elizabeth Street are typical and commonplace for a Retail development such as Cheetham Hill Retail Park and so is acceptable in terms of amount, size and positioning. The proposed vinyl graphics on each proposed signage is standardised across the Retail Park. The proposal is therefore considered to be well designed and will have no detrimental cumulative impact on the street scene or visual amenity.

Public Safety

The agent has confirmed that the internally illuminated signage 1 located adjacent to Cheetham Hill Road and the pedestrian access to this side of the Retail Park will have an illuminance level of 350cd/m² which is sufficient in relation to Highways original comments. Therefore, it is considered that the proposal will not harm public safety.

Conclusion

Given the above, 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 Manchester Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 of the Unitary Development Plan and Sections 7 and 12 of the National Planning Policy Framework.

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/agent in a positive and proactive manner to guide the application through all stages of the planning process and resolve any issues that arise in dealing with the planning application. Conditions are attached to the decision in agreement with the applicant/agent.

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, 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 following drawings and documents:

-Location Plan ref: CPS16-068 PL 008, stamped as received by the City Council, as Local Planning Authority on 09 February 2022.

- Drawings Proposed ref: CPS16-068 PL 011 stamped as received by the City Council, as Local Planning Authority on 25 February 2022.

-Drawings Proposed ref: CPS16-068 PL 010 stamped as received by the City Council, as Local Planning Authority on 25 February 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.

- 3) Any illuminated signage hereby granted consent shall have a daytime limit to 600cd/m² luminance and should be auto dimmable to not exceed 300 cd/m² luminance during hours of darkness.

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

1 Larch Gardens, Manchester, M8 8BJ
1A Queens Road, Manchester, M8 8UQ
Ruksons House, Elizabeth Street, Manchester, M8 8JH
USC, Unit A1, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
LiDL, Unit A2, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
B&m, Unit B2 To B3, Elizabeth Street, Manchester, M8 8BB
Currys PC World, Unit C, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
Unit B1, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
6 Larch Gardens, Manchester, M8 8BJ
3 Larch Gardens, Manchester, M8 8BJ
7 Larch Gardens, Manchester, M8 8BJ
5 Larch Gardens, Manchester, M8 8BJ
8 Larch Gardens, Manchester, M8 8BJ
1H Queens Road, Manchester, M8 8UQ
1D Queens Road, Manchester, M8 8UQ
1M Queens Road, Manchester, M8 8UQ
1E Queens Road, Manchester, M8 8UQ
1B Queens Road, Manchester, M8 8UQ
1N Queens Road, Manchester, M8 8UQ
1J Queens Road, Manchester, M8 8UQ
42 Elizabeth Street, Manchester, M8 8BQ
Flat 8, 4 Larch Gardens, Manchester, M8 8BJ
Flat 1, 4 Larch Gardens, Manchester, M8 8BJ
Flat 14, 2 Larch Gardens, Manchester, M8 8BJ
Flat 12, 2 Larch Gardens, Manchester, M8 8BJ
Flat 8, 2 Larch Gardens, Manchester, M8 8BJ
Unit 35, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 34, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 32, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
1K Queens Road, Manchester, M8 8UQ
Flat 11, 4 Larch Gardens, Manchester, M8 8BJ
Flat 4, 2 Larch Gardens, Manchester, M8 8BJ
1G Queens Road, Manchester, M8 8UQ
Flat 7, 4 Larch Gardens, Manchester, M8 8BJ
Flat 6, 4 Larch Gardens, Manchester, M8 8BJ
Flat 5, 4 Larch Gardens, Manchester, M8 8BJ
Flat 2, 4 Larch Gardens, Manchester, M8 8BJ
Flat 11, 2 Larch Gardens, Manchester, M8 8BJ
Flat 10, 2 Larch Gardens, Manchester, M8 8BJ
Flat 9, 2 Larch Gardens, Manchester, M8 8BJ
Flat 6, 2 Larch Gardens, Manchester, M8 8BJ
Flat 5, 2 Larch Gardens, Manchester, M8 8BJ
Bernstern House, 23 Elizabeth Street, Manchester, M8 8BB
Unit 31, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
1C Queens Road, Manchester, M8 8UQ
Flat 17, 4 Larch Gardens, Manchester, M8 8BJ
Flat 7, 2 Larch Gardens, Manchester, M8 8BJ
Sakura Japanese Restaurant, 175 Cheetham Hill Road, Manchester, M8 8LG
Flat 10, 4 Larch Gardens, Manchester, M8 8BJ
Flat 16, 2 Larch Gardens, Manchester, M8 8BJ

4 Larch Gardens, Manchester, M8 8BJ
2 Larch Gardens, Manchester, M8 8BJ
40 Elizabeth Street, Manchester, M8 8BQ
Elizabeth House, Elizabeth Street, Manchester, M8 8JJ
19 - 21 Elizabeth Street, Manchester, M8 8BB
Unit 33, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 30, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 36, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
1P Queens Road, Manchester, M8 8UQ
Flat 9, 4 Larch Gardens, Manchester, M8 8BJ
Flat 3, 2 Larch Gardens, Manchester, M8 8BJ
Flat 1, 2 Larch Gardens, Manchester, M8 8BJ
Flat 12, 4 Larch Gardens, Manchester, M8 8BJ
Flat 4, 4 Larch Gardens, Manchester, M8 8BJ
Flat 2, 2 Larch Gardens, Manchester, M8 8BJ
1F Queens Road, Manchester, M8 8UQ
Flat 16, 4 Larch Gardens, Manchester, M8 8BJ
Flat 15, 4 Larch Gardens, Manchester, M8 8BJ
Flat 14, 4 Larch Gardens, Manchester, M8 8BJ
Flat 3, 4 Larch Gardens, Manchester, M8 8BJ
Flat 15, 2 Larch Gardens, Manchester, M8 8BJ
Flat 17, 2 Larch Gardens, Manchester, M8 8BJ
9 Larch Gardens, Manchester, M8 8BJ
38 Elizabeth Street, Manchester, M8 8BQ

Appendix 2 – Planning constraints

[illegible]