

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130785/AO/2021

Date registered valid: 17 June 2021

Proposal: Installation of 2no. internally illuminated logo signs, 4no. wall mounted billboard signs with overhead lighting to retail store elevations, 1no. freestanding, externally illuminated poster display unit and 1no. 6 metre high, internally illuminated totem sign

Address: Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Ward(s): Rusholme Ward

Applicant: Lidl Great Britain Limited C/o Agent

Agent (if any): Mr Joshua Ambrus, Rapleys 55 Spring Gardens, Manchester, M2 2BY

Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 10 May 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 May 2021

Standard consultations:

Printed: 4 March 2022 Expired: 14 March 2022

Neighbour notifications

Printed: 4 March 2022 Expired: 14 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

Description of site/building

The application site relates to a proposed Lidl supermarket yet to be constructed. This entails a single storey building comprising 2,116 sqm gross internal area to be sited toward the eastern side of the site and which is occupied by units 4, 5, 6, 7 and 8, proposed to be demolished to make way for the store.

The application site forms part of Fallowfield Retail Park, an out of centre retail park comprising 9 single storey units, eight of which are retail units and with one unit is used as a medical centre.

To the west, the retail park is supported by a large, surface level, communal car park.

The host retail park is bounded Birchfields Road to the west, Birchfields Primary school to the north, Moseley Road to the south and functioning railway lines to the east. Opposite the site on the other side of Birchfields Road are two storey, residential dwellinghouses.

The site is not located within or adjacent to a Conservation Area and is not located within close proximity of a listed building.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The immediate area surrounding the contains a mixture of residential and educational institutions to the west and north; commercial units to the south; and railway lines to the east. Opposite the site to the west, the area is predominantly residential in character.

Vehicular access to the site is gained off Birchfields Road on the western boundary of the site.

Description of development

Advertisement consent is sought for the installation of various, branded signage, including 2no. internally illuminated logo signs, 4no. wall mounted billboard signs with overhead lighting to building elevations, 1no. freestanding, externally illuminated poster display unit and 1no. 6 metre high, internally illuminated totem sign.

The signage is associated with a proposed Lidl store associated with a separate application - Ref: 130189/FO/2021. This involves the erection of a new retail foodstore (Use Class E), comprising 2,116 sqm gross internal area (GIA), as well as the erection of separate, adjoining hot food delivery unit (96 sqm) (sui generis), together with associated servicing area, parking and landscaping, following demolition of existing units 4, 5, 6, 7, 8, and 10.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Highway Services - The two logo signs are each 6.25 square metres and their maximum luminance level (580 cd/m) does not exceed the maximum 600 cd/m. No headroom or carriageway clearance issues are apparent.

The large, wall mounted billboard signs do not cause issues relating to headroom or carriageway clearance, but since they exceed 10 square metres then their maximum luminance level should not exceed 300 cd/m.

The small, wall mounted billboard signs are less than 10 square metres and their maximum luminance level (580 cd/m) does not exceed the maximum 600 cd/m. They are sited at 1.5m above ground level and verification is sought that they are not located directly above an area where people can walk otherwise this would cause a headroom issue.

In addition, a freestanding, externally illuminated poster display unit and a 6-metre high, internally illuminated totem sign are proposed.

With regard to the poster display unit, sufficient carriageway and headroom clearance is provided and the luminance levels are within acceptable limits at 580 cd/m.

The 6-metre totem sign has a sign face of less than 10 square metres and therefore the proposed luminance level of 580 cd/m is acceptable. Sufficient carriageway and headroom clearance is provided.

HS2 Ltd - In principle, HS2 Ltd have no objection to the proposed advertisement, however this will be subject to the outcome of the holding objection related to the associated planning application – Ref: 130189/FO/2021.

Environmental Health – No objection. A condition is recommended in relation to safeguard the static nature of the signs and the maximum level of illuminance.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Issues

Principle

The principle of business advertisements within a commercial setting is considered acceptable, subject to any adverse impact upon visual amenity and/or public safety.

Visual Amenity and Public Safety

The proposed signs represent a modern, relative un-intrusive design, within the setting of an established retail park.

It is believed that due to the position, design and means of illumination of the proposed signage, coupled with the commercial context of the site, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

Whilst the signage will be visible from a distance outside the bounds of the business park, it is not believed they would result in a strident or intrusive impact to visual amenity and would blend into the design and colouration of the host building and the immediate commercial context.

No issues are raised from a public safety perspective.

Given the above, it is considered that the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as the relevant, aforementioned Development Plan policy.

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

Not Required.

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

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing referenced 7397 SMR 00 ZZ DR A 2107 S3/P4 received by the City Council as Local Planning Authority on 10 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) 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.

Appendix 1 – List of consultees & neighbours notified

Environmental Health
Highway Services
Greater Manchester Police
High Speed Two (HS2) Limited
High Speed Two (HS2) Limited
Highway Services
Environmental Health
Greater Manchester Police

148 Birchfields Road, Manchester, M14 6PE
6 Peaceville Road, Manchester, M19 2DQ
68 Kingsway, Manchester, M19 2DA
78 Kingsway, Manchester, M19 2DA
152 Birchfields Road, Manchester, M14 6PE
142 Birchfields Road, Manchester, M14 6PE
134 Birchfields Road, Manchester, M14 6PE
132 Birchfields Road, Manchester, M14 6PE
2 Peaceville Road, Manchester, M19 2DQ
76 Kingsway, Manchester, M19 2DA
74 Kingsway, Manchester, M19 2DA
72 Kingsway, Manchester, M19 2DA
70 Kingsway, Manchester, M19 2DA
66 Kingsway, Manchester, M19 2DA
146 Birchfields Road, Manchester, M14 6PE
11 Kingsmere Avenue, Manchester, M19 2DB
1 Kingsmere Avenue, Manchester, M19 2DB
Hawthorn Medical Centre, Unit K, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
Unit J, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
Birchfields Primary School, Lytham Road, Manchester, M14 6PL
Unit F, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
Unit G, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
Unit C, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
150 Birchfields Road, Manchester, M14 6PE
144 Birchfields Road, Manchester, M14 6PE
138 Birchfields Road, Manchester, M14 6PE
5 Kingsmere Avenue, Manchester, M19 2DB
Unit E, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
Sainsbury's, Unit A, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6PP
Unit H, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
Unit D, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
Unit B, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS
154 Birchfields Road, Manchester, M14 6PE
140 Birchfields Road, Manchester, M14 6PE
136 Birchfields Road, Manchester, M14 6PE
4 Peaceville Road, Manchester, M19 2DQ
64 Kingsway, Manchester, M19 2DA
62 Kingsway, Manchester, M19 2DA
9 Kingsmere Avenue, Manchester, M19 2DB
7 Kingsmere Avenue, Manchester, M19 2DB
3 Kingsmere Avenue, Manchester, M19 2DB

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

HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (October 2020)

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: NORTH2