

Planning

Growth & Development

Delegated officer report for planning application

Application no.	131465/AO/2021
Date registered valid:	6 September 2021
Proposal:	Installation of 1 x high level, internally illuminated sign, 1x internally illuminated sign above entrance, and 1 x internally illuminated projecting sign above entrance
Address:	Unit 14 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP
Ward(s):	Cheetham Ward
Applicant:	Starbucks Coffee Company
Agent (if any):	Mr Richard Mercieca The Hive Weston Super Mare BS22 6WA
Case officer:	Adam Mitchell Tel: 0161 234 4165 Email: adam.mitchell@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	27.10.2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of Site Visit: 22 October

Standard consultations: Printed: 09 September 2021 Expired: 30 September 2021

Neighbour notifications Printed: 09 September 2021 Expired: 30 September 2021

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

The application sites relates to Unit 14 within the Manchester Fort Shopping Park which is accessed from Cheetham Hill Road in the Cheetham area of North Manchester. Unit 14 was recently a Carphone Warehouse commercial store but this has since been shut down. The area surrounding the site is commercial and industrial in nature.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

Advertisement consent is sought for the installation of 1 high level internally illuminated fascia sign, 1 internally illuminated Word Mark fascia sign above the shopfront entrance and 1 internally illuminated fascia sign projecting above entrance. The first proposed fascia sign would have dimensions of Height: 0.3 x Width: 2.4 x Depth: 0.3 metres (s). It would be made of aluminium with a max projection of 0.3m and be situated 2.9m above ground level. The sign will consist of a black background with white letters.

The second fascia Word Mark sign would have dimensions of Height: 1.1 x Width: 1.1 x Depth: 0.3 metres (s). It would be made of aluminium with a max projection of 0.3m and be situated 7.5m above ground level. The sign will consist of a black background with a white logo.

The final fascia sign proposed within this application consists of an internally illuminated projecting sign above the shopfront's entrance, with dimensions of Height: 0.3 x Width: 1 x Depth: 0.3 metre(s) and would be made of the same materials and colours of the first fascia.

Consultations & Notifications Responses

Local Residents- The occupiers of the surrounding properties were consulted and no representations were received.

Highways Services- Highways have reviewed the application and each of the proposals comply with MCC recommendations, in terms of maximum projection, proposed luminance and sufficient headroom clearance. Therefore, Highways have no objections to the proposal.

Environmental Health- Had no comment regarding the proposal.

Policy

National Planning Policy Framework

NPPF sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 132 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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'

(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.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012)

Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should-

Make a positive contribution to neighbourhoods of choice including-

- 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 or income.
- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

Policy EN1 relates to Design Principles and Strategic Character Areas. It 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. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Policy DM 1 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-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- 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.
- 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.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

Saved Unitary Development Plan policies

Policy DC15 Indicates the way in which the City Council determine applications for advertisements including their effect on visual amenity, the design of structures and the relationship with any premises on which they are located.

ISSUES

According to the NPPF (Chapter 12) the main issues for consideration relate to the impact of the proposals on visual amenity and public safety.

Principle

The retail park is an established use along this section of Cheetham Hill Road. The proposed signage is commensurate with the commercial nature of the use and uses adjacent to the application site.

Residential and Visual Amenity

The submitted Advertisement Application is for the erection of one high level internally illuminated fascia sign, one internally illuminated sign above shop frontage entrance and one internally illuminated projecting sign above shop frontage entrance.

- 1 x High level internally illuminated fascia sign, in line and uniform approach of fascia adverts around the Fort in this position and location.
- 1 x Internally illuminated sign located above the Unit's entrance, in line and uniform approach of signs around the Fort in this position and location.
- 1 x Internally illuminated projecting fascia sign above the Unit's entrance, in line and uniform approach of signs around the Fort in this position and location.

It is considered that the illuminated signage has a limited visual impact and thereby accords with policy DC15 with regards to amenity. There are no apparent public safety issues associated with the displayed signage. The sign complies with headroom and carriageway clearance requirements and Highways have no objections to the proposal.

The fascia signs will be static and illuminated at 400cd/m². The signs will be at the front of the Unit visible from the car park and in the wider street scene. The illuminance level which is in accordance with the MCC recommended maximum of 600cd/m², which complies with MCC standards and is considered acceptable by Highways. Policy DC15 sets out the criteria for which the City Council will take into consideration when assessing the impact of advertisements, hoardings and posters.

The fascia signs will pose no significant impact in terms of visual appearance or amenity. The signage is in character with shop signs at other adjoining properties. There are no residential uses nearby and it is not considered that the proposed fascia signs would have any greater impact on the amenity currently experienced by the surrounding commercial units. There, it is considered that the fascia signs would not have a detrimental impact on visual amenity or the character of the built environment.

Conclusion

On balance it is considered that the proposal is suitably related to the streetscene and context, in terms of the advertisements' height and siting and are therefore considered to be acceptable with Core Strategy policies DM1, EN1 and SP1 and saved UDP policies DC 14 and policy E3 and NPPF Chapter 12.

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 arose in dealing with the planning application.

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

- Application for consent to display an advertisement(s) form, stamped as received by the City Council, as Local Planning Authority on 23 August 2021
- Drawing- Proposed, described 'EXTERIOR ELEVATIONS' & 'SITE DETAILS' stamped as received by the City Council, as Local Planning Authority on 23 August 2021.

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.

Appendix 1- List of consultees & neighbours notified

Highway Services

Environmental Health

Trespass Unit 9B Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Specsavers Unit 9A Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Unit 17 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Unit 16 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Unit 15 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Unit 13 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Unit 12 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Unit 11 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

T.K.maxx Unit 9 to 10 Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

Unit 17A Manchester Fort Shopping Park Cheetham Hill Road Manchester M8 8EP

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 - Not Affected

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Historic Landfill Site 250m Buffer -

Historic Landfill Site 250m Buffer -

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: NORTH1