

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132427/AO/2021

Date registered valid: 17 December 2021

Proposal: Installation of 16 no. various illuminated and non-illuminated 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: Approve

Date of recommendation: 08.02.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 23 December 2021

Expired: 13 January 2022

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Posted: Expired:

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 retail Unit A1 and B1 in 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. Units A1 and B1 sits with a cluster of units within the retail park which is located south of Queens Road.

Description of development

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

Unit A1- Evans Cycles

- Main signage consisting of surface mounted internally illuminated branding name
- 2x smaller signage suspended internally illuminated branding names
- 2x lightbox wall mounted and internally illuminated
- 1 freestanding single sided lightbox internally illuminated
- Dark grey vinyl internally applied to glass

Unit B1- Sports Direct

- Main signage consisting of surface mounted internally illuminated branding name
- 2x repeat equals pattern vinyl signage
- 3x freestanding lightbox branding logos
- 2xSuspended internally illuminated signage
- 2x Brand vinyl graphics internally applied to glass

Consultations & Notification Responses

Publicity- Publicity- The application was advertised as a public interest development, and the occupiers of adjacent properties were notified about the application. A site notice was displayed adjacent to the site. No objections were received.

Highway Services

FASCIA SIGNS 1,2,3,4,& 5:

The illumination levels of the static signs is 600cd/m². This is in line with MCC recommendations and is acceptable to Highways.

The proposed signs will not overspill the highway, they comply with carriageway clearance requirements and the headroom clearance for building mounted signs is acceptable.

SIGNS OTHER TYPES 1, 2, 3, 4, 5 & 6:

The illumination levels of the static signs is 600cd/m². This is in line with MCC recommendations and is acceptable to Highways.

The proposed signs will not overspill the highway, they comply with carriageway clearance requirements and the headroom clearance for building mounted signs is acceptable.

SIGNS OTHER TYPES 7, 8, 9, & 10:

There is no illumination of these signs

The proposed signs will not overspill the highway, they comply with carriageway clearance requirements and the headroom clearance for building mounted signs is acceptable.

No objections from the Highways Team.

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.

Visual Amenity

Unit A1- Evan Cycles

The ground floor fascia level will include the installation of 2 wall mounted lightboxes and 1 freestanding lightbox, all internally illuminated with 2 additional suspended internally illuminated signage of partnering companies including Shimano and TRIUK . The signage elements are all fitted behind the glass façade on former tenant's signage structure to the interior of the glazing.

The main signage will be located along the proposed dark grey vinyl applied to the first floor fascia and will be internally illuminated on aluminium tray RAL 7016 with approximate dimensions of Height 1.5m x Width 3.3m x Depth 0.086m.

Unit B1- Sports Direct

The ground floor fascia level will include the installation of 3 single sided freestanding lightbox with partnering companies such as Game, USC and its own brand. The signage elements are all fitted behind the glass façade on former tenant's signage structure to the interior of the glazing. Additionally on either side of the ground floor access points vinyl will be applied to internal side of glazing to match RAL 7012 including with "Sports starts here" signage and white 'Game' logo.

The main signage will be located along the proposed dark grey vinyl applied to the first floor fascia and will be internally illuminated with approximate dimensions of Height 2m x Width 4.4m x Depth 0.086. Furthermore, two smaller signage logos are proposed along the vinyl either side of the main signage and include the Adidas and Nike brand logo.

Taking into account the design, scale and location of the signage, the proposal is not considered to harm visual amenity and will be consistent with the other retail units situated within Cheetham Hill Retail Park whom predominantly locate their advertisements behind the uniform glazed frontages. The signs at fascia level are typical for the development and so is acceptable in terms of the amount, size and positioning. The proposal will be in keeping with the Retail Park. The proposed vinyl on the first floor is standardised across both units and is utilised 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

Highways had no objections to the proposal and the proposal is therefore not considered to 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 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 001, stamped as received by the City Council, as Local Planning Authority on 07 December 2021.

- Drawings ref: CPS16-068 PL 004 stamped as received by the City Council, as Local Planning Authority on 17 December 2021.

-Drawings ref: CPS16-068 PL 003 A stamped as received by the City Council, as Local Planning Authority on 25 January 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
Environmental Health

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) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH1