MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	128001/AO/2020
Date registered valid:	15 September 2020
Proposal:	Installation of 2 x double sided totem signs to replacement 3 no. existing signs
Address:	Manchester Fort Shopping Park , Cheetham Hill Road, Manchester, M8 8EP
Ward(s):	Cheetham Ward
Applicant:	Nuveen Real Estate 201 Bishopsgate, London, EC2M 3BN
Agent (if any):	Mr Thomas Lord Turley 1 New York Street, Manchester, M1 4HD
Case officer:	Eve Woolstencroft Tel: 0161 234 4533 Email: eve.woolstencroft@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	9 November 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 23 September 2020 Expired: 14 October 2020

Neighbour notifications
Printed: 23 September 2020 Expired: 14 October 2020

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 proposal site is located at the Manchester Fort, Retail Park which is located off Cheetham Hill Road, Cheetham in the North area of Manchester.

Description of Development

The submitted application seeks advertisement consent installation of 2 x double sided totem signs to replacement 3 no. existing signs as follows:
Amendments to existing triangular tenant totem (7000mm H x 2000mm W x 2000mm D), including the removal of white vinyl strips (top and bottom) and respraying of the sign in anthracite grey (RAL 7016), with addition of red vinyl strip to one side to reflect Manchester Fort branding. Totem to be internally and externally illuminated with static lighting.

Amendments to existing doubled-sided tenant totem (7000mm H x 2000mm W x 150mm D), including the removal of white vinyl strips (top and bottom) and respraying of the sign in anthracite grey (RAL 7016), with addition of red vinyl strip to one side to reflect Manchester Fort branding. Totem to be internally and externally illuminated with static lighting.

Amendments to existing curved tenant totem (3000mm H x 2200mm W x 300mm D), including respraying of the sign in anthracite grey (RAL 7016) and addition of Manchester Fort branding. Totem to be internally and externally illuminated with static lighting.

Replacement of 1 no. existing sign with new double sided tenant totem (3000mm H x 1500mm W x 150mm D). This sign will be anthracite grey (RAL 7016) to match other signs with red vinyl

strip to match Manchester Fort branding. Totem to be internally and externally illuminated with static lighting.

Replacement of 2 no. existing signs with new double sided tenant totem (10000mm H x 2900mm W x 40mm D). This sign will be anthracite grey (RAL 7016) to match other signs with red vinyl strip to match Manchester Fort branding. Totem to be internally and externally illuminated with static lighting.

All adverts would have an illuminance level limit of 600cd/sqm

Consultations & Notification Responses

Local residents were notified however no response were received.

Environmental Health - recommendation of an external lighting condition

Highways - no objections

Policies

National Planning Policy Framework (2019) Sections relevant to this application include:

Chapter 2. Achieving sustainable development

7. The purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

8. Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways.

Chapter 8. Promoting healthy and safe communities
91. Planning policies and decisions should aim to achieve healthy, inclusive and safe places which:
a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other - for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;
b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion - for example through the use of clear and legible pedestrian routes, and high quality public space, which encourage the active and continual use of public areas; and
c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs - for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.

Chapter 12. Achieving well-designed places
132. The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective.

Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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 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.

Saved Unitary Development Plan (UDP) -
Cheetham Hill Road adjacent to the application site is identified as an important arterial route/environmental improvement corridor and policy E3.3 is also relevant.
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
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 regulations require that applications for advertisements be considered only in the interests of amenity and public safety.

Amenity
Manchester Fort Retail Park fronts onto Cheetham Hill Road, a main radial route to and from the City Centre and is a very focal, established and popular out of town Retail Park. The Fort has significant design features which help to identify and recognise the retail park and these are characterised throughout each of the retail units around the Fort in a consistent, uniformed and balanced approach. The proposals are upgrades to existing advertisements within the retail park and are considered to improve the overall appearance of the area.

.The highest level of illumination proposed is 600 cd/m2 which is in line with the Professional Lighting Guide 05 (Institute of Lighting Professionals) maximum luminance levels for an urban area of 600 cd/m2. Most of the proposed signage would be within the retail park facing onto

Cheetham Hill Road opposite the other side of the retail park , however 1 sign would be diagonally opposite from residential properties on Queens Road. A condition will be imposed to control the luminance levels to ensure the proposal would not cause any unacceptable impacts on amenity in accordance with core strategy policy DM1.

Public Safety

The sign luminance levels do not exceed the maximum permitted level of 600cd/m2 recommended by Highway Services and this is acceptable. It is considered that the proposals would not have a detrimental impact on public safety as a result of their position size or design.

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 polices 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:

Article 35 Declaration

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:

-Location Plan drawing ref. 1000 stamped as received by the City Council as Local Planning Authority on 15 September 2020.
-Manchester Fort Signage Proposals stamped as received by the City Council as Local Planning Authority on 15 September 2020.

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) The maximum luminance level of the advertisements hereby approved shall not exceed 600cd/m2 and 300cd/m in the hours of darkness

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Currys PC World, Unit C, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
Management Suite, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
McDonald's, 10 Queens Road, Manchester, M8 8UF
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 37, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 36, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
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 33, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 32, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 31, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 30, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 29, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 28, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 26, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 27, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 24, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 22, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 23, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 21, 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
The Carphone Warehouse, Unit 14, 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
NEW LOOK, Unit 8, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Argos, Unit 7, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 6, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 5, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 3, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Claire's, Unit 20, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 17A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 18, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
H.SAMUEL, Unit 19, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 2, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 4, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
B&Q, Unit 1, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 25, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Argos, Unit 7A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Nandos, Unit 38, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP

Sakura Japanese Restaurant, 175 Cheetham Hill Road, Manchester, M8 8LG

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