

Planning

Growth & Development

Delegated officer report for planning application

Application no. 127599/AO/2020

Date registered valid: 29 July 2020

Proposal: Installation of 1x 42" LCD media screen and 3x 1250mm x 700mm flag pole signs with an overall height of 2450mm to car park

Address: Tesco Superstore , Thomas Street, Crumpsall, Manchester, M8 5DP

Ward(s): Crumpsall Ward

Applicant: Mr Andy Horwood Tesco Kestrel Way, Welwyn Garden City, AL7 1GB

Agent (if any):

Case officer: Janine Renshaw-Livesey
Tel: 0161 234 4555
Email: j.renshaw-livesey@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 11 September 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 30 July 2020 Expired: 20 August 2020

Neighbour notifications

Printed: 30 July 2020 Expired: 20 August 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

Description of site/building

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: NO

The application relates to the carpark of a large Tesco supermarket store, off Thomas Street within the Cheetham Hill District Centre. The EVC (electric vehicle charging) points and signs are to be sited within the north east side away of the carpark away from the stores entrance.

Description of area

The store lies within a mainly commercial area consisting of other retail units, restaurants and offices. The car park is surrounded by commercial units and topography of the car park site is lower than the residential dwelling houses that lie beyond the car park.

Description of development

The application seeks to install advertisements on 1 no EVC upstands in the car park. The media charging point is considered to be permitted development and would be sited within an existing car parking space. The advertisement proposal includes the installation of 3 flag type signs onto pole type structures.

Consultations & Notification Responses

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

The highways team were consulted and raised no objection to the proposal.

The head of Environmental Health were consulted and raised no objection to the proposal.

Cadent commented on the application that they had no objection to the proposal.

Issues

Policies

The Manchester Core Strategy - Policies within the Core Strategy which are particularly relevant:

- DM 1 - Development Management
- SP 1 - Spatial Principles

The Unitary Development Plan

Saved Development Control Policies of relevance:

- DC 14 - Shop Fronts and Related Signs

National Planning Policy Framework

- Paragraph 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.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- Schedule 3, Class 4B

Issues

Principle - The principal of installing a media screen and 3no non-illuminated flagpole signs, to denote the presence of electric vehicle charging points in a carpark, is acceptable.

Notwithstanding this, consideration must be given to any amenity and public safety issues associated with these works.

Amenity - The media screen occupies a 2.16m high white totem style fast-charger upstand which displays various digital advertisements. The screen with a relatively low illumination of 250cd/m². The 3no flagpole adverts consist of 0.7m x 1.25m white and blue branded signs atop 2.45m tall flagpoles. These signs would be placed in-between the charging stands and either side to alert users of the carpark to the EVC points and to warn against non-electric vehicles parking in these designated spaces. The media screen and signs are located in the north west of an enclosed supermarket carpark and are therefore not readily visible from the public highway. The advertisement structures would be hidden by a large wall in a sunken car park. Only users of the carpark/store will see the signs and therefore they are not considered to affect residential amenity. The signs are branded and follow the same colour scheme and style as existing Tesco signs within the site, therefore it is not considered that the signage harms the

visual amenity of the carpark and is not thought to look cluttered or unsightly, hence the design and scale of the works are deemed acceptable.

Public Safety - Due to the location within private land and the distance from an adopted highway and the illuminated (static 250cd/m²) media screen is sited away from pavements and the highway, in the middle of two rows of back to back parking spaces, therefore they should pose no risk to passing pedestrians and they don't require a Project Over license. They comply with MCC standards for height, siting and illuminance levels. There would be no flashing or bright lights, therefore it is not considered that the proposal would distract drivers or pose a risk to public safety.

For the above reasons, the proposed advertising is considered to be acceptable, as they would be consistent with policies DM1, DC1, SP1, DC14 and the NPPF. In addition to this, the proposal received no objections, therefore the proposed development may commence in accordance with the following conditions.

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 in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

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:

The Advertisement Consent Application Form, Flag Post Detail, The Pod Point Data Sheet, The Proposed Site Plan and The Proposed Part Plan, stamped as received on the 29 July 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 advertisement shall not be displayed beyond a period of 5 years from the date of this consent. The advertisements and any supporting structures shall be removed on that date.

Reason - The advertisement is of a temporary nature only and is not considered acceptable as a permanent feature on this building in order to comply with policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat Rear Of, 92 Bury Old Road, Manchester, M8 5BW
Flat At, Egerton Inn, 19 Hanlon Street, Manchester, M8 5BY
90C Bury Old Road, Manchester, M8 5BW
28 Seymour Road, Manchester, M8 5BG
1 Sandy Bank Road, Manchester, M8 5BW
24 Seymour Road, Manchester, M8 5BG
Flat 1, 18 - 20 Seymour Road, Manchester, M8 5BG
Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
2 Seymour Road, Manchester, M8 6BG
First Floor, 86 Bury Old Road, Manchester, M8 5BW
2B Seymour Road, Manchester, M8 6BG
2A Seymour Road, Manchester, M8 6BG
60A Bury Old Road, Manchester, M8 5BN
4 Seymour Road, Manchester, M8 5BG
Flat 2, 22 Seymour Road, Manchester, M8 5BG
Flat 1, 22 Seymour Road, Manchester, M8 5BG
Flat 3, 22 Seymour Road, Manchester, M8 5BG
2C Seymour Road, Manchester, M8 6BG
Flat 4, 12 Seymour Road, Manchester, M8 5BG
Flat 7, 18 Seymour Road, Manchester, M8 5BG
Flat 6, 30 Seymour Road, Manchester, M8 5BG
92 Bury Old Road, Manchester, M8 5BW
Flat 4, 30 Seymour Road, Manchester, M8 5BG
Flat 26, Alder Court, 6 St Mary's Hall Road, Manchester, M8 5DG
62 Bury Old Road, Manchester, M8 5BN
13B Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
13A Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
14 Seymour Road, Manchester, M8 5BG
Flat 2, 12 Seymour Road, Manchester, M8 5BG
Flat 6, 18 - 20 Seymour Road, Manchester, M8 5BG
Flat 5, 30 Seymour Road, Manchester, M8 5BG
90B Bury Old Road, Manchester, M8 5BW
16 Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
Flat 5, 18 - 20 Seymour Road, Manchester, M8 5BG
Flat 27, Alder Court, 6 St Mary's Hall Road, Manchester, M8 5DG
56 Bury Old Road, Manchester, M8 5BN
Egerton Inn, 19 Hanlon Street, Manchester, M8 5BY
Flat 4, Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
90A Bury Old Road, Manchester, M8 5BW
72 Bury Old Road, Manchester, M8 5BN
56A Bury Old Road, Manchester, M8 5BN
Flat 2, 14 Seymour Road, Manchester, M8 5BG
94 Bury Old Road, Manchester, M8 5BW
Flat 5, 12 Seymour Road, Manchester, M8 5BG
26 Seymour Road, Manchester, M8 5BG
Flat 2, 30 Seymour Road, Manchester, M8 5BG
Flat 7, Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
96 Bury Old Road, Manchester, M8 5BW
15 Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL

COSTA, 13 Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
Flat 3, 30 Seymour Road, Manchester, M8 5BG
Flat 3, Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
Flat 3, 14 Seymour Road, Manchester, M8 5BG
Flat 9, 18 Seymour Road, Manchester, M8 5BG
70 Bury Old Road, Manchester, M8 5BN
First Floor, 88 Bury Old Road, Manchester, M8 6BW
64 - 68 Bury Old Road, Manchester, M8 5EL
Flat 1, 12 Seymour Road, Manchester, M8 5BG
Flat 2, 18 - 20 Seymour Road, Manchester, M8 5BG
30 Seymour Road, Manchester, M8 5BG
12 Seymour Road, Manchester, M8 5BG
Flat 5, Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
16 Seymour Road, Manchester, M8 5BG
Recording Studio Rear Of 62, Bury Old Road, Manchester, M8 5BN
12 Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
14 Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
14A Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
11 Cheetham Hill Shopping Centre, 40 Bury Old Road, Manchester, M8 5EL
2 Sandy Bank Road, Manchester, M8 5EN
Flat 6, Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
Flat 1, 30 Seymour Road, Manchester, M8 5BG
84 Bury Old Road, Manchester, M8 5BW
86A Bury Old Road, Manchester, M8 5BW
74 Bury Old Road, Manchester, M8 5BW
Flat 3, 18 - 20 Seymour Road, Manchester, M8 5BG
Flat 4, 14 Seymour Road, Manchester, M8 5BG
Flat 4, 18 - 20 Seymour Road, Manchester, M8 5BG
Flat 2, Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
78 Bury Old Road, Manchester, M8 5BW
Flat 1, 14 Seymour Road, Manchester, M8 5BG
Flat 8, 18 Seymour Road, Manchester, M8 5BG
88 Bury Old Road, Manchester, M8 5BW
82 Bury Old Road, Manchester, M8 5BW
60 Bury Old Road, Manchester, M8 5BN
58 Bury Old Road, Manchester, M8 5BN
Flat 3, 12 Seymour Road, Manchester, M8 5BG
Flat 1, Lawn View, 1 - 3 St Mary's Hall Road, Manchester, M8 5BB
80 Bury Old Road, Manchester, M8 5BW
76 Bury Old Road, Manchester, M8 5BW

Appendix 2 – Planning constraints

Article 4 Direction - North Manchester PD Restriction - Class B1(a) To C3
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
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: NORTH1

