MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	126629/AO/2020
Date registered valid:	31 March 2020
Proposal:	Installation of internally illuminated fascia sign and internally illuminated poster display sign
Address:	Unit A2 Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
Ward(s):	Cheetham Ward
Applicant:	Lidl Great Britain Limited C/o Agent
Agent (if any):	Mr Joshua Ambrus Rapleys 55 Spring Gardens, Manchester, M2 2BY
Case officer:	Eve Woolstencroft Tel: 0161 234 4533 Email: eve.woolstencroft@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	5 May 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 3 April 2020 Expired: 24 April 2020

Neighbour notifications
Printed: 3 April 2020 Expired: 24 April 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 application site relates to a retail Unit 2A, in Cheetham Hill Retail Park. The retail park is bound to the north by Queens Road (A6010), Elizabeth Street to the south west and Cheetham Hill Road to the south west

Description of Development

The submitted application seeks planning permission for the installation of internally illuminated fascia sign and internally illuminated poster display sign. The proposed advertisement would have the following dimensions and illumination levels:

Poster Display Unit 2220x1700x70
Canopy Signage 2500x2500 Internally 580 CD/M2

Consultations & Notification Responses

Local residents were notified however no responses were received

Highways - no objections

Cadent - Presence Cadent and/or National Grid apparatus in proximity to the specified area, the contractor should contact Plant Protection before any works are carried out - information forwarded to the applicant.

Policy

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 - The Advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety.

Core Strategy -
Policy SP1 sets out the key spatial principles which will guide the strategic development of Manchester to 2027 and that all development in 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 well-being 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 DM1 sets out the development principles for all development in Manchester and that the issues which should be considered are those which will ensure that the detailed aspects of new development complement the Council's broad regeneration priorities, in particular by contributing to Neighbourhoods of Choice. This includes protection of amenity and local character, environmental standards and practical matters such as access and safety.

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.

Principle
The principle of the proposal is considered to be acceptable. Consideration has, however, be given as to whether there would be any impact on amenity and public safety.

Amenity
The proposed signs are considered to be well related to the building ,the highest level of illumination proposed is 580 cd/m2 which is below the Professional Lighting Guide 05 (Institute of Lighting Professionals) maximum luminance levels for an urban area of 600 cd/m2. The proposed signage would face Elizabeth Street and Cheetham Hill Road and given the nearest residential properties are on Queens Road to the north of the application site, it is not considered that the proposal would cause any unacceptable impacts on amenity.

The height and location of the proposed fascia sign is in line with that seen on the neighbouring retail units.

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: Approve

Article 35 Declaration

Officers have worked with the applicant/agent to conclude this Application. In this instance, no negotiations were necessary, further information was requested and received on illumination levels and appropriate conditions have been attached to the approval.

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:

-Proposed Advertisements drawing ref. DR-A-2001-A3-C2 received via email by the City Council as Local Planning Authority on 19 May 2020.

-Location Plan drawing ref. DR-A-2002 REV C1 stamped as received by the City Council as Local Planning Authority on 31 March 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Unit B1, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
B&m, Unit B2 To B3, Elizabeth Street, Manchester, M8 8BB
Currys PC World, Unit C, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
USC, Unit A1, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
Ruksons House, Elizabeth Street, Manchester, M8 8JH
1N Queens Road, Manchester, M8 8UQ
1M Queens Road, Manchester, M8 8UQ
1J Queens Road, Manchester, M8 8UQ
1H Queens Road, Manchester, M8 8UQ
1E Queens Road, Manchester, M8 8UQ
1D Queens Road, Manchester, M8 8UQ
1B Queens Road, Manchester, M8 8UQ
1A Queens Road, Manchester, M8 8UQ
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
1P Queens Road, Manchester, M8 8UQ
1K Queens Road, Manchester, M8 8UQ
1G Queens Road, Manchester, M8 8UQ
1F Queens Road, Manchester, M8 8UQ
1C Queens Road, Manchester, M8 8UQ
Flat 16, 4 Larch Gardens, Manchester, M8 8BJ
Flat 15, 4 Larch Gardens, Manchester, M8 8BJ
Flat 14, 4 Larch Gardens, Manchester, M8 8BJ
Flat 17, 4 Larch Gardens, Manchester, M8 8BJ
Flat 12, 4 Larch Gardens, Manchester, M8 8BJ
Flat 11, 4 Larch Gardens, Manchester, M8 8BJ
Flat 10, 4 Larch Gardens, Manchester, M8 8BJ
Flat 9, 4 Larch Gardens, Manchester, M8 8BJ
Flat 8, 4 Larch Gardens, Manchester, M8 8BJ
Flat 7, 4 Larch Gardens, Manchester, M8 8BJ
Flat 6, 4 Larch Gardens, Manchester, M8 8BJ
Flat 5, 4 Larch Gardens, Manchester, M8 8BJ
Flat 4, 4 Larch Gardens, Manchester, M8 8BJ
Flat 3, 4 Larch Gardens, Manchester, M8 8BJ
Flat 2, 4 Larch Gardens, Manchester, M8 8BJ
Flat 1, 4 Larch Gardens, Manchester, M8 8BJ
Flat 16, 2 Larch Gardens, Manchester, M8 8BJ
Flat 15, 2 Larch Gardens, Manchester, M8 8BJ
Flat 14, 2 Larch Gardens, Manchester, M8 8BJ
Flat 17, 2 Larch Gardens, Manchester, M8 8BJ
Flat 12, 2 Larch Gardens, Manchester, M8 8BJ
Flat 11, 2 Larch Gardens, Manchester, M8 8BJ
Flat 10, 2 Larch Gardens, Manchester, M8 8BJ
Flat 9, 2 Larch Gardens, Manchester, M8 8BJ
Flat 8, 2 Larch Gardens, Manchester, M8 8BJ

Flat 7, 2 Larch Gardens, Manchester, M8 8BJ
Flat 6, 2 Larch Gardens, Manchester, M8 8BJ
Flat 5, 2 Larch Gardens, Manchester, M8 8BJ
Flat 4, 2 Larch Gardens, Manchester, M8 8BJ
Flat 3, 2 Larch Gardens, Manchester, M8 8BJ
Flat 2, 2 Larch Gardens, Manchester, M8 8BJ
Flat 1, 2 Larch Gardens, Manchester, M8 8BJ
4 Larch Gardens, Manchester, M8 8BJ
2 Larch Gardens, Manchester, M8 8BJ
Bernstern House, 23 Elizabeth Street, Manchester, M8 8BB
19 - 21 Elizabeth Street, Manchester, M8 8BB
Sakura Japanese Restaurant, 175 Cheetham Hill Road, Manchester, M8 8LG
Elizabeth House, Elizabeth Street, Manchester, M8 8JJ

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) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
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