

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143044/AO/2025

Date registered valid: 27 May 2025

Proposal: Advertisement consent for the display of: internally illuminated fascia sign, internally illuminated projecting hanging sign, internally illuminated ATM signage, and internally illuminated window display signs

Address: Unit 5, Harpurhey Retail Market, Harpuhey Shopping Centre, Lee Road, Manchester, M9 4DH

Ward(s): Harpurhey Ward

Applicant: Cash Access UK

Agent (if any): Mr Kieran Leadbetter, Lewis Hickey Ltd

Case officer: Harriet Aidoo
Tel: 0161 234 4532
Email: harriet.aidoo@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 21 July 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 25 June 2025

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 4 June 2025 Expired: 25 June 2025

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

Description of site / building / area

This planning application relates to Unit 5 Harpurhey Retail Market, Harpurhey Shopping Centre, which is along Lee Road, just off Rochdale Road and within the Harpurhey District Centre.



(Site visit 25.06.2025)

It is understood that Unit 5 is presently vacant, but was previously occupied by a newsagent, trading as (Lucky News). Under the current Use Class Order, it is possible to change from a retail use (formerly Class A1) to a Banking Hub (financial services) without planning permission as both fall under Class E (Commercial, Business and Services).

To the rear is a shared service yard.

The application site is situated along the eastern side of where Rochdale Road and Lee Road merge - along the (A664), a main north/south arterial route which links north Manchester with the city centre.

Site history

- 086646/FO/2008/N1 - Installation of 0.74m elliptical satellite dish on front elevation, REFUSED 23.07.2008
- 057894/AO/NORTH1/99 - Illuminated letter name sign, APPROVED 09.12.1999
- 057570/FO/NORTH1/99 - Use of trolley area as hot food offer (Class A3) with elevational alterations, APPROVED 09.11.1999
- 053333/FO/NORTH2/97 - Construction of 2 canopies above the entrances to the communal staircases of the flats over the shops, APPROVED 19.12.1997
- F/AD03662 - Illuminated fascia sign on front elevation of shop unit, and 1 illuminated projecting box sign, APPROVED 29.04.1982
- F/AD03023 - Car park circulation signs and building signs, APPROVED 04.02.1981
- F/AD02403 - Erection of 2 non-illuminated 96 sheet and 10 non-illuminated 48 sheet advertisement boards with fencing around new shopping centre, APPROVED 15.01.1980
- F11836 - Construction of Superstore, shops, flats, offices and associated car parking areas, APPROVED 07.11.1979

Description of development

The submitted application relates to an advertisement consent for the display of: internally illuminated fascia sign, internally illuminated projecting hanging sign, internally illuminated ATM signage, and internally illuminated window display signs, including non-illuminated window poster, directory of service, name plate, CCTV signage and automatic door sign.

Consent is sought for the period 01/07/2025 to 01/06/2035.

Consultations & Notification Responses

1. Neighbours

Occupiers of properties surrounding the application site were notified of the proposal. No comments, objections or representations were received.

POLICY

1. 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.

2. The National Planning Policy Framework (NPPF), (July 2021)

Paragraph 136 of the NPPF states that "the quality and character of places can suffer when advertisements are poorly sited and designed" , thereby highlighting the need for quality control in the design and decision making related to signage and shopfronts. Of relevance are:

- Chapter 7 - Ensuring the Vitality of Town Centres
- Chapter 12 - Achieving Well-Designed Places

3. Places for Everyone (2022 - 2039)

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies in relation to jobs, new homes and sustainable growth for nine of the 10 boroughs which make up Greater Manchester. The Plan and its policies are a material planning consideration in the determination of planning applications and therefore be given significant weight in the planning balance. The following policies are considered to be relevant:

- JP-P1 - Sustainable Places

4. The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.

- Policy DM 1 (Development Management)
- Policy SP1 (Spatial Principles)
- Policy EN1 (Design Principles and Strategic Character Areas)

5. Saved Unitary Development Plan Policies - The UDP has been superseded by the Core Strategy Development Plan, of relevance are the following saved policies.

- Saved Policy DC14 - Shop Fronts & Related Signs
- Saved Policy DC15 - Advertisements, Hoardings & Posters

6. Manchester City Council - Shopfront and Signage Guidance

This document sets out the Council's best practice for shopfront and signage across the city in order to promote positive change in the context of its urban environment.

ISSUES

Principle

The proposed signage is commensurate with the nature of the use of the application site. Notwithstanding this, as required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application must be given to the proposal's impact upon the existing levels of visual amenity and public safety.

Visual Amenity

The proposed internally illuminated fascia sign, internally illuminated projecting hanging sign, internally illuminated ATM signage, and internally illuminated window display signs, together with non-illuminated window poster, directory of service, name plate, CCTV signage and automatic door sign are considered to be appropriate in the context of the established commercial unit within Harpurhey Retail Market and the wider Harpurhey Shopping Centre and is expected to continue to work well with the surroundings.

Considering the characteristics of the signs, they provide a clear and effective display of the information relating to the proposed use - as a Banking Hub, with no undue harm to amenity or public and highway safety. The position and scale of the proposed signs are considered to be in context with the wider area, and to ensure that it provides greater clarity for the on-going use and for pedestrians without compromising safety.

The proposed adverts are therefore considered to be well-designed with minimal detrimental impact upon the street scene and visual amenity, particularly given that it would be in-keeping with the existing commercial character of Harpurhey Retail Market and the wider Shopping Centre.

Public Safety

The proposed signs would be sited some distance from the immediate primary highway of Rochdale Road and would have static illuminance level of 600cd/m² which is considered acceptable as it is in line with the MCC recommended maximum. The proposed signs would provide a clear and effective display of the information relating to the proposed use of the building as a Banking Hub, and the proposed materials and design details of the signs as shown on the submitted information, is considered to be of sufficient quality, and given the context of the location, would not adversely impact on public and highway safety.

Conclusion

In light of the factors outlined above, it is considered that the submitted proposed development is acceptable in terms of its impact upon visual amenity and public safety; pursuant with The National Planning Policy Framework chapters 7 and 12; policies SP1 EN1, DM1 of The Manchester Core Strategy Development Plan Document; saved policy DC14 and DC15 of the UDP, and Manchester City Council's - Shopfront and Signage Guidance and no comments or objections have been received from local residents in response to this application.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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

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 advertisement shall not be displayed beyond a period of 01/06/2035 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 saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy. A temporary consent is granted to allow alternative letting strategies to be put in place.

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

- Location Plan with application site edged in red, received by the City Council as Local Planning Authority on 27 May 2025.
- Flood Risk Assessment, received by the City Council as Local Planning Authority on 27 May 2025.
- Existing REAR ELEVATION, HUB194-LHA-XX-00-DR-A-EX003, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.
- Existing FRONT ELEVATION, HUB194-LHA-XX-00-DR-A-EX002, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.
- Existing GF PLAN, HUB194-LHA-XX-00-DR-A-EX001, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.
- Proposed REAR ELEVATION DEMOLITIONS, HUB194-LHA-XX-XX-DR-A-DM003, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.
- Proposed FRONT ELEVATION DEMOLITIONS, HUB194-LHA-XX-XX-DR-A-DM002, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.
- Proposed SIGNAGE DETAILS 2 DETAIL SHEET, HUB194-LHA-XX-XX-DR-A-24002, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.

- Proposed SIGNAGE DETAILS 1 DETAIL SHEET, HUB194-LHA-XX-XX-DR-A-24001, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.
- Proposed REAR ELEVATION, HUB194-LHA-XX-XX-DR-A-00003, revision P02, received by the City Council as Local Planning Authority on 27 May 2025.
- Proposed FRONT ELEVATION, HUB194-LHA-XX-XX-DR-A-00002, revision P02, received by the City Council as Local Planning Authority on 27 May 2025.

Proposed GF DEMOLITION PLAN, HUB194-LHA-XX-00-DR-A-DM001, revision P01, received by the City Council as Local Planning Authority on 27 May 2025.

- Proposed GF PLAN, HUB194-LHA-XX-00-DR-A-00001, revision P02, received by the City Council as Local Planning Authority on 27 May 2025.

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

1 Lee Road, Manchester, M9 4DH

2 Lee Road, Manchester, M9 4DH

Unit 3, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH

Units 8 To 14, Harpurhey Shopping Centre, Rochdale Road, Manchester, M9 4DH

Unit 12, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH

Farmfoods, Unit 10, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH

BrightHouse, Unit 8, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH

Barnardo's, Unit 7, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH

Unit 5, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Area Team Boundary - Name: NORTH AREA