



# MANCHESTER CITY COUNCIL

## PLANNING GROWTH & DEVELOPMENT DELEGATED OFFICER REPORT FOR PLANNING APPLICATION

|                         |                                                                                                                           |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------|
| APPLICATION NO.         | 142048/AO/2025                                                                                                            |
| DATE REGISTERED VALID:  | 3 February 2025                                                                                                           |
| PROPOSAL:               | Installation of various internally illuminated fascia signage and double side projecting sign                             |
| ADDRESS:                | Unit 1 Burgess House, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH                                             |
| WARD(S):                | Harpurhey Ward                                                                                                            |
| APPLICANT:              | Mr Adam Jevon, Tenpin Ltd                                                                                                 |
| AGENT (IF ANY):         | Mr Alistair Ewing, BIGNELL SHACKLADY EWING                                                                                |
| CASE OFFICER:           | Joshua Lee<br>Tel: 0161 219 2851<br>Email: <a href="mailto:joshua.lee@manchester.gov.uk">joshua.lee@manchester.gov.uk</a> |
| RECOMMENDATION:         | Approve                                                                                                                   |
| DATE OF RECOMMENDATION: | <b>06 March 2025</b>                                                                                                      |

## APPLICATION DETAILS

|                                         |                                                   |
|-----------------------------------------|---------------------------------------------------|
| <b>Type of application:</b>             | Advertisement Consent                             |
| <b>Development type:</b>                | Advertisements                                    |
| <b>Date of site visit:</b>              | 26 February 2025                                  |
| <b>Standard consultations:</b>          | Printed: 12 February 2025   Expired: 5 March 2025 |
| <b>Neighbour notifications:</b>         | Printed: 12 February 2025   Expired: 5 March 2025 |
| <b>Site notice:</b>                     | No site notice has been produced                  |
| <b>Press advert:</b>                    | No press advert had been published                |
| <b>Departure from Development Plan:</b> | No                                                |
| <b>Environmental Statement:</b>         | Not required                                      |
| <b>Listed building:</b>                 | Not applicable                                    |
| <b>Conservation area:</b>               | Not applicable                                    |
| <b>Tree Preservation Order:</b>         | Not applicable                                    |

## DESCRIPTION OF SITE/BUILDING

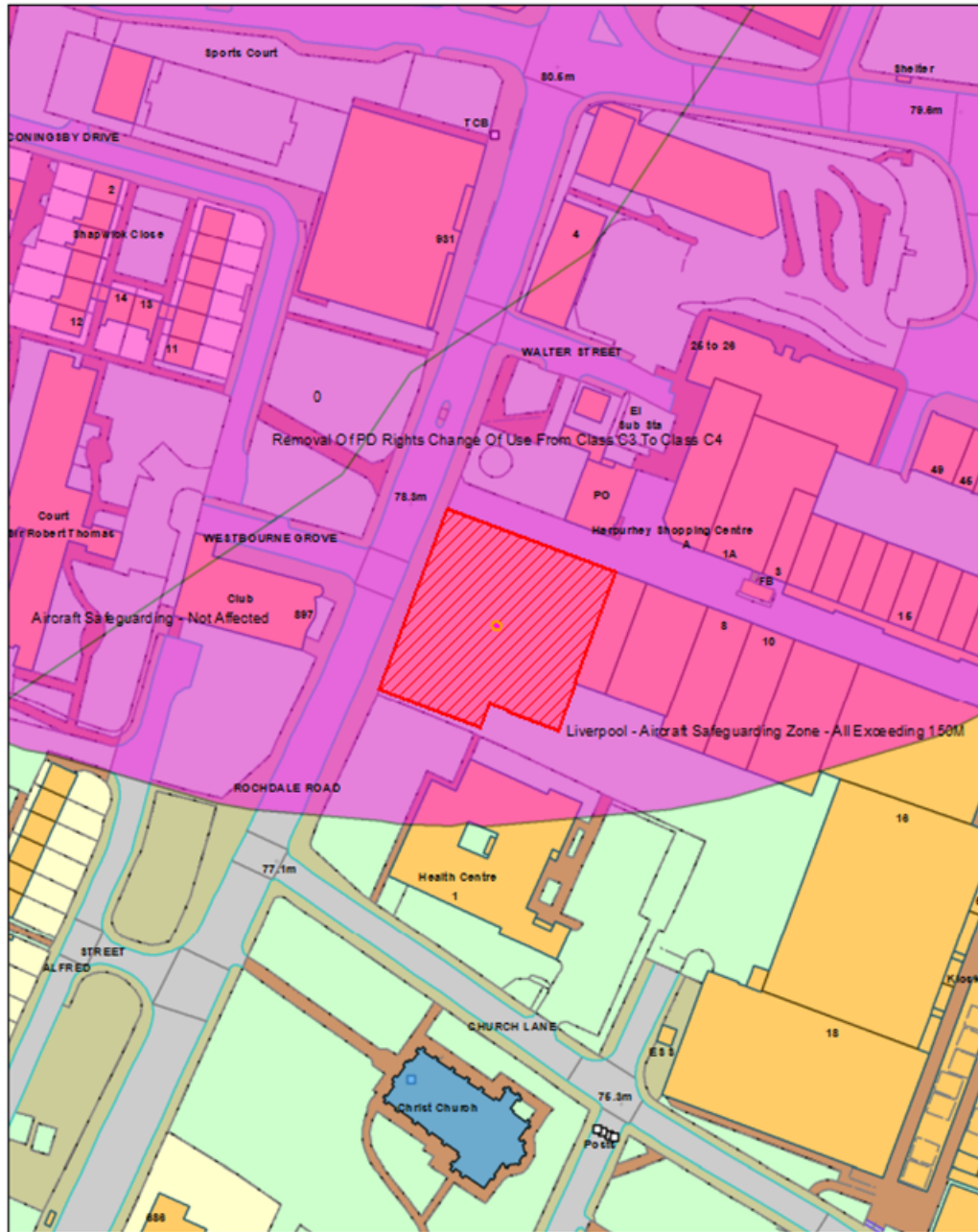
The proposal related to a large retail unit which forms part of the Harpurhey Shopping Centre. The unit was previously a Wilkinsons and featured shopfront signage.



Figure 1. Street scene

## DESCRIPTION OF AREA

The proposal is in a mostly retail/leisure use part of the Harpurhey ward of Manchester sitting within the Harpurhey District Centre. The World Famous Embassy Club, Manchester Youth Zone and McDonalds restaurant are located around the unit. The site is in the buffer zone for the historic Bankfield Street landfill site.



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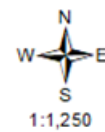


Figure 2. Location plan

## DESCRIPTION OF DEVELOPMENT

Installation of various internally illuminated fascia signage and double side projecting sign.

**SIGN 1** Aluminium panel "TENPIN" 3D built up internally illuminated letters. "EAT DRINK PLAY BOWL" internally illuminated push through letters. Sign projects 200mm from facade.

**SIGNS 2, 3, 4, 6, 7, 8, 9, 10, 11** Fret cut aluminium panel with internally illuminated push through letters. Sign projects 50mm from the facade.

**SIGN 5** Double sided projecting sign Fret cut aluminium panel with internally illuminated push through letters. Sign projects 2000mm from the facade.

All signs to be internally illuminated 500cd/m2.



**Figure 3. Existing and proposed elevations**

## PLANNING HISTORY

141497/JO/2024

Description: Variation of conditions 3 (servicing hours) and 4 (opening) attached to planning permission referenced 101457/JO/2013/N1 to allow servicing hours 07.00 to 23.00 hrs daily and opening hours 08.00 to 00.30 Sunday to Thursday, 08.00 to 01.30 Fridays and Saturdays and Bank Holidays

Decision: Approved 21/01/2025

**101457/JO/2013/N1**

Description: Variation of condition 11 attached to previously approved application 065925/FO/NORTH1/02 to allow a variation in opening hours for Unit 15 only to 08.00 to 22.00 Monday to Saturday and 09.00 to 22.00 on Sundays

Decision: Approved 21/03/2013

**098868/AO/2012/N1**

Description: Installation of 5 no. vinyl graphics to windows

Decision: Approved 20/04/2012

**098016/AO/2011/N1**

Description: Various illuminated and non-illuminated signage to Wilkinson's store (including fascia signage and projecting sign), logo sign to existing totem on Moston Lane and logo sign to existing clocktower and to existing trolley park sign.

Decision: SPLIT 27/01/2012 (All expect vinyl window coverings)

**076111/AO/2005/N1**

Description: Erection of internally illuminated sign

Decision: Approved 10/08/2005

**074426/AO/2005/N1**

Description: Internally illuminated shop fascia sign

Decision: Approved 03/03/2005

**073718/AO/2004/N1**

Description: Display of internally illuminated fascia signage.

Decision: Approved 20/12/2004

**073719/FO/2004/N1**

Description: Installation of new shop frontage to Rochdale Road and new shop frontage to pedestrian precinct.

Decision: Approved 21/12/2004

**065925/FO/NORTH1/02**

Description: The relocation of the existing market hall & police station. The redevelopment to form 21 no units for use within use classes A1, A2 & A3, a new market area & replan & refurbishment of car park & malls.

Decision: Approved 05/12/2002

**CONSULTATION, NOTIFICATION & PUBLICITY RESPONSES****CONSULTATIONS****MANCHESTER CITY COUNCIL HIGHWAYS SERVICES**

Manchester City Council Highways Service were consulted on this application and had no objection to the proposed development.

## NOTIFICATIONS

### LOCAL RESIDENTS

No representations received.

## RELEVANT POLICIES & THE PRINCIPLE OF DEVELOPMENT

### RELEVANT POLICIES

Section 38 (6) of the Town and Country Planning Act 2004 states that applications for development should be determined in accordance with the adopted development plan unless material considerations indicate otherwise.

The following policies are considered relevant.

- [The Manchester Core Strategy Development Plan Document 2012-2027](#)
  - Development Management and Planning Obligations
    - DM 1 - Development Management
  - Objective 1 - Spatial Principles
    - SP 1 - Spatial Principles (Partially replaced by PfE Policy JP-S 1)
  - Objective 2 - Economy and the City Centre
    - EC 1 - Employment and Economic Growth in Manchester
    - EC 2 – Existing Employment Space
    - EC 4 – North Manchester
  - Objective 4 – Centres
    - C 1 – Centre Hierarchy
    - C 2 – District Centres
    - C 3 - North Manchester District Centres - Cheetham Hill and Harpurhey
    - C 10 – Leisure and the Evening Economy
  - Objective 6 Environment
    - EN 1 - Design Principles and Strategic Character Areas
    - EN 18 - EN 18 - Contaminated Land and Ground Stability
- [Extant Unitary Development Plan \(UDP\) –](#)
  - Citywide Development Control Policies
    - DC14 - Shop fronts and related signs
  - Shopping
    - S1.2 - improvement and re-development of existing District Centres
- [Places for Everyone Plan Joint Development Plan Document 2022-2039-](#)
  - Strategy
    - JP-Strat6: Northern Areas
  - Sustainable and Resilient Places
    - JP-S1: Sustainable Development
  - Places for Jobs
    - JP-J1: Supporting Long-Term Economic Growth
    - JP-J2: Employment Sites and Premises
  - Places for People
    - JP-P1 Sustainable Places
    - JP-P4: New Retail and Leisure Uses in Town Centres
- [The National Planning Policy Framework \(The NPPF\) –](#)
  - Section 2 - Achieving sustainable development
  - Section 4 – Decision-making
  - Section 7 - Ensuring the vitality of town centres
  - Section 12 – Achieving well-designed places
- [Town and Country Planning \(Control of Advertisements\) Regulation 2007 –](#)
  - Section 3 - Powers to be exercised in the interests of amenity and public safety

## PRINCIPLE

The City Council recognises that premises with Class E use utilise shopfront signage and similar advertisements which are appropriately designed and meet amenity and public safety standards. The principle of the development is accepted.

## ISSUES

### APPROPRIATE SITING, LAYOUT, SCALE, FORM, MASSING, MATERIALS, AND DETAIL

The proposed signage is appropriately sized and designed to fit on the host premises. The signage sits above the main windows and the projecting signage projects on the pedestrianised walkway of the centre.

The material is of appropriate use and the design is would not be out of place considering the context.

Existing signage is present at the property and has been an accepted feature on the premises.

### IMPACT ON THE SURROUNDING AREAS IN TERMS OF THE DESIGN, SCALE, AND APPEARANCE OF THE PROPOSED DEVELOPMENT.

The proposed signage is on a Class E premises within the Harpurhey Shopping Centre within the Harpurhey District Centre. There are existing advertisements on the premises and local premises of a similar, style and size, notably the shops in the shopping centre and McDonalds opposite.

Notable the premise was previously used by Wilko with shopfront signage which was an accepted features of the street scene and area.

## EFFECTS ON AMENITY

### LIGHT

The applicant proposes internal illumination of 500cd/m<sup>2</sup> which is below the 600cd/m<sup>2</sup> maximum recommended for Urban/Suburban advertising illumination as set out in the Institute of Lighting Professionals Professional Light Guide 05 for The Brightness of Illuminated Advertisements. The illuminated signage would be no more harmful than existing street lighting and fascia illumination in the vicinity.

### ROAD SAFETY AND TRAFFIC GENERATION

The proposed signage is not expected to impact road safety and traffic generation with luminance below the recommendation and the projecting sign having sufficient headroom clearance and not requiring a projection over footway license. The applicant is reminded that any construction impacts to the Highways should be discussed with the relevant Highways teams (see informatives)

### EFFECTS RELATING TO BIODIVERSITY, LANDSCAPE, ARCHAEOLOGICAL OR BUILT HERITAGE

The proposal is within the buffer zone for the historic Bankfield Street landfill site however due to the nature of the proposal not involving any ground works an Environmental Health consult was not required.

## 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.

## CONCLUSION

The proposed installation of various internally illuminated fascia signage and a double-sided projecting sign at Unit 1 Burgess House, Harpurhey Shopping Centre, has been thoroughly reviewed. The signage is appropriately designed and sized to fit the host premises and aligns with the existing character of the area. The illumination levels are within acceptable limits, ensuring no adverse impact on amenity or road safety. No objections were raised by local residents or consults. The proposal complies with relevant local and national planning policies, and the development is recommended for approval.

## RECOMMENDATION: APPROVE

## CONDITION(S) TO BE ATTACHED TO DECISION FOR APPROVAL

### 1. 3-YEAR TIME LIMIT

The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

### 2. SPECIFIED PLANS

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

|    |                               |             |     |                       |
|----|-------------------------------|-------------|-----|-----------------------|
| a. | Application Form              | 03 Feb 2025 |     | APPLICATION FORM      |
| b. | Drawing - Location Plan       | 03 Feb 2025 |     | THE LOCATION PLAN     |
| c. | Drawing - Location Plan       | 03 Feb 2025 | 124 | LOCATION PLAN         |
| d. | Drawing - Existing & Proposed | 03 Feb 2025 |     | 201A ELEVATIONS       |
| e. | Drawing - Proposed            | 03 Feb 2025 | 203 | SIGNAGE DETAILS       |
| f. | Drawing - Proposed            | 03 Feb 2025 | 204 | SIGNAGE DETAILS       |
| g. | Drawing - Site Plan           | 03 Feb 2025 | 205 | SIGNAGE LOCATION PLAN |

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies DM 1, SP 1 and EN 1 of the Core Strategy and JP-P1 & of Places for Everyone.

### 3. SPECIFIED MATERIALS

The materials to be used on the external surfaces hereby permitted shall match those as specified on the application form in type, size, colour, and texture.

Reason - To ensure the appearance of the building to be extended is not adversely affected by the materials to be used in the construction of the structure. Pursuant to policies DM 1, SP 1 and EN 1 of the Core Strategy and JP-S1 and JP-P1 of Places for Everyone.

#### 4. ADVERTISEMENT MANDATORY CONDITION

- a. 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.
- b. 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.
- c. 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.
- d. 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.
- e. 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.

Reason - In the interests of pedestrian and highway safety, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

#### INFORMATIVE(S) TO BE ATTACHED TO THE DECISION FOR APPROVAL

##### 1. HIGHWAYS LICENSING

The applicant is required to discuss and agree any requirements for licensing, hoarding /scaffolding, and skips with MCC's Highways Licensing Team via Email to:  
[highwaylicences@manchester.gov.uk](mailto:highwaylicences@manchester.gov.uk)

##### 2. TRAFFIC MANAGEMENT

The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to  
[highwaynetworkmanagement@manchester.gov.uk](mailto:highwaynetworkmanagement@manchester.gov.uk)

#### APPENDIX 1 – LIST OF CONSULTEES & NEIGHBOURS NOTIFIED

##### Highway Services

Unit 33B, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH  
 Unit 33A, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH  
 Unit 1A, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH  
 Unit A, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH  
 Unit 2, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH  
 Embassy Club, Westbourne Grove, Harpurhey, Manchester, M9 4XJ  
 Barnes Green Post Office, Lee Road, Manchester, M9 4DL  
 Harpurhey Health Centre, 1 Church Lane, Lightbowne, Manchester, M9 4BE  
 Unit 6, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH  
 Unit 4, 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  
 Historic Landfill Site 250m Buffer -

Area Team Boundary - Name: NORTH AREA