MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140983/AO/2024
Date registered valid:	25 September 2024
Proposal:	Installation of 5no internally illuminated fascia signs, 1no non-illuminated fascia sign and 2no non-illuminated hanging signs.
Address:	Unit 2, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Ward(s):	Cheetham Ward
Applicant:	Mr D Massey Dunelm Soft Furnishings Ltd
Agent (if any):	Mr Roger Harrison Roger Harrison Architecture
Case officer:	Danielle Cooper Tel: 0161 234 1658 Email: danielle.cooper@manchester.gov.uk
Recommendation:	Approved and Refused
Date of recommendation:	**04/11/2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 25/10/2024

Standard consultations:
Printed: 1 October 2024 Expired: 22 October 2024

Neighbour notifications
Printed: 1 October 2024 Expired: 22 October 2024

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: N/A

Tree Preservation Order: **N/A**

Description of area

The area relates to the Manchester Fort Shopping Fort, a large out of centre non-food retail park located approximately 1 mile to the north of Victoria station and a similar distance south from the edge of Cheetham Hill district centre. It lies on a key radial route and is considered to be a successful retail park with low levels of vacant units, which consist of comparison goods retailers, DIY retailer, and associated restaurant and hot and cold food takeaway uses. Vehicular access to the Shopping Park is gained via Cheetham Hill Road with internal roads servicing the retail units via a central mini-roundabout.

The site relates to Unit 2 of the Manchester Fort Shopping Park, which was formerly occupied by Mothercare. The unit site at the northern tip of the central parade of the shopping centre. The design of the building in which the units is utilitarian comprising

glazed curtain walling to the ground floor with aluminium panelling above. As with other units, there is a large entranceway flanked by two pillars and a canopy separating the ground and first floors.

Description of development

The application seeks to install 5no internally illuminated fascia signs, 1no non-illuminated fascia sign and 2no non-illuminated hanging signs.

Sign 1 - The proposed Dunelm illuminated fascia sign will be 11.8m wide and 3.7m tall with a luminance level of 70cdm/2.

Sign 2a-d - The proposed branded 4no. illuminated fascia signs will be 2.5m wide and 2.5m tall with a luminance level of 70cdm/2.

Sign 3 - The proposed non illuminated sign directly above the main entrance will be 12m wide and 0.65m high.

Hanging signs - Installation of 2no. non-illuminated hanging signs. The proposal seeks to retain and rebrand the existing hanging sign and to install one new hanging sign to match.

The background of the signage will be green with white writing.

Planning history

139845/FO/2024 - Extension to existing mezzanine, provision of ancillary cafe of up to 150sqm and installation of external fire escape door – Approved 25.07.2024

109464/AO/2015/N1 - Installation of 2 No. internally illuminated fascia signs – Approved 03.09.2015

Consultations & Notification Responses

Highways – No objection

Environmental health – No objection subject to conditions

The application was advertised by neighbour letters. No representations have been received.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a)the provisions of the development plan, so far as they are material; and

(b)any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a)factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b)factors relevant to public safety include—

(i)the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii)whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii)whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The Manchester Core Strategy – Development Plan Document 2012 – 2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC15 – Advertisements, Hoardings and Posters

Other Material Considerations

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places

National Planning Practice Guidance (NPPG)

Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application.

Policy JP-P1 (Sustainable Places) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.
Policy JP-S1 (Sustainable Development) aims to help tackle climate change, development should aim to maximise its economic, social and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives. Preference will be given to using previously-developed (brownfield) land and vacant buildings to meet development needs. In bringing forward previously developed sites for development, particular attention will be paid to tackling land contamination and stability issues, ensuring that appropriate mitigation and remediation is implemented to enable sites to be brought back into use effectively

Issues

Impact on visual amenity

Internally illuminated fascia sign's 2a, b, c & d

The LPA consider the proposed 4no. illuminated fascia signs (signs a, b, c & d) to have an unacceptable visual impact to the existing unit.

This is due to the frontage of the unit having a total number of 6 fascia signs, and as such the cumulative impact of the proposed signs together is considered to result in advertisement clutter which will have an adverse visual impact on the host building and fail to positively relate to the surrounding context.

As such, the LPA consider signs 2a, b, c & d to be unnecessary, resulting in advertisement clutter which will have an adverse visual impact on the host building and immediate area, contrary to saved UDP policy DC15, and Core Strategy policies SP1 & DM1.

Sign 1, Sign 3 & 2no. hanging signs

The proposed signage (sign 1, 3 & 2no. hanging signs) will replace the existing signage currently in place and rebrand the unit. The LPA consider the proposed two fascia signs and two hanging signs to appear acceptable in the context of the shopping park and matches that of other the adjoining unit's signage display within the Fort.

The proposed signage is considered to be appropriate for this building and surrounding context and as such will not adversely affect the appearance of the building or visual amenity within the surrounding area. As such the proposal is considered to comply with policy DM1 of the Core Strategy and saved UDP policy DC15.

The proposed illuminated signage will not exceed 300cd/m2.

The location of the signage is within the Shopping Park, and not adjacent to residential properties, therefore, residential amenity is not a consideration in this case. The proposed luminance of the fascia is 70cd/m2 and as such raises no concern to potential glare to any nearby residents. A condition will be implemented to ensure the signage does not exceed 300cd/m2. The proposal therefore accords with Core Strategy policy DM1.

Impact on highway safety

The proposed signage is not located on the adopted highway and all signs allow sufficient headroom and carriageway clearance. As such, the location of the proposal raises no concern to highway safety and accords with Core Strategy policy DM1.

Conclusion

In light of the above, the proposed illuminated fascia sign (sign 1), non-illuminated fascia sign (sign 3) and two hanging signs are considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, CC9, EN1, and DM1, and Unitary Development Plan Policy DC15. Approval is granted for this element of the proposal.

However, the proposed 4no. fascia signs (2a, b, c & d) are considered to introduce visual clutter to the front elevation, alongside the other proposed signage and as such the cumulative impact is considered unduly harmful to the visual appearance of the host building and the surrounding context.

On this basis, the proposed fascia signs (2a, b, c & d) cannot be supported, and advertisement consent is not granted.

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 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: Approved and Refused

Approve the installation of the following:
- SIGN 1 - 1no internally illuminated fascia sign
- SIGN 3 - 1no non-illuminated fascia sign
- 2no. non-illuminated hanging signs.

Condition(s) to be attached to decision for approval

0) Refuse the installation of the following:
- SIGNS 2a, b, c & d - 4no. internally illuminated fascia signs

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.

1) The installation of 4no. illuminated fascia signs (signs a, b, c & d) would have an unacceptable visual impact to the existing unit. The proposal would result in advertisement clutter on the building due to the quantity of signage in the shop frontage. In addition, this would also be conflict with the signage approach for the other commercial frontages at the Fort. The fascia signs would therefore be contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1, CC9, and DM1 of the Manchester Core Strategy (2012), saved policy DC15 of the Unitary Development Plan for the City of Manchester (1995) and guidance within the National Planning Policy Framework.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority:

The Location Plan (Received 09/09/2024)
Elevations, Ref: 0115 (Received 25/09/2024)
Section A3, Ref: 2414-0117 (Received 25/09/2024)

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, and saved policy DC15.

3) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.
The signage will need to be selected and installed to ensure they do not exceed 300cd/m2

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policy DC15 of the Unitary Development Plan for the City of Manchester.

Informatives

1) Detail should be sought from the applicant in relation to any proposed construction or fit-out arrangements, where there is an impact on the highway. The applicant is advised that any requirements for licensing, hoarding / scaffolding and any associated temporary traffic management arrangements, including Section 50, will need discussion and agreement with MCC Highways Network teams via Contact Manchester (Tel. 0161 234 5004) Email - highwaylicences@manchester.gov.uk and highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Country Kitchen, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Urban Kitchen, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Specsavers, Unit 9A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Trespass, Unit 9B, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 3, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Argos, Unit 7A, 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
Unit 6, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Argos, Unit 7, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
ASDA, Unit 4, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP

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 -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL