

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134960/AO/2022

Date registered valid: 15 September 2022

Proposal: Installation of various illuminated and non illuminated building and perimeter signage

Address: Unit 37, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP

Ward(s): Cheetham Ward

Applicant: KFC UKI Orion Gate, Guildford Road, Woking, GU22 7NJ

Agent (if any): Mr Jack Christie Wheatley Springs Barn, Wheatley Lane Road, Barrowford, BB9 6QS

Case officer: Gerry
Tel: 0161 234
Email: gerry.reilly@manchester.gov.uk
Reilly
4163

Recommendation: Approve

Date of recommendation: 22 November 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 26 September 2022

Expired: 17 October 2022

Neighbour notifications

Printed: 26 September 2022

Expired: 17 October 2022

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:

Tree Preservation Order:

The site

Manchester Fort Shopping Park is 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 proposal

The current application relates to the 'Drive thru' KFC unit located within the Manchester Fort car park. Advertisement consent is sought for "Installation of various illuminated and non illuminated building and perimeter signage* and can be summarised as follows:

The signage consists of the following

Site signage

1 No speaker post

1 No digital Menu Board

1 No digital leader

In addition the applicant is proposing to install new signage on the existing building

- 4 No KFC letters
- 1 No digital EGP
- 1 No grab a bucket
- 1 No 11 herbs vinyl
- 1 Ni colonel bucket
- 1 No opening hours graphic

Description of area

Description of development

Consultations & Notification Responses

Publicity - The occupiers of nearby properties have been notified. No representations have been received as a result of this publicity.

Highway Services - The proposed signage is contained within the private boundary of the site. It is not located on the adopted highway network and will not extend over the adopted highway.

The illumination level for signs is proposed as 600cdm². This level of luminance is acceptable to Highways as it is within the MCC luminance level maximum of 600cd/m. All signs are static.

All signs comply with headroom and carriageway clearance requirements. Highways have no objections to the signs.

Cadent Gas - Have no objection to this proposal from a planning perspective, however need an Informative Note adding into the Decision Notice.

Issues

The main issues for consideration relate to the acceptability of the proposals in terms of their impact on visual amenity and public safety. The main policies that relate to the assessment of the proposals are Sections 7 (Requiring Good Design) of the National Planning Policy Framework, DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop Fronts and Related Signs), of the Unitary Development Plan for the City of Manchester.

Public Safety Highways have stated that they have no objections to the signs.

The proposals are considered to be acceptable in terms of their impact on public safety.

Visual Amenity

The current proposals are the result of negotiations and modifications have been made which include those listed below:

- O removing a 17 m wide, 2.8 m high vinyl off the southern elevation of the premises;

- O removing 2 vinyl's from the northern elevation;
- O substituting 2 solid box signs from the eastern and southern elevations with individual letter signs

The applicant has also confirmed that an AO poster to be attached to the east side of the most easterly of 2 bays, projecting out from the northern elevation, will be an aluminium panel screwed to the building.

The proposals are considered to be acceptable in terms of their impact on visual amenity.

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

Drawings

Drawings received via the email from Jack Christie of Frank Belshaw Building Surveyors Ltd dated 17th November 2022

PROPOSED SITE PLAN & SIGNAGE DETAILS 5427/2017/ADV Revision C
PROPOSED EXTERNAL ELEVATIONS 5427/2017/ADV Revision D

Documents

Email from Jack Christie of Frank Belshaw Building Surveyors Ltd dated 15th November 2022

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.

Informatives

1) Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. There may be a legal interest (easements and other rights) in the land that restrict activity in proximity to Cadent assets in private land. The applicant must ensure that the proposed works do not infringe on legal rights of access and or restrictive covenants that exist.

If buildings or structures are proposed directly above the apparatus the development may only take place following diversion of the apparatus. The applicant should apply online to have apparatus diverted in advance of any works, by visiting cadentgas.com/diversions

Prior to carrying out works, including the construction of access points, please register on www.linesearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Urban Kitchen, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
LiDL, Unit A2, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB
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
Management Suite, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Trespass, Unit 9B, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Specsavers, Unit 9A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
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
Ladbroke's, 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
Unit 26, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 24, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 22, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 23, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 21, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 17, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 16, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 15, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Starbucks Coffee, Unit 14, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 13, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 12, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 11, 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
Argos, Unit 7, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 6, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 3, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Claire's, Unit 20, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 17A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 18, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
H.SAMUEL, Unit 19, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 2, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 4, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
B&Q, Unit 1, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 25, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Argos, Unit 7A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Nandos, Unit 38, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Sakura Japanese Restaurant, 175 Cheetham Hill Road, Manchester, M8 8LG

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 -

Area Team Boundary - Name: CENTRAL