

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135665/AO/2022

Date registered valid: 5 December 2022

Proposal: Installation of 5no. internally illuminated fascia box signs

Address: Sainsburys, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS

Ward(s): Higher Blackley Ward

Applicant: Sainsburys Ltd

Agent (if any): Alder King Planning Consultants

Case officer: Adam Mitchell
Tel: 0161 234 4165
Email: adam.mitchell@manchester.gov.uk

Recommendation: APPROVE

Date of recommendation: 27.01.2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 9 January 2023

Standard consultations:

Printed: 15 December 2022 Expired: 5 January 2023

Neighbour notifications

Printed: 15 December 2022 Expired: 5 January 2023

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: Not applicable

Tree Preservation Order: Not applicable

Description of Site/Area

The site relates to an existing Sainsbury's superstore that is located in the Heaton Retail Park, off Heaton Park Road West in the Blackley area of North Manchester. The entire site is bounded by the River Irk and junction 19 of the M60 motorway to the north, Heaton Park Road to the south, a public footpath to the east and by the A567 Middleton Road to the west. Beyond the immediate boundaries of the site there are residential properties to the east and south, and Heaton Park can be found on the opposite side of Middleton Road to the application site.

Description of development

The application seeks planning permission for the installation of 5no. internally illuminated fascia box signs to the primary front elevation frontage.

Planning History

121614/AO/2018- Installation of 2 no. non illuminated digitally printed di-bond signs to existing structure and 1 no. non illuminated digital printed vinyl overlay to existing totem sign
APPROVED 27.11.2028

117357/AO/2017 - Installation of various illuminated and non illuminated building and totem signage APPROVED 25/9/17

115098/AO/2017/N1 - Replacement images to 2 no. existing internally illuminated totem signs, erection of 1 no. non-illuminated new way finder totem sign and 10 no. non-illuminated new aluminium panel signs APPROVED 14/3/17

Consultations & Notification Responses

Local residents were notified however none responded.

Environmental Health: Have no objections on the basis of the proposed controls on the flex face signs as per the submitted details, namely that the signs will be statically illuminated and less than 300cd/m².

Highway Services: Have no objections and produced the following comments:

Fascia Sign 1:

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 0.15m over the private boundary of Sainsbury and does not extend over the adopted highway. As such, a Projection over License will not be required.

The proposed illuminance of the sign is noted as 300cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 10.15m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed signage complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.

Fascia Sign 2-5:

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 0.15m over the private boundary of Sainsbury and does not extend over the adopted highway. As such, a Projection over License will not be required.

The proposed illuminance of the sign is noted as 300cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 10.15m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed signage complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (well-designed places) of the National Planning Policy Framework, Policies SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

The proposed signage is considered acceptable and would not adversely affect the character and appearance of the host building or visual amenity within the area. The proposal relates to:

- 1no. internally illuminated fascia sign, positioned within the front elevation and above the other proposed signage with approx. dimensions of Height 0.65m x Width 5m x Depth 0.15m. Materials finish involves RAL 9006.
- 4no. internally illuminated fascia sign, positioned within the front elevation with approx. dimensions of Height 0.65m x Width 1m x Depth 0.15m. Materials finish RAL 9006 with a variety of colour panels to match the companies' logos.



Figure 1: Existing Front Elevation



Figure 2: Proposed Front Elevation

The surrounding units, including those companies featured within Heaton Park's Retail Park all feature illuminated and non illuminated box signs or other fascia signage of similar scale and nature, therefore it is considered that the proposed signage located along a prominent frontage facing the designated car parking area are typical for the development and so is acceptable in terms of the amount, size and positioning. The proposal will be in keeping with the Retail Park. The proposal is therefore considered to be well designed and will have no detrimental cumulative impact on the street scene or visual amenity.

Public Safety

Highways had no objections to the proposal and the proposal is therefore not considered to harm public safety.

Conclusion

Given the above, it is considered that the signage is acceptable in terms of both visual amenity and public safety in accordance with policies SP1 and DM1 of the Core Strategy for the City of Manchester and saved policies DC14.1 and DC145.5 of the Unitary Development Plan and Sections 7 and 12 of the National Planning Policy Framework.

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

Officers have worked with the applicant/agent in a positive and proactive manner to guide the application through all stages of the planning process and resolve any issues that arise in dealing with the planning application. Conditions are attached to the decision in agreement with the applicant/agent.

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, 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: Proposed Elevations Inc. Location Plan ref. X4 DRAWINGS stamped as received by the City Council as Local Planning Authority on 05 December 2023

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.

3) Any illuminated signage hereby granted consent shall have a daytime limit to 600cd/m² luminance and should be auto dimmable to not exceed 300 cd/m² luminance during hours of darkness.

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Specsavers At Sainsburys, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
Oasis At Sainsburys, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
Travel Money At Sainsburys, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
Argos In Sainsbury's, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
Lloyds Pharmacy At Sainsburys, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
10 Westway, Manchester, M9 0LQ
3 Southwood Drive, Manchester, M9 0QG
1 Southwood Drive, Manchester, M9 0QG
15 Westway, Manchester, M9 0GA
6 Westway, Manchester, M9 0LQ
1A Southwood Drive, Manchester, M9 0QG
Netto, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
128 Heaton Park Road, Manchester, M9 0QQ
Explore Learning At Sainsburys, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
Clarks At Sainsburys, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
American Golf Shop, Heaton Retail Park, Heaton Park Road, Manchester, M9 0QS
10 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
139 Heaton Park Road, Manchester, M9 0PE
145 Heaton Park Road, Manchester, M9 0NZ
8 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
5 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
3 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
11 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
1 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
9 Southwood Drive, Manchester, M9 0QG
7 Southwood Drive, Manchester, M9 0QG
5 Southwood Drive, Manchester, M9 0QG
11 Southwood Drive, Manchester, M9 0QG
18 Westway, Manchester, M9 0LQ
16 Westway, Manchester, M9 0LQ
14 Westway, Manchester, M9 0LQ
12 Westway, Manchester, M9 0LQ
8 Westway, Manchester, M9 0LQ
137 Heaton Park Road, Manchester, M9 0PE
147 Heaton Park Road, Manchester, M9 0NZ
143 Heaton Park Road, Manchester, M9 0NZ
141 Heaton Park Road, Manchester, M9 0NZ
17 Westway, Manchester, M9 0GA
9 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
7 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
6 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
4 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
2 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR
12 Cawley Terrace, Heaton Park Road, Manchester, M9 0QR

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
Flood Zones Type 2 (low to medium risk) -
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 (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: NORTH AREA