

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134845/AO/2022

Date registered valid: 2 September 2022

Proposal: Installation of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign

Address: Unit 23, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH

Ward(s): Harpurhey Ward

Applicant: Power Leisure Bookmakers Ltd Waterfront Hammersmith Embankment, Chancellors Road, London, W6 9HP

Agent (if any): Miss Claire Day Hybrid Planning & Development Limited, The Old Vyner Street Gallery, 23 Vyner Street, London, E2 9DG

Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 24 October 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 October 2022

Standard consultations:

Printed: 8 September 2022

Expired: 29 September 2022

Neighbour notifications

Printed: 8 September 2022

Expired: 2 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

The application site relates to a vacant, ground floor retail unit situated within a two-storey commercial parade, located within a pedestrianised street forming part of Harpurhey Shopping Centre.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The application site is situated within Harpurhey district centre – a defined primary shopping area located just off the main north/south arterial route of Rochdale Road.

The centre forms one of two district centres within north Manchester is primarily anchored by Asda and Lidl supermarkets, as well as a college, leisure centre and McDonalds and KFC restaurants.

The centre comprises a number of blocks of small-scale retail and food and drink uses focused around pedestrianised streets which also accommodates an outdoor market area. The northern bounds of the centre is flanked by an expanse of surface level car parking.

The wider area is predominantly residential in character.

Description of development

Advertisement consent is sought for the installation of Installation of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign to advertise the intended occupier – Paddy Power.

In addition, the application has been accompanied by three further related applications for a change of use, external plant equipment and elevational alterations. Details are as follows:

134846/FO/2022

Change of use from vacant retail unit (Class E) to a betting shop (Sui Generis use).

134843/FO/2022

Installation of 3 no. external air condenser units and 2 no. satellite dishes to rear.

134844/FO/2022

Elevational alterations to front and rear involving new shopfront.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Highway Services - The proposed signs are not located on the adopted highway network.

The proposed sign does not project over the adopted highway and as such, a projection over License is not required.

The proposed luminance of the sign is noted as 250 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

Environmental Health – No objection.

Planning History

134846/FO/2022

Change of use from vacant retail unit (Class E) to a betting shop (Sui Generis use). *Refused 21 October 2022.*

134843/FO/2022

Installation of 3 no. external air condenser units and 2 no. satellite dishes to rear. *Approved 21 October 2022.*

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Issues

Principle

The principle of business advertisements within a commercial setting is usually considered acceptable, subject to any adverse impact upon visual amenity and/or public safety. In this case, the proposed signage is considered to accord with relevant policy and overarching legislation.

Whilst the associated proposed change of use to a betting shop is not considered to be acceptable by the City Council, the proposed elevational signage in isolation is considered satisfactory and in accordance with planning policy. The proposed signage is capable of being implemented separately, although this is unlikely if permission is not ultimately granted for the associated, proposed use.

Visual Amenity and Public Safety

The proposed signs represent a modern, relatively un-intrusive design, within the setting of an established district centre.

It is believed that due to the position, design and means of illumination of the proposed signage, coupled with the commercial context of the site, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals. No issues are raised from a public safety perspective.

Given the above, it is considered that the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as the relevant, aforementioned Development Plan policy.

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

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

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

Drawing referenced 14604-200-10 and 14604-200-14 received by the City Council as Local Planning Authority on 2 September 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.

3) 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit 31, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Unit 41, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Unit 39, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Betfred, Unit 35, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Unit 33, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Unit 31A, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Cardfactory, Unit 29, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Unit 27, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Forster Dean Ltd, Unit 25, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Unit 21, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
Unit 19, Harpurhey Shopping Centre, Lee Road, Manchester, M9 4DH
7 Lee Road, Manchester, M9 4DH
8 Lee Road, Manchester, M9 4DH
9 Lee Road, Manchester, M9 4DH
10 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
Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Historic Landfill Site 250m Buffer -
Area Team Boundary - Name: NORTH AREA