

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133694/AO/2022

Date registered valid: 24 May 2022

Proposal: Installation of 11 various internally illuminated and non-illuminated signs

Address: Unit B1 Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB

Ward(s): Cheetham Ward

Applicant: Sportsdirect.com Retail Ltd Unit A Brook Park, Meadow Lane, Shirebrook, NG20 8RY

Agent (if any): Katherine Sneedden, Jigsaw Planning, PO Box 2844, Glasgow, G61 9DG

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

Recommendation: Approve

Date of recommendation: 13 July 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7 July 2022

Standard consultations:

Printed: 1 June 2022 Expired: 22 June 2022

Neighbour notifications

Printed: 1 June 2022 Expired: 22 June 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 Unit B1 – a two storey retail unit situated along the western perimeter of Cheetham Hill Retail Park. The unit is presently occupied by Sports Direct.



Cheetham Hill Retail Park is a purpose built, triangular shaped, out of town retail park which is bounded by Queens Road to the north, Cheetham Hill Road to the east and Elizabeth Street to the south and west. The retail park comprises a small number of large, warehouse style retail units, with associated surface level car parking. Vehicular access to the retail park is achieved via Elizabeth Street.

The host unit is largely constructed from rainscreen cladding and glazing. The store is neighboured to one side by Lidl supermarket and to the other by B and M.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The application site is situated within a busy area which is mixed use in character and lies adjacent to the busy north/south arterial route of Cheetham Hill Road which links north Manchester with the city centre.

To the east of the site on the opposite side of Cheetham Hill Road is The Fort retail park and is of a similar nature. To the south are a number of low-rise warehouse units. To the north and west are residential dwellinghouses.

Description of development

Advertisement consent is sought for various internally illuminated and non-illuminated signage associated with the branding of a new Sports Direct store. The signage which has already been installed is detailed within the schedule that accompanies the application. The predominant sign relates to the internally illuminated fascia sign above the store entrance, along with branding signs associated with various sporting manufacturers.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Environmental Health - Illuminated Signage shall be designed and installed so as to control glare and overspill onto nearby properties.

The proposed lighting levels stated in the application form are acceptable for during the daytime but the preference is for illuminated signage to not exceed 300cd/m² during the hours of darkness. It is recommended that the illuminated signage be fitted with an auto dim function to respond to light levels so not to exceed 300cd/m² during the hours of darkness.

Another option would be for the lighting simply be set not to exceed 300 cd/m² all the time which would avoid the need for an auto dim function for hours of darkness which has been agreed previously for similar applications in this location.

Highway Services – No objection. The proposed luminance of the signs is satisfactory.

The proposed signs comply with headroom and carriageway clearance requirements and is therefore compliant with City Council recommendations.

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, as well as guidance contained within the National Planning Policy Framework (NPPF).

Paragraph 136 of the NPPF explains that poorly sited and designed advertisements can affect the quality and character of places. Advertisements should therefore be “operated in a way which is simple, efficient and effective.” In line with the provisions of the Advertisement

Regulations, it confirms that advertisements should be subject to control only in the interests of 'amenity' and 'public' safety, considering cumulative impacts.

Issues

Visual Amenity and Public Safety

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

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.

Whilst the signage will be visible from a distance outside the bounds of the business park, it is not believed they would result in a strident or intrusive impact to visual amenity and would blend into the design and colouration of the host building and the immediate commercial context.

No issues are raised from a public safety perspective.

In order to ensure the illuminance of signage is not unduly bright, an appropriate condition has been inserted.

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 and guidance.

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:

Drawings referenced CPS16-068 PL 001 - B1, CPS16-068 PL 004 C and associated signage schedule, received by the City Council as Local Planning Authority on 24 May 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.

4) The maximum luminance level of the advertisements displayed on the premises hereby approved, shall not exceed 300 cd/m² during the hours of darkness.

Reason - To safeguard amenity, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies DM1 and SP1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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

Appendix 2 – Planning constraints

[illegible]