

Planning Department
Manchester City Council
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23 August 2021

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Replacement of 4 no. existing externally illuminated 48 sheet advertising panels with 2 no.48 sheet digital LED advertising display at Land and Buildings On the East Side of Waterloo Road, Cheetham, M8 8AE

Dear Sir/Madam,

Wildstone Planning has been instructed by CCUK to submit an application for the replacement of 4 no. existing externally illuminated 48 sheet advertising panels with 2 no.48 sheet digital LED advertising display at Land and Buildings On the East Side of Waterloo Road, Cheetham, M8 8AE.

This application seeks advertisement consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations") to upgrade an existing advertisement at the above address. The existing advertisement benefits from deemed consent under Class 13 of the Regulations as it has been in situ for a continuous period of over 10 years.

This is a resubmission of a previously consented scheme (ref. 126725/AOH/2020) whereby the principles have been previously established and considered acceptable.

Site and Surroundings

The proposal site is located on the eastern side of Waterloo Road in an area that is comprised of a mix of industrial uses, residential housing and commercial units.

The site currently hosts four freestanding illuminated advertisement panels measuring 6 metres by 3 metres (known in the industry as a 48 sheet). The proposal site is an established location for advertising, having been in situ for at least 10 years. As the size and nature of the advertisement has not altered in over ten years the signage benefits from deemed consent under Class 13(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

There are no heritage assets within the immediate surrounding area including conservation areas or listed buildings that would be affected by the proposal.

Proposal

It is proposed to upgrade the existing advertisement to a digital format in line with modern requirements. The size of the advertisements would remain the same, with the depth of the advertisement structure reduced.

The proposal seeks an amendment to the consented scheme, relocating the two approved panels to either end of the site. This location is preferable to the operator and is considered to be visually beneficial. The signage will now be separated by a wildflower meadow providing a more attractive and visually improved space.

The operator is happy to comply with the below conditions set out by the Planning Inspector:

1. The intensity of the illumination of the advertising displays shall be no greater than 200 candela/m².
2. The advertising displays shall contain no moving images, animation, video or full motion images.
3. The minimum display time for any advertisement shall be 10 seconds and the change between advertisements shall be instantaneous with no visual effect between each advertisement.

Policy Context

The Regulations contain the legislative framework for advertisements. Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors. More detailed advice is included within the Location of Advertisement Hoardings Supplementary Planning Guidance (1998) document. Whilst the Guidance predates the Regulations it requires that advertisement consent applications are determined with regard to amenity and public safety only.

Planning Considerations

In accordance with the guidance set out above, the main considerations regarding this application are amenity and public safety. As noted previously this application is the resubmission of the previously consented scheme (ref. 126725/AOH/2020& Appeal ref. APP/B4215/Z/20/3256743) which was allowed on appeal. Therefore the key principles have been previously established. The proposed rearrangement of the panels presents a more attractive option, allowing for an increase and improvement in the landscaping whilst also meeting operator requirements.

Visual Amenity

The proposal seeks to upgrade the existing externally illuminated 48 sheet advertisements to a digital format. The level of illumination of the display will be controlled to ensure there is no additional visual impact.

The Inspectors report for the previously approved scheme (ref. APP/B4215/Z/20/3256743) on site stated that '*...the reduction in the number of adverts would be beneficial. Moreover....the*

measures proposed by the appellant in terms of luminance levels and the timing and method of operation would be sufficient to ensure that there is no harm to the living conditions of nearby residents.

The proposal would upgrade the existing advertisement and remove unnecessary clutter, reducing the number of adverts by 50%. This will create a more modern and aesthetically pleasing sign that will result in an improvement to visual amenity when compared with the existing signage. The relocation of the signage to either end of the site will have less of a visual impact and the proposed wildflower planting will have an amenity benefit. As such, in line with the Inspectors comments, it is considered the proposals are acceptable in terms of visual amenity.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task.

As this is a resubmission the impacts upon public safety have been considered negligible. The inspectors report (ref. APP/B4215/Z/20/3256743) states that '*...for the most part only one advertisement would be visible at a time to the oncoming traffic....the road is wide and well-lit at this point. In this context, the proposed advertisements would not be unduly obtrusive, incongruous or overdominant features. Moreover, given that the number of billboards would be reduced from four to two, the proposals would not contribute to visual clutter.*'

The relocation of the advertisements to either end of the site will not alter this conclusion.

Conclusion

In conclusion, the application proposes to upgrade the existing advertising panels, which benefit from deemed consent, to a modern, digital format. This is a resubmission of an already approved scheme and offers additional amenity benefits. The principle has been established and the changes do not alter the conclusions of the Inspectors Report. As such the proposal is considered to be wholly acceptable and should be granted consent.

Application Submission

The application comprises the following documentation:

- Advertisement Application Forms (PP-10149234)
- Fee of £462
- Drawing Set:
 - PA:01– Site Location Plan
 - PA:02 - Existing Site Plan
 - PA:03 – Proposed Site Plan
 - PA:04 – Existing and Proposed Elevations
 - PA:05 – Existing and Proposed Elevations

Yours faithfully,

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