

Application Number/s: 133650/AO/2022

Applicant: The Edible Bus Stop Ltd

Agent: Serviam Planning

Location: The Freemount PH, 73-75 Oldham Street, Manchester

Proposal: Signage for a temporary period (6 months)

Ward: Piccadilly

Description of Site and Surrounding Area

Building

The application relates to a three-storey building on the northwest side of Oldham Street, in the city centre of Manchester. The building is occupied by a Public House known as 'The Freemount'. The front elevation has a tiled ground floor frontage with cream render to the upper two floors. The building is adjoined to 77-83 Oldham Street to the north and 71 Oldham Street to the south. The building's frontage to the southeast is to Oldham Street, a two-way city centre street. The rear boundary of the building is shared with the rear boundary of 56 Tib Street.

Listed Building

The building is not listed.

Surrounding Area (including Conservation Area)

The application building is located within the Smithfield Conservation Area and adjacent to the Stevenson Square Conservation Area, with Oldham Street acting as the boundary between the two. The application building is the Northern Quarter area of Manchester, a distinctive neighbourhood. The surrounding area is made up of predominantly low rise and small midrise buildings.

Description of Proposal

The application seeks advertising consent for a temporary period of 6 months only for the display of signage. Following the expiration of the 6-month period, the signage will be removed/revert to the signage that is currently on the front elevation of the Freemount PH. The signage proposed consists of:

- 1 Fascia Sign above the existing/retained fascia sign
- 1 Hanging sign to temporarily replace an existing hanging sign
- Various signage to second floor windows

The Planning Submission

The application is supported by the following information:

- Application Form
- Location Plan – ('The Freemount, 73-75 Oldham Street, Manchester, M4 1LW, dated 29/04/2022) – Received 29/04/2022

- Front Elevation Details (Signage) – Drawing 1, Version 2 dated 26/04/2022. Received 29/04/2022
- Front Elevation Details (Signage) – Drawing 4, Version 2 dated 26/04/2022. Received 29/04/2022
- Front Elevation Details (Signage) – Drawing 5, Version 2 dated 26/04/2022. Received 29/04/2022.

Publicity LBC

Site Notice/s Posted and Dates: No site notice was posted

Press Adverts Published and Dates: No advertisement was published

Neighbour Notification: No neighbours were consulted

Representations Received: None

Consultations

Highways

No objection to the proposed signage. However, recommended the addition of an informative.

Policy

Town & Country Planning (Control of Advertisements) Regulations 2007

The LPA shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

(a) The provision of the development plan, so far as they are material; and

(b) Any other relevant factors

(2) Without prejudice to the generality of Paragraph 1(b) –

(a) factors relevant to the amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include –

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)

(ii) whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign, railway signal or aid navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

(3) In taking account of factors relevant to amenity, the LPA may, if it thinks fit, disregard any advertisement that is being displayed

(4) Unless it appears to the LPA to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed

Manchester Core Strategy Development Plan Document (July 2012)

The Core Strategy contains no specific policies that relate to Advertising Consent.

Manchester Unitary Development Plan (1995) (Saved Policies)

15 – Advertisements, Hoardings and Posters – States that advertisements only be considered in the interests of amenity and public safety. In assessing the interests of amenity and safety, the Council will take account of the following criteria:

- Developments of this kind should not harm the character of architectural features of a building, nor interfere with its proper use.
- They should be in scale with the locality and relate properly to the site on which they stand;
- They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value
- A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size or design will not be permitted.

Upon having regard to the preceding policies, the LPA considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

18 – Conservation Areas: The LPA will give particularly careful consideration to development proposals within Conservation Areas. The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues:

Although advertising consent is not ‘development’ as specified in Policy DC18.1 of the Unitary Development Plan. The policy specifies ‘the effect of signs and advertisements’ under Part ‘iv’ of the policy.

National Planning Policy Framework (July 2021)

Section 16 – Achieving well-designed places – The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.

Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

National Planning Practice Guidance

Advertisements – Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

All advertisements are subject to the ‘standard conditions’ set out in Schedule 2 of the Regulations, as follows:

1. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
2. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
3. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
4. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
5. If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Even if express consent is not required, all advertisements must comply with any other relevant statutory provisions. For example, listed building consent may be required.

Light Pollution – Common causes of complaints to LPAs can include illuminated advertising. These installations may require particular attention.

Issues

Amenity

The proposed signage is non-illuminated and partly replaces existing signage for a temporary period. The signage would not be acceptable as a long-term signage strategy for the building, particularly due to its location in a Conservation Area and adjacent to another Conservation Area. However, the applicant is seeking only temporary consent, and this is deemed acceptable. As such, the proposal would accord with saved Policy DC15 of the Unitary Development Plan and Section 16 of the NPPF.

The signage, by virtue of its scale, lack of illumination and temporary nature, would not be expected to cause any undue harm to the character and setting of the Conservation Areas. As such, the proposal is also consistent with Policy DC18.1 (iv).

Highway Safety

The signage is not illuminated, and the majority of the signage would not project over the highway. There is a hanging sign proposed that replaces an existing hanging sign for a temporary period. The signage would not have any additional impact on the highway over and above the existing sign. The proposal would thus not cause undue

impact to highway safety and accord with policy DC15.1 of the UDP and Section 16 of the NPPF in this regard.

Conclusion

The signage proposed is acceptable in terms of amenity and highway safety. The proposal, given its temporary nature, would not have undue impact or cause undue harm to the historic environment.

Recommendation:

That advertising consent be given subject to the following conditions:

1. (a) The express advertisement consent hereby granted is limited to the period until 10 December 2022.

(b) On the date of the expiry of the express consent period in (a) above, the advertisement hoarding(s) and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land/building shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with saved policies DC15 and DC18 of the Unitary Development Plan for the City of Manchester.

2. 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.