

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128694/AOH/2020

Date registered valid: 24 November 2020

Proposal: Installation of digital (LED) advertisement hoarding following removal of existing illuminated advertisement hoarding

Address: London Road Approach Mancunian Way , Manchester, M1 2PG

Ward(s): Piccadilly Ward

Applicant: Mr Joseph Arshed MediaCo Outdoor Limited 25 Argyll Street, London, W1F 7TU

Agent (if any):

Case officer: Christopher Smith
Tel: 0161 234 4529
Email: christopher.smith@manchester.gov.uk

Recommendation: Temporary approval

Date of recommendation: 15 January 2021

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 02 December 2020

Standard consultations:

Printed: 30 November 2020

Expired: 21 December 2020

Neighbour notifications

Printed: 30 November 2020

Expired: 21 December 2020

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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

This application relates to an existing advertising location located underneath Mancunian Way where London Road turns into Downing Street. The site is adjacent to an existing skate park facility that is also located underneath Mancunian Way. The area surrounding the application site is mainly commercial/industrial in nature although there is some student residential accommodation close to the site. Currently on the site there is a back lit illuminated advert, mounted on a V-shaped support structure.

The wider area includes Mayfield which is a major strategic regeneration area in the City Centre of Manchester.

Description of development

Advertisement consent is sought for the installation of a new digital advertising display screen (3.6m x 7.2m) to replace the existing back digital LED display.

The new display screen would face north so as to be seen only from the southbound carriageway on London Road.

Full motion videos are not proposed on the new display screen. The screen would be in operation from 6am until 11pm and be controlled to 600cdm/2 maximum illumination levels.

Consultations & Notification Responses

Publicity – 489 neighbour notification letters were sent to nearby premises and occupiers. No site notice or local press advert was produced. No public representations have been received due to this publicity.

Highway Services - The proposed sign is not located on and nor will it project over the adopted highway network. As such, a Projection over License will not be required.

There is sufficient carriageway and height clearance. The proposed luminance of the sign is noted as 600 cd/m², this is considered to be in line with the 600cd/m² maximum.

All imagery is noted to be static with no moving features and therefore no highway implications in terms of driver distraction is anticipated.

The location of the sign is not considered to generate any adverse impact for vehicles travelling along London Road. The location of the sign ensures no potential pedestrian conflicts. Highways have no objections in principle.

It is recommended that the following condition be attached to any approval of the application:

Condition (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs. (b) No individual advertisements shall be displayed for duration of less than 10 seconds. (c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel. (d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels. (e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation. (f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non daylight hours / inclement weather Or for signs less than 10m² (f) The maximum luminance level of the advertisements displayed on the panel should not exceed 600 cd/m² during non-daylight/ inclement weather.

Environmental Health – Recommend that the following conditions are attached to any approval.

Light

External lighting shall be designed and installed so as to control glare and overspill onto nearby residential properties.

Advertising Screens

a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

(b) No individual advertisements shall be displayed for duration of less than 10 seconds.

(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

(f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non-daylight hours / inclement weather

HS2 Ltd. – No objection to the proposals given their temporary nature.

GMP – No objection.

Issues

Amenity

The proposed digital advertising display is considered to be acceptable as it is felt that it would not adversely affect visual amenity within the area or views of the site within the streetscene. The new display would be mounted on a new support structure, of a higher quality design, so the size of the proposed display would be not significantly larger than what exists.

The approval has been granted for a temporary period only in order that the proposed advertisement can be reviewed in 3 years time as the area is undergoing regeneration and there will be a need to re-assess the acceptability of this development at that time. The Applicant has agreed to a temporary 3 year consent.

The proposals would not be illuminated out of the hours between 11pm and 6am daily and illumination would be controlled to a maximum of 600cdm/2 during daylight hours and 300cdm/2 during non-daylight hours. It is therefore considered that residential amenity is unlikely to be negatively impacted by such adverts.

Highway safety

The City Council's highways engineer was consulted on the proposal and they have stated that there is no objection to the change in advert proposed, provided certain conditions are met. It is considered that the proposed advert would not compromise public safety in this locality.

Manchester Core Strategy - The Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

For the above reasons, the signs are considered to be acceptable as they would be consistent with policies SP1 and DM1 of the Manchester Core Strategy and saved policy DC15 of the City of Manchester Unitary Development Plan.

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: Temporary approval

Article 35 Declaration

Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval with the agreement of the Applicant / Agent.

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

1) a) The express advertisement consent hereby granted is limited to the period until 31 January 2024.

(b) On the date of the expiry of the express consent period stated above in part (a), 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 fully reinstated.

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 policy DC15 of the City of Manchester Unitary Development Plan and policies SP1 and DM1 of the City of Manchester Core Strategy.

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.

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

Drawings No. XLMCR103101LP, XLMCR103101SPL, XLMCR103101E, XLMCR103101V, stamped as received by the Local Planning Authority on 24 November 2020.

Correspondence re: lighting controls to mitigate impact on neighbourhoods (2nd November 2020, stamped as received by the Local Planning Authority on 24 November 2020.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC15 of the City of Manchester Unitary Development Plan and policies SP1 and DM1 of the City of Manchester Core Strategy.

4) Notwithstanding the approved plans and documents as specified in condition 3, the advertisement hereby approved shall be displayed only in accordance with the following:

(a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic matrix signs.

(b) No individual advertisements shall be displayed for duration of less than 10 seconds.

(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

(f) The maximum luminance level of the advertisements displayed on the panel should not exceed 600 cd/m², and the maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non-daylight hours / inclement weather

(g) External lighting shall be designed and installed so as to control glare and overspill onto nearby residential properties.

Reason - In the interests of amenity, pedestrian and highway safety, pursuant to saved policy DC15 of the City of Manchester Unitary Development Plan and policies SP1 and DM1 of the City of Manchester Core Strategy.

5) Notwithstanding the approved plans and documents as specified in condition 3, the LED digital display panel (advertisement) hereby approved shall not be in operation during the following hours:

23:00 to 06:00 Monday to Sunday.

Reason - In the interests of visual amenity and in order to avoid the potential for light pollution, pursuant to saved policy DC15 of the City of Manchester Unitary Development Plan and policies SP1 and DM1 of the City of Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

High Speed Two (HS2) Limited
Highway Services
Environmental Health
Greater Manchester Police
Transport For Greater Manchester

Flat 113, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 107, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 104, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 100, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 99, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 88, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 73, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 71, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 67, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 66, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 54, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 52, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 51, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 123, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 123, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 121, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 118, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 117, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 117, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 117, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 116, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 115, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 114, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 114, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 113, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 112, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 112, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 108, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 108, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 105, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 105, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 103, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 101, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 99, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 99, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 98, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 96, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 96, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 95, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 95, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 93, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 88, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 87, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 84, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 84, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 83, Mill Point, 29 Berry Street, Manchester, M1 2AR

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Flat 94, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 84, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 79, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 76, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 74, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 123, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 123, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 121, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 116, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 114, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 113, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 112, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 110, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 109, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 109, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 109, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 102, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 100, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 98, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 97, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 89, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 88, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 88, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 87, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 83, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 79, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 77, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 119, Mill Point, 29 Berry Street, Manchester, M1 2AR
Unit 4, Downing Street Industrial Estate, Charlton Place, Manchester, M12 6HH
Skateboard Park, London Road, Manchester, M1 2PQ
Room 1 Flat 121, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 116, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 116, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 114, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 113, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 109, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 109, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 108, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 107, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 103, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 102, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 101, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 100, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 100, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 99, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 96, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 94, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 92, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 6 Flat 89, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 89, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 89, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 87, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 84, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 83, Mill Point, 29 Berry Street, Manchester, M1 2AR

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Room 4 Flat 58, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 58, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 57, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 57, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 54, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 54, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 53, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 5 Flat 51, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 51, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 120, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 116, Mill Point, 29 Berry Street, Manchester, M1 2AR

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CITY2