

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142944/AOH/2025
Date registered valid: 14 May 2025
Proposal: Retention of Digital Advertisement Screen
Address: Chancellor Lane, Manchester, M12 6JY
Ward(s): Ardwick Ward

Applicant: Network Rail
Agent (if any): Mr Sam Beresford, Tetra Tech
Case officer: Sue Wills
Tel: 0161 234 4524
Email: sue.wills@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 14th June 2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 3 June 2025

Standard consultations:

Printed: 21 May 2025 Expired: 12 June 2025

Neighbour notifications

Printed: 21 May 2025 Expired: 12 June 2025

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

This application relates to a site adjacent to a railway viaduct which formerly has an externally lit 48 sheet advertisement hoarding in situ close to the junction of Chancellor Lane, and Midland Street.

Advertisement consent for Installation of 48 sheet digital LED wall mounted billboard to replace 2 x existing advertisement hoardings (ref: 133204/AOH/2022) was granted on 04.05.2022, subject to conditions

The proposal site is an established location for advertising, having supported a static advertisement in this location for over 10 years.

Planning History

053582/AO/CENTL2/98

1 x 48 sheet illuminated advertisement hoarding

Railway bridge at corner of Chancellor Lane/Dainton Street, Ardwick

Approved 03.03.1998

057113/AOH/NORTH2/99

1 x 48 sheet advertisement

Land at Chancellor Lane/Western Street

Refused 15.09.1999

Appeal dismissed.

058639/AOH/NORTH2/00

Internally illuminated 16 sheet wall mounted static advertisement hoarding.

Refused 05.04.2000

Allowed on appeal.

059285/AOH/NORTH2/00

Erection of 1 x 48 sheet externally illuminated wall-mounted static advert hoarding and

associated timber fencing.

Rail bridge arch adjacent to Devonshire Street North facing, Higher Ardwick, Ardwick

Refused 05.07.2000

Allowed on appeal

133204/AOH/2022 - Installation of 48 sheet digital LED wall mounted billboard to replace 2 x existing advertisement hoardings.

Corner Of Chancellor Lane And Northwestern Street

Approved 04.05.2022

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

To the north west of the site is a surface car park. To northeast and to the south the site are industrial, warehousing and commercial uses, which are a mix of single storey, two storeys (to the north east) rising in height to 5 storeys (to the south of the viaduct) effectively making a commercial hub around this railway viaduct.

Historically, there was a wall mounted 48 externally illuminated sheet advertisement on the northern face of the viaduct to the west of Chancellor Lane and a further existing 48 sheet non externally illuminated sheet advertisement above a plinth adjacent to the northern face of the viaduct to the east of Chancellor Lane. These were removed in connection with the approved advertisement consent ref: 133204/AOH/2022.

In addition, there are two further advertisement hoardings on the southern elevation of the viaduct to the east of Devonshire Street North.

Previously approved application

Consent was granted to replace the existing static externally illuminated 48 sheet advertisement hoarding with 1no. 48 sheet illuminated digital advertisement display. The display was to be positioned in the same location as the existing hoarding and visible to traffic travelling southwards down Chancellor Lane.

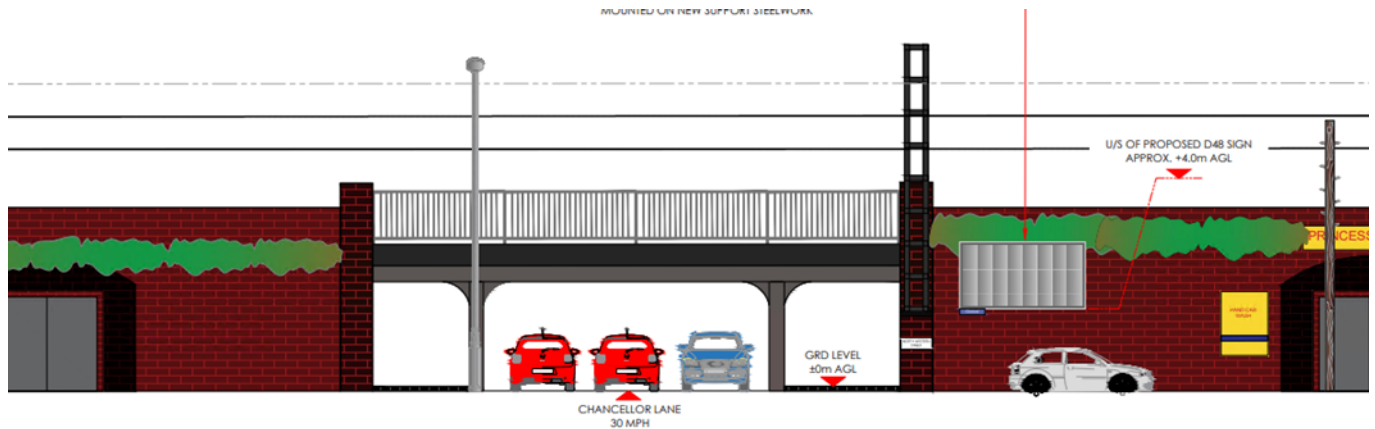
As part of the proposed works the removal of the neighbouring existing static advertisement board located on the eastern side of Chancellor Lane which falls within Network Rail's land ownership was also proposed. This has been actioned

The proposed sign was to be mounted on the side of the railway viaduct in the same location as a existing advertisement hoarding, and the replacement sign was 3.5m in height 6.5m in length and 0.6m in depth.

The advertisement was to present a range of static images and would not contain any movement, animation or flashing lights, that maximum level of night time illuminance to be set to 300cd/m2 in accordance with ILP Guidelines, and that advertisements would change no more frequently than once every ten seconds.

Description of development

Consent is sought for the retention of 1no. 48 sheet illuminated digital advertisement display mounted on the side of the railway viaduct on the eastern side of Chancellor Lane.



The proposed digital advertisement display is 3m in height, 6.15m in length and 0.814mm in depth and is set 4 m above ground level. The maximum luminance level of the advertisements displayed on the panel would not exceed 3000 cd/m² during daylight hours, and would not exceed 300cd/m² between sunset and sunrise.

The accompanying information also states that the illumination will consist solely of static lighting and static images. Changes between advertisements would occur instantaneously, with no sequencing, fading, swiping, or merging of images, and advertisements would not change more frequently than once every ten seconds.

Consultations & Notification Responses

Local Businesses and Local Residents – No comments received

Network Rail - As this is a Network rail proposal they advise they have no comments.

Highway Services - It is understood that the previous static advertising boards have been removed, and the replacement digital sign is now installed.

The location of the sign is not considered to generate any adverse impact for vehicles travelling along Chancellor Lane and Northwestern Street. The proposed sign extends for a maximum of 0.6m over the adopted highway. As such, a projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

There is sufficient carriageway and height clearance.

MCC's Street Lighting Team have reviewed the proposed luminance level for the advertising board. The proposed luminance of 3,000cd/m² during daylight hours is in alignment with the recommended maximum daytime levels specified in the up-to-date Institute of Lighting Professionals (ILP) guidance document "PLG05 - The Brightness of Illuminated Advertisements". Therefore, it is considered acceptable in principle. It is understood that the digital screens operate with the use of a light sensor which monitors ambient light levels and adjust the sign's luminance level accordingly.

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. *G) The luminance level of the sign/advertisement displayed on the panel shall not exceed the recommended maximum luminance level specified in the up-to-date Institute of Lighting Professionals (ILP) guidance document "PLG05 - The Brightness of Illuminated Advertisements. The allowed luminance level shall be - 3,000 cd/m² during daylight hours.

Environmental Health - have no objection to the proposed amendment to the wording of the condition regarding luminance levels. There are no residential properties in the vicinity and so the proposed levels are accepted.

HS2 – No comments received.

Policy Context

The following policies are considered relevant in the consideration of this application.

National Planning Policy Framework (December 2024)- The Framework sets out the government's planning policies for England and how these are expected to be applied. It defines the government's requirements for the planning system 'only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through 'which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. However, paragraph 11 states that 'at the heart of the Framework is a presumption in favour of sustainable development' and, in 'decision-taking', this means that development proposals should accord with the development plan should be approved without delay unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole or specific policies in this Framework indicate development should be restricted.

National Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Core planning principles - Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan making and decision-taking with the following specific policies being particularly relevant to the proposed development:

Chapter 12 Achieving well-designed places

Paragraph 131 states that in 'the creation of high quality buildings and places is fundamental to what the planning and development process should achieve.' It further states that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'

Paragraph 141 states that the quality and character of places can suffer when advertisements are poorly sited and designed. It acknowledges that 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. Significantly, chapter 12 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (1) The Local planning authority shall exercise its powers under these regulations in the interests of amenity and public safety, taking into account:
 - (a) The provisions 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 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 to 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 local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.
- (4) Unless it appears to the local planning authority 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.

Places for Everyone - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

- Policy JP-P1: Sustainable Places

The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11th 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.

Relevant policies include:

- Policy DM1 - Development Management
- Policy SP1 - Spatial Principles
- Policy EN1 - Design Principles and Strategic Character Areas

Saved Unitary Development Plan (UDP)policies - The UDP has been superseded by the Core Strategy Development Plan. However, the general policy for advertisement hoardings is Saved policy DC15.

Issues

Principle - The proposal site is an established location for advertising, having supported a static advertisement in this location for over 10 years. Furthermore, an illuminated LED sign of a similar size and location has been approved in 2022.As such the principle of signage in this location has been established.

The proposed development would involve the retention of an illuminated digital sign.

Consideration, however, must be given to the retaining the signage, but also with an increased level of luminescence during daylight hours.

Visual amenity - the 48 sheet illuminated digital advertisement display which it is sought to retain has replaced an existing static externally illuminated 48 sheet advertisement hoarding, and has been positioned in a similar location and orientation as the former hoarding, being visible to traffic travelling southwards down Chancellor Lane. The location of the display is on a rail viaduct, which is highly visible from on a busy north /south route connecting the main radial routes Ashton Old Road to Hyde Road in w holly industrial and commercial locality.

Given the former presence of an existing illuminated advertising display in this location, the material difference in the proposal is the replacement of static images, with changing displays, and levels of luminescence.

It is considered , that provided that the advertisement display is subject to a condition to ensure that no individual advertisements displayed on the lower half of the LED panel contain moving images, animation, video or full motion images or any images that resemble road signs or traffic signs; that no individual advertisements shall be displayed for a duration of less than 10 seconds; that controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel; that the display panel be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels; that a mechanism is in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation; that the maximum luminance level of the advertisements displayed on the panel does not exceed 300 cd/m² during non daylight hours / inclement weather; and the luminance level of the sign/advertisement displayed on the panel does not exceed 3,000 cd/m² during daylight hours, in relation to visual amenity, there would not be any significantly adverse impact upon the street scene and surrounding area.

The signage to the located on the eastern side of Chancellor Lane which falls within Network Rail's land ownership has already been removed in connection with advertisement consent ref: 133204/AOH/2022.

Residential amenity - There are no residential properties in the immediate vicinity of the site.

Public Safety - As the principle of an advertisement has already been established at this location, consideration has been given in regard as to whether there is any additional distraction arising from the proposed digital sign which would cause an unacceptable impact on highway safety.

Highway Services have confirmed that the siting of the proposed signage is acceptable, in highway and operational terms. This is subject to a condition is in relation to the control of matters such as luminance and the frequency of the changing displays.

For the above reasons and with the recommended conditions in place, the application is considered acceptable and would not have a detrimental impact upon visual amenity or public safety in this location.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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

Article 35 Declaration

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 a period of 5 years starting on the date of the commencement of the display of the advertisement hoarding(s).
- (b) Written notice shall be given to the Council of the date of commencement of the display of the advertisement hoarding(s) within 7 working days of that commencement.
- (c) 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 DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy (2012) .

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 documents:

Covering letter from planning agent dated 12th May in respect of static illumination and images. instantaneous changes between advertisements and advertisements would not change more frequently than once every ten seconds.

Site Location Plan ref: YZ020301062501_001_A

Photo Montage -Proposed site view plan ref: YZ020301062501_005_A

Received 12th June 2025.

Access General Arrangement plan ref: 40-24006-DR-0007 rev.P01 (with annotated dimensions) received 13th June 2025.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC1 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy (2012).

4. (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.

(g) The luminance level of the sign/advertisement displayed on the panel shall not exceed 3,000 cd/m² during daylight hours.

Reason - In the interests of pedestrian and highway safety, pursuant to Policy DM1 of the Manchester Core Strategy (2012).

Informative

1. A projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
High Speed Two (HS2) Limited
Network Rail

Arch 67A, North Western Street, Ardwick, Manchester, M12 6DX
Arch 66, North Western Street, Ardwick, Manchester, M12 6DX
Arch 65, North Western Street, Ardwick, Manchester, M12 6DX
Arch 64, North Western Street, Ardwick, Manchester, M12 6DX
Arch 63, North Western Street, Ardwick, Manchester, M12 6DX
4 Midland Street, Manchester, M12 6LB
2A Midland Street, Manchester, M12 6LB
2 Midland Street, Manchester, M12 6LB
BP, Petrol Filling Station, Chancellor Lane, Manchester, M12 6JZ
61 North Western Street, Ardwick, Manchester, M12 6DX

Appendix 2 – Planning constraints

Article 4 Direction - North Manchester PD Restriction - Class B1(c) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH AREA