

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142191/AO/2025

Date registered valid: 18 February 2025

Proposal: Installation of 1 illuminated totem with digital screen, 1 illuminated freestanding back to back tray sign, and 3 oak timber posts.

Address: Corner Of Reliance Street And Oldham Road, Manchester, M40 1EZ

Ward(s): Miles Platting & Newton Heath Ward

Applicant: Iduna Evci Asset Co 1 Limited

Agent (if any): Mrs Larna Smith Avison Young

Case officer: Robert Griffin
Tel: 0161 234 4527
Email: robert.griffin@manchester.gov.uk

Recommendation: APPROVE

Date of recommendation: 15th April 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 15.04.2025

Standard consultations:

Printed: 27 February 2025 Expired: 20 March 2025

Neighbour notifications

Printed: 27 February 2025 Expired: 20 March 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application formally comprised a cleared area of land comprising hardstanding and scrub with boundary railing fence surrounding the site. A vehicular access point is present on Reliance Street and onto Oldham Road that served the site and its previous use as a petrol filling station.

The site lies within the defined Newton Heath District Centre boundary although separated by the remainder of the district centre by Oldham Road which comprises four lanes of traffic (2 lanes in either direction) at this point.

There are double yellow lines on the Oldham Road frontage, with no parking restrictions present on Reliance Street except those protecting the junction with Oldham Road. To the east is a light controlled junction with Droylsden Road and keep clear boxes protect the right turn from Oldham Road into Reliance Street. There are pavements to the Oldham Road and Reliance Street frontage.

To the immediate west of the site is a four storey residential apartment block (083536/FO/2007/N1) which was developed as part of a wider residential redevelopment comprising two storey dwellinghouses and taller apartment blocks. To the rear (north) is a two storey retail unit (Class E) and associated car parking area whilst on the opposite side of Reliance Street to the east is a car wash facility and MOT testing premises. To the south on the

opposite side of Oldham Road is a construction site associated with the development of previously cleared land for the provision of 100 no. apartment block (4/5 storeys) with ground floor commercial uses and 39 no. two and three storey dwellinghouses (125990/FO/2020).

Planning approval 136359/FO/2023 was granted in May 2023 for the redevelopment of the application site for "Change of use of site and creation of an electric forecourt comprising 16 no. electric vehicle charging points (Sui Generis use), with associated canopy/bio-diverse roof structure, erection of single storey retail unit (Use Class E), hard and soft landscaping, access arrangement and other associated infrastructure." A subsequent variation of condition application (reference 139860/JO/2024) was approved in July 2024 which amended the originally approved scheme through changes to the position and size of the retail unit on the site omission of the canopy roof over the EV charging spaces and reorganisation of the parking spaces.

Description of development

The current proposals relate to the proposed display of a number of advertisements at the site in connection with planning approval reference 139860/JO/2024. The advertisements consist of: 1 illuminated totem with digital screen, 1 illuminated freestanding back to back tray sign, and 3 oak timber posts.

The illuminated totem would rise to 5 metres in total height and would have internally illuminated brand letters on the upper section with a digital screen below measuring 1m x 1.5m, with the base of the display being 2.4m from ground level. The sign would have a thickness of 0.15m and a maximum width of 1.2m. This sign would be located on the south eastern corner of the site closest to the junction of Reliance Street and Oldham Road, approximately 42 metres from the south -western corner of the site closest to the residential block of apartments. The display edge of this sign would face east and west south along Oldham Road. The residential properties to the south on Oldham Road are approximately 21m from the application sites southern boundary

The freestanding back-to-back sign would have an overall height of 1.7m and width of 1.5m and thickness of 0.15m. This sign would have illuminated brand letters on either side of the sign. This sign would be located towards the southwestern corner of the site approximately 11metres from the south western boundary of the site. This sign would have its longer display edge facing towards Oldham Road and the car charging bays to the north. The boundary of the site in this location is approximately 22 metres from the recently constructed residential properties to the south on Oldham Road.

The three timber posts would be 1.8m in height 0.75m in thickness and 0.2m in width and contain non-illuminated routered lettering within them. These posts would be located adjacent to the entrance to the site on Reliance Street (x2) and 1 adjacent the pedestrian access towards the south western corner of the site.

Consultations & Notification Responses

Nieghoubring properties were notified of the proposals, 1 response was received from a neighbour in Ivy Graham Close raising concerns with the proposals. The comments made were:

- The very high totem would be positioned directly opposite my property and where a bedroom is located. The level of artificial illuminated would disrupt sleep and that of other residents and causing a nuisance to residents' lives.
- This area is residential in nature and the intrusion of such a structure is intrusive and inappropriate. The inclusion of the digital screen would contribute to visual clutter and potential distraction for drivers.

Manchester City Council Highway Services – The digital totem sign would not impact on vehicular manoeuvrability and the luminance levels are in line with the maximums recommended by the Institute of Lighting Professionals for both illuminated signs. Following revised positions of the timber post signs adjacent the vehicular access and visibility splay assessment they raise no objections or concerns with this element. A condition is recommended relating to the digital displays, images displayed and illuminance levels together with a failsafe if the screens break down.

Manchester Environmental Health – Raise no objection to the proposal but recommend a condition be attached to any approval to restrict nighttime illuminance levels and adjustment of brightness of the digital display.

Policy

National Planning Policy Framework (December 2024)

NPPF sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. 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

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.

The regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

2012)

Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-

- Creating well designed places that enhance or create character
- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

Policy EN1 relates to Design Principles and Strategic Character Areas. It states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Policy DM 1 states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

Saved Unitary Development Plan policies

Policy DC15 Indicates the way in which the City Council determine applications for advertisements including their effect on visual amenity, the design of structures and the relationship with any premises on which they are located.

Issues

Principle - The siting of illuminated and non-illuminated signs on a site which has planning permission for a commercial enterprise is in general considered to be acceptable in principle. However, further consideration is required on the potential impacts on amenity and Public safety of the proposed signage.

Amenity - It is not considered that the proposed signage would create visual clutter at the site with the signs having been designed and sited to reflect the layout of the site and use of the site

which has been granted planning permission. The installation of two illuminated signs along the Oldham Road frontage are considered to have been located to reflect the nature of the site both in terms of the more recent residential developments to the south, more established modern housing to the south west of the site and commercial/business uses to the north and east of the site. Whilst concerns have been raised with the proposed totem sign in terms of disturbance caused by its lighting levels particularly to bedrooms, this element is located towards the more non-residential uses to the east and north of the site. Given the distance to the residential apartments to the west and more recent residential properties to the south the proposals are not considered to give rise to significant impacts on amenity to warrant refusal. In addition, a condition is proposed to ensure that lighting levels of the signage is kept within appropriate tolerances.

Whilst the signs would be visible within the public domain, given the siting and the limited number they are not considered to give rise to concerns with regards to the visual amenity of the area.

Public Safety - It is considered that the signs do not raise concerns with regards to public safety. Highway Services raise no concerns with the revised proposal which maintain adequate visibility splays to the vehicular access and subject to an appropriately worded condition do not raise concerns with the digital displays or illuminated signage proposed.

Conclusion

The proposed signage is considered to be acceptable and appropriate for the site and its location. It is acknowledged that there are residential properties in the vicinity of the application proposals but the site does also have a relationship to more commercial business orientated uses to the north and east. As such the inclusion of a limited number of illuminated signs and displays on this site is considered acceptable and is not considered to give rise to unacceptable impacts on amenity or public safety that would warrant refusal.

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

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

- 1) 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.

- 2) The development hereby approved shall be carried out in accordance with the following drawings, documents and details contained on the application form:
29069 Rev 01- Signage Details as received on the 18th February 2025
612-AT-XX-XX-DR-A-5.1007 Revision P3 External Lighting Plan – with respect of the signage subject of this consent - as received on the 17th March 2025

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) (a) No individual advertisements displayed on the digital screen panel as identified on the approved plans 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 a 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.

Reason - To safeguard the amenity nearby properties and in the interests of highway safety pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012), saved

policy DC15 of the Unitary Development Plan for the City of Manchester and the National Planning Policy Framework (NPPF).

- 4) The signage hereby approved shall be selected and installed so to not exceed 600cd/m², so to control glare and overspill onto nearby properties.

Reason - To safeguard the amenity nearby properties, pursuant to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and SP1 of the Manchester Core Strategy and the National Planning Policy Framework (NPPF).

Appendix 1 – List of consultees & neighbours notified

Environmental Health
Highway Services
Manchester Cathedral

1322 Oldham Road, Manchester, M40 1EZ
1318 Oldham Road, Manchester, M40 1EZ
1316 Oldham Road, Manchester, M40 1EZ
1338 Oldham Road, Manchester, M40 1EZ
1336 Oldham Road, Manchester, M40 1EZ
1 Newton Street, Newton Heath, Manchester, M40 1AR
2 Newton Street, Newton Heath, Manchester, M40 1AR
1312 Oldham Road, Manchester, M40 1EZ
1324 Oldham Road, Manchester, M40 1EZ
1326 Oldham Road, Manchester, M40 1EZ
1328 Oldham Road, Manchester, M40 1EZ
1330 Oldham Road, Manchester, M40 1EZ
1332 Oldham Road, Manchester, M40 1EZ
1342 Oldham Road, Manchester, M40 1EZ
Unit 15B, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AL
Poundstretcher, Reliance Street, Manchester, M40 3EZ
Flat 24, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 23, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 22, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 21, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 20, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 19, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 18, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 17, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 16, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 14, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 15, 53 Ivy Graham Close, Manchester, M40 3AX
53 Ivy Graham Close, Manchester, M40 3AX
Flat 9, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 8, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 7, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 6, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 5, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 4, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 3, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 1, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 2, 53 Ivy Graham Close, Manchester, M40 3AX
1133 - 1141 Oldham Road, Manchester, M40 2FU
51 Ivy Graham Close, Manchester, M40 3AS
Flat 12, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 11, 53 Ivy Graham Close, Manchester, M40 3AX
Flat 10, 53 Ivy Graham Close, Manchester, M40 3AX
1081 Oldham Road, Manchester, M40 2EN

Appendix 2 – Planning constraints

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
Manchester Cathedral Ownership - Manchester Cathedral Newton Heath Manor
Area Team Boundary - Name: NORTH AREA