MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141859/AOH/2025
Date registered valid:	7 January 2025
Proposal:	Installation of digital screen
Address:	761-765 Wilmslow Road, Manchester, M20 6RN
Ward(s):	Didsbury East Ward
Applicant:	Wildstone Estates Limited
Agent (if any):	Alder King Planning Consultants
Case officer:	Holly Wright Tel: 0161 219 6381 Email: holly.wright@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**25 February 2025**

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 7 February 2025

Standard consultations: Printed: 16 January 2025 Expired: 6 February 2025

Neighbour notifications: Printed: 16 January 2025 Expired: 6 February 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/area

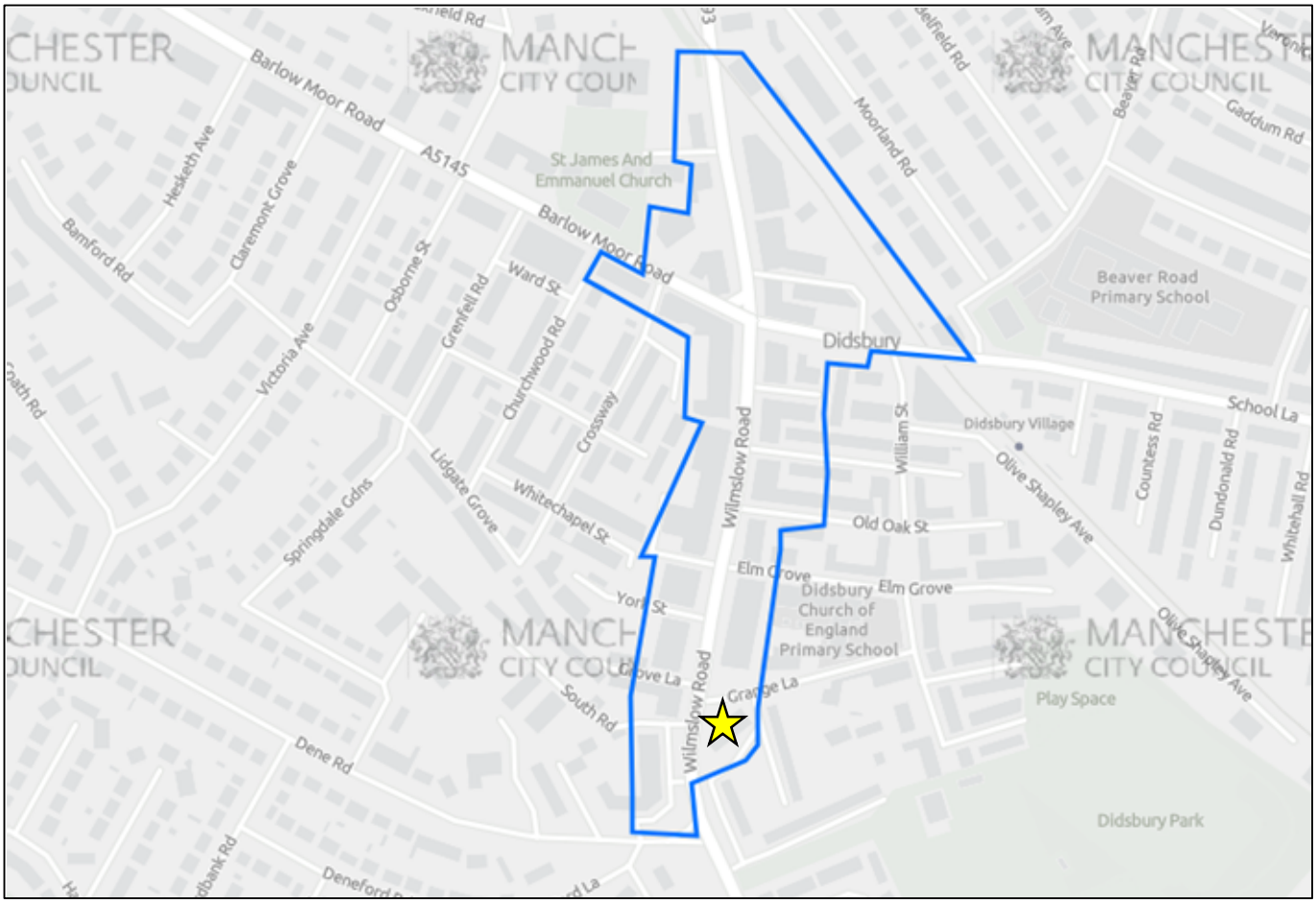
Listed building: Not applicable

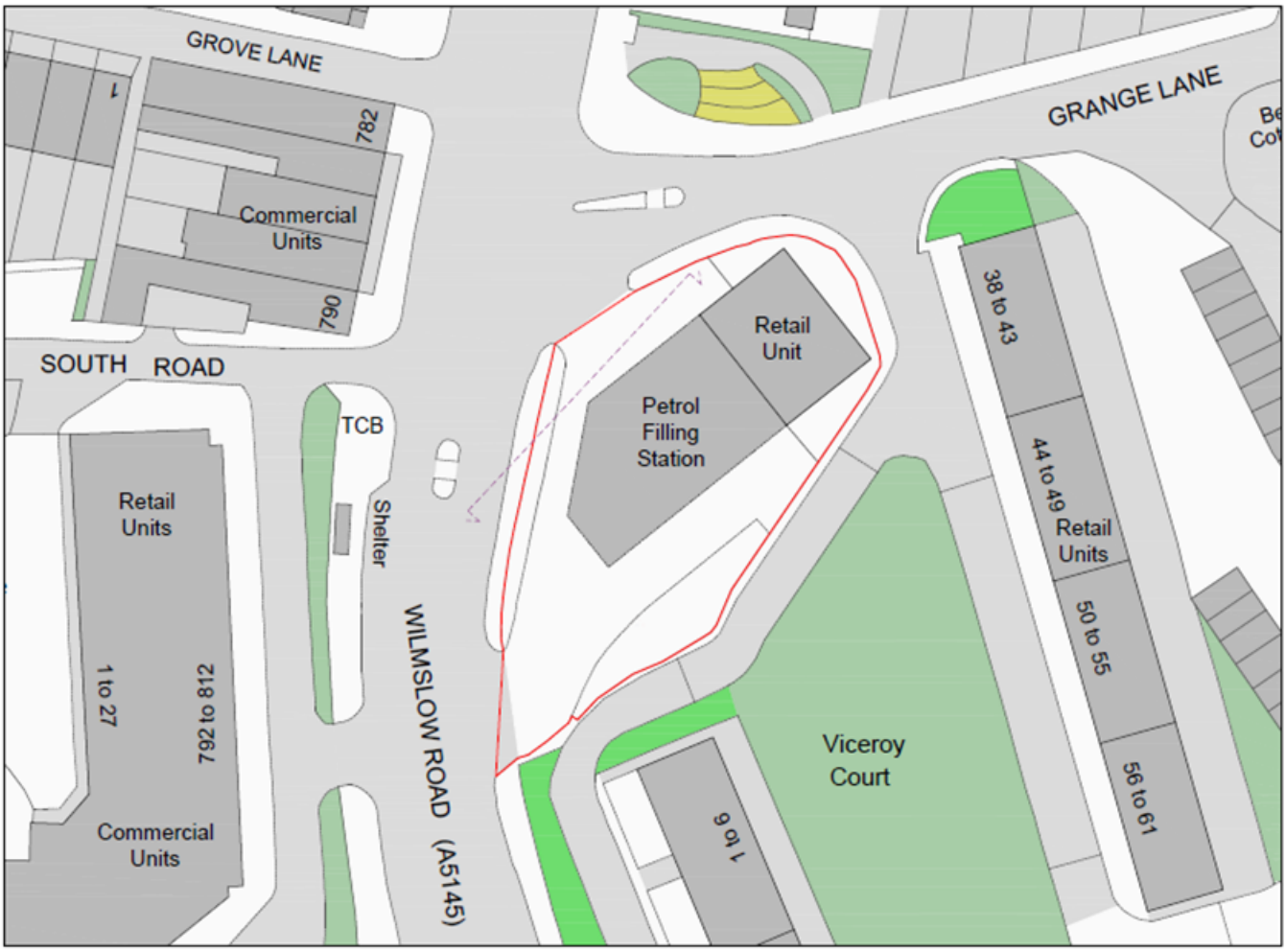
Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to a portion of the private forecourt area of a petrol filling station owned by Motor Fuel Group located within the Didsbury East ward of Manchester. The site is bounded to the north by Grange Lane, to the east/southeast by an unadopted highway providing access to Viceroy Court, and to the west by Wilmslow Road (A5145). Sited at the southern end of Didsbury District Centre, the area is predominantly characterised by business and commercial facilities, with residential properties sited to the east and south.







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Air &
Water
Vacuum
HIGH
POWER
VACUUM


JCB


Try Our New Buytime Jet Wash
mfg
Air &
Water
Vacuum

Description of development

The applicant is seeking permission for the installation of a digital screen.

Planning history

137157/JO/2023 - Variation of condition no. 1 (hours of operation), attached to planning permission 049542/JO/SOUTH1/96, in order to allow the premises to open 24 hours a day – Refused (17.09.2024).

116228/JO/2017 - Removal of condition no. 6 (hours of operation), attached to planning permission 049542/JO/SOUTH1/96, for a temporary period of 12 months in order to allow the petrol filling station to open 24 hours a day – Refused (05.07.2017).

053650/AO/SOUTH1/98 - Various illuminated signage to jet wash and vacuum facilities – Approved (25.08.1998).

053649/FO/SOUTH1/98 - Construction of jet wash and vacuum facilities including relocation of existing air/water facilities – Approved (08.06.1998).

046346/FO/SOUTH1/94 - Redevelopment of filling station to provide new sales building, canopy, air and water tanks, trash area and parking – Approved (24.01.1995).

047148/AO/SOUTH1/95 - Various illuminated signage – Approved (20.04.1995).

049542/JO/SOUTH1/96 - Variation of Condition No.6 attached to 046346 to allow opening between 6.00am and 12 midnight Monday to Saturday and 7.30am to 11.00pm Sundays and Bank Holidays – Approved (24.10.1996).

052302/JO/SOUTH1/97 - Variation of Condition No. 6 attached to planning ref 046346 to extend opening hours to 5.00 am-1.00am Mon to Sat and 7.30 am-12.00 midnight Sundays and Bank Holidays – Approved (14.08.1997).

063853/AO/SOUTH2/01 - Installation of wall mounted signage box associated with proposed cash machine (ATM) – Approved (31.01.2002).

063852/FO/SOUTH2/01 - Extension to sales building to house cash machine (ATM) – Approved (31.01.2002).

035280 - Installation of an underground petroleum storage tank – Approved (25.01.1990).

056924/FO/SOUTH1/99 - Extension to existing building to install ATM facility – Approved (09.08.1999).

Consultations & Notification Responses

Local residents, as per appendix 1 – no comments or objections received.

Environmental Health made no objection to the proposal, requesting a condition relating to the control of advertising screens be attached to the decision notice.

Highways Services made no objection to the proposal, requesting a condition relating to the control of advertising screens be attached to the decision notice.

Policies

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

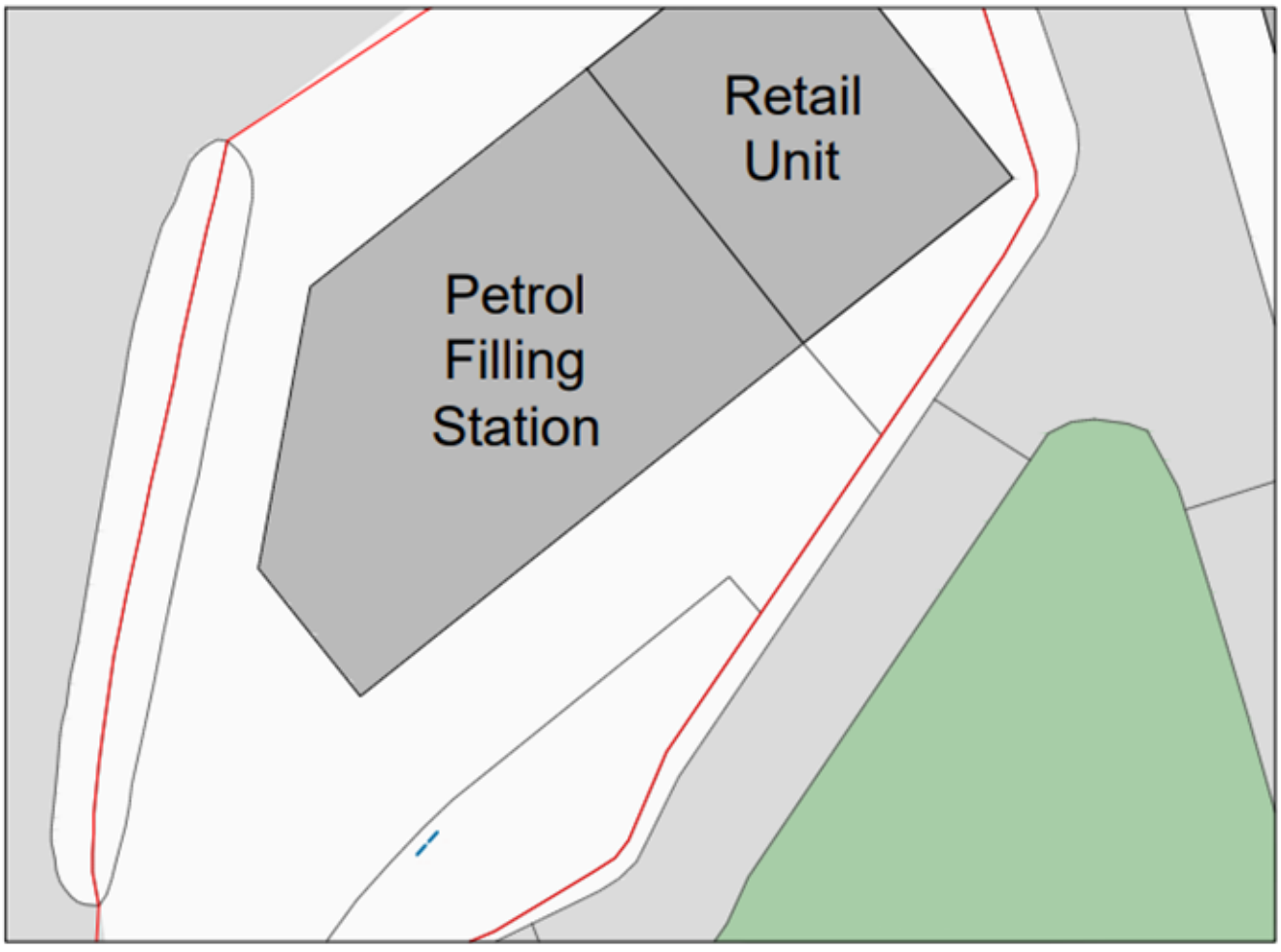
Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:
- Policy DC15 – Advertisements, hoardings, and posters

The Manchester Core Strategy – Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:
- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles

The National Planning Policy Framework (NPPF, 2024)
- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12 – Achieving Well-Designed Places

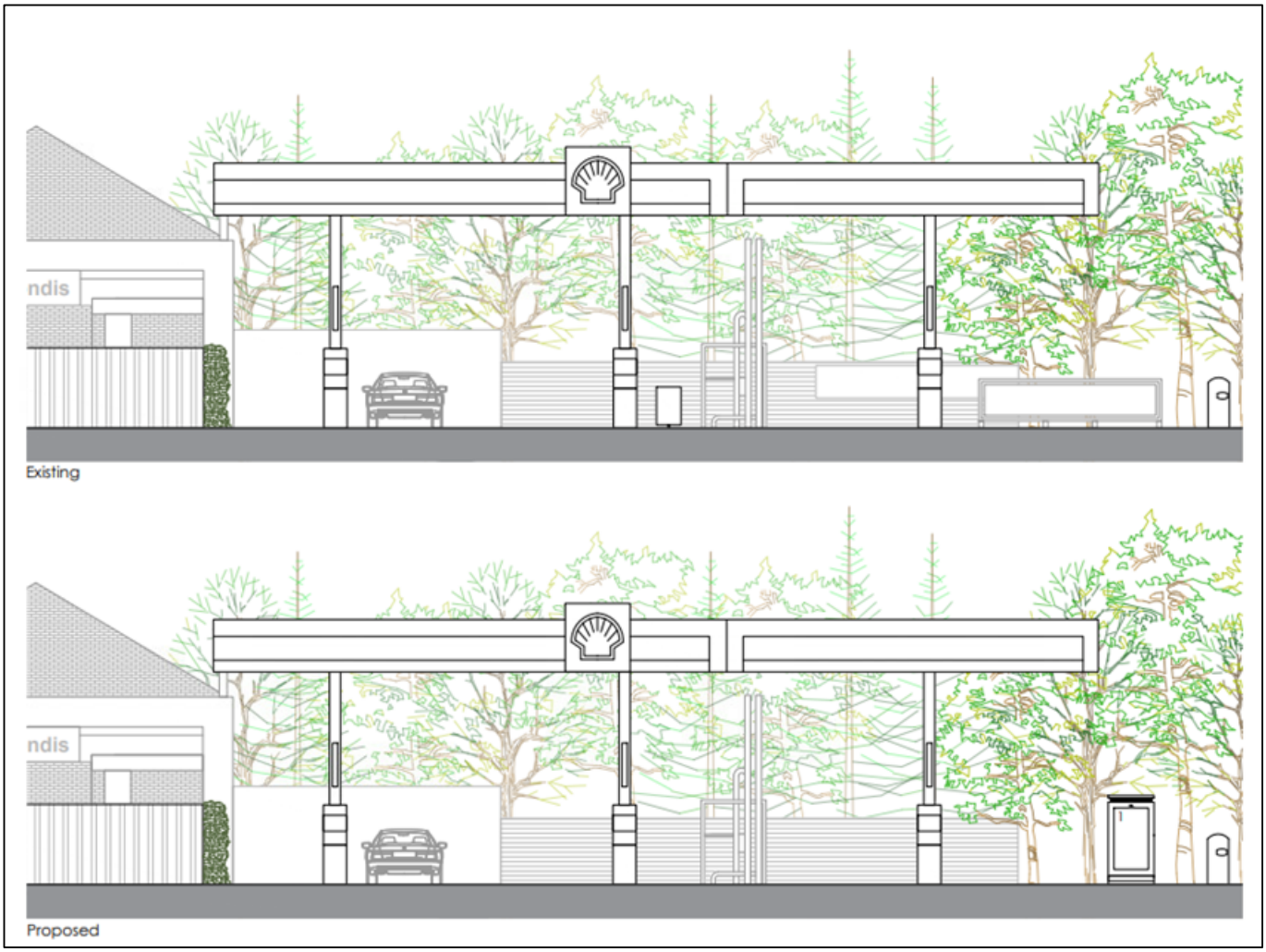
Places for Everyone - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

- Policy JP-P1: Sustainable Places

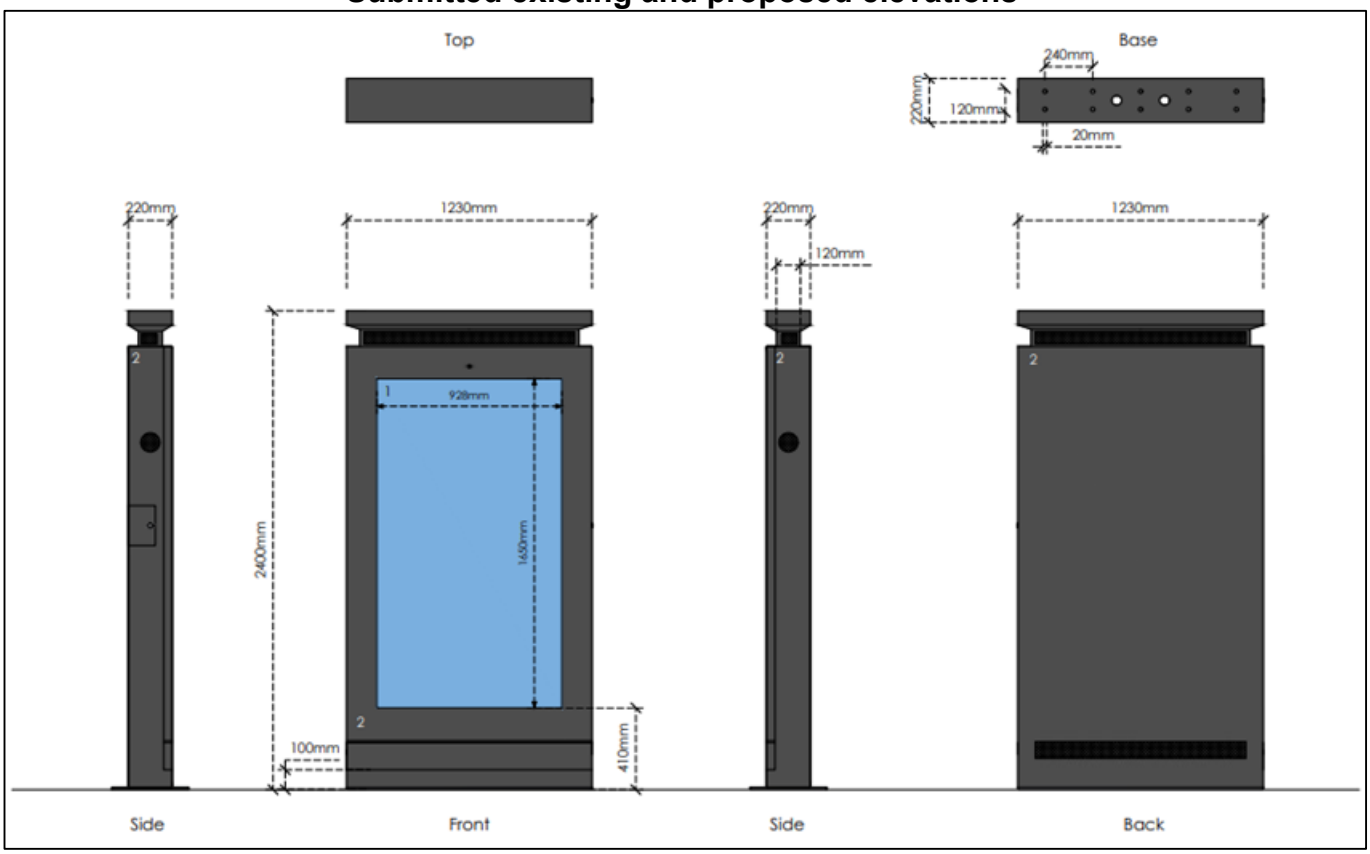


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Submitted proposed site plan



Submitted existing and proposed elevations



Submitted proposed specification

Issues

Principle – the principle of erecting 1no. freestanding D6 small format advertising display exhibiting static advertisements on rotation is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity and public safety.

Visual amenity – the freestanding advertising display (totem) would be sited within the private forecourt area of the Shell petrol filling station located at the southern end of Didsbury District Centre and would be sited roughly 12.645m away from the nearest public highway (Wilmslow Road).

The advertising display would be made up of zinc powder and fine grain powder coat galvanized steel in black (RAL 9005). It would measure to 2.4m in height, 1.23m in width and 0.22m in depth. The maximum height of any individual letters and symbols displayed would be 165cm. The colour of its text and background would be multi-coloured. The display would be internally illuminated, featuring LCD digital technology with static illuminance levels of 5000cd/m2, which would lower to 300cd/m2 during non-daylight hours and inclement weather.

Considering the characteristics of the advert, the proposal is not considered to harm the visual or aural amenity of the area as it is relatively standard in design and scale and is in an acceptable position in regard to its distance and relationship with Wilmslow Road (A5145) and surrounding highways. The proposed advert is therefore considered to be well-designed and will have minimal detrimental impact upon the street scene and visual amenity, particularly given that it would be in-keeping with the existing commercial character of Didsbury's District Centre.

Public safety – the proposed signage is sited a reasonable distance away from the public highway and footpath, within the grounds of the Shell petrol filling station. It would have static illuminance levels of 5000cd/m2 which would lower to 300cd/m2 between dusk and dawn, in line with Highways' and Environmental Health's guidance. On this basis, it is considered that the proposal will not harm public safety in and around the site.

Conclusion – given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety in accordance with saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, and chapters 7 and 12 of the National Planning Policy Framework.

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 polices 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 maximum luminance level of the advertisement hereby approved shall not exceed 300cd/m2 during non-daylight hours/inclement weather and 5000cd/m2 during daylight hours.

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

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

'Application for Consent to Display an Advertisement(s)', numbered 'PP-13660550', stamped as received by the City Council as Local Planning Authority on the 7th January 2025.
Covering letter, stamped as received by the City Council as Local Planning Authority on the 7th January 2025.
'Proposed site plan', numbered '24369 PA 03', stamped as received by the City Council as Local Planning Authority on the 7th January 2025.
'Proposed site plan', numbered '24369 PA 04', stamped as received by the City Council as Local Planning Authority on the 7th January 2025.
'Existing and proposed elevations', numbered '24369 PA 05',stamped as received by the City Council as Local Planning Authority on the 7th January 2025.
'Specification', numbered '24369 PA 06', stamped as received by the City Council as Local Planning Authority on the 7th January 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.

4) a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images.

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 300cd/m2 during non-daylight hours/inclement weather.

Reason - To safeguard the amenities of the occupiers of nearby properties, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Didsbury Civic Society

784A Wilmslow Road, Manchester, M20 2DR
812 Wilmslow Road, Manchester, M20 6UH
810 Wilmslow Road, Manchester, M20 6UH
804 Wilmslow Road, Manchester, M20 6UH
800 - 802 Wilmslow Road, Manchester, M20 6UH
792 Wilmslow Road, Manchester, M20 6UG
788A Wilmslow Road, Manchester, M20 2DR
Ground Floor, 761 - 763 Wilmslow Road, Manchester, M20 6RN
794 - 796 Wilmslow Road, Manchester, M20 6UH
806 Wilmslow Road, Manchester, M20 6UH
Manor Park Self Service, Wilmslow Road, Manchester, M20 6RN
784 - 788 Wilmslow Road, Manchester, M20 2DR
45 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
2 Viceroy Court, Wilmslow Road, Manchester, M20 2RJ
43 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
790 Wilmslow Road, Manchester, M20 2DR
4 Viceroy Court, Wilmslow Road, Manchester, M20 2RJ
3 Viceroy Court, Wilmslow Road, Manchester, M20 2RJ
49 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
790A Wilmslow Road, Manchester, M20 2DR
Viceroy Court, Wilmslow Road, Manchester, M20 2RH
786A Wilmslow Road, Manchester, M20 2DR
47 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
40 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
1 Viceroy Court, Wilmslow Road, Manchester, M20 2RJ
48 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
41 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
38 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
782 Wilmslow Road, Manchester, M20 2DR
5 Viceroy Court, Wilmslow Road, Manchester, M20 2RJ
44 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
39 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
46 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
42 Viceroy Court, Wilmslow Road, Manchester, M20 2RH
6 Viceroy Court, Wilmslow Road, Manchester, M20 2RJ
First Floor, 761 - 763 Wilmslow Road, Manchester, M20 6RN
Second Floor, 761 - 763 Wilmslow Road, Manchester, M20 6RN

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH AREA