

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141899/AOH/2025
Date registered valid: 14 January 2025
Proposal: Erection of a wall mounted advertising display
Address: 423 Barlow Moor Road, Manchester, M21 8ER
Ward(s): Chorlton Park Ward

Applicant: Wildstone Estates Limited
Agent (if any): Miss Amy Garcia Carter Jonas
Case officer: Jake Walther
Tel: 0161 234 1632
Email: jake.walther@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 10/03/2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 22 January 2025 Expired: 12 February 2025

Neighbour notifications

Printed: 22 January 2025 Expired: 12 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

The application site relates to a petrol station adjacent to Barlow Moor Road. The station consists of a large forecourt, single storey building containing shop, electric vehicle charging bars, launderette and drive through restaurant. The area is mixed use with a range of both commercial and residential buildings or various types.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

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

Consultations & Notification Responses

Highways – No objection to the proposal. Further clarity was requested in relation to the brightness of the display and this is reflected in the proposed condition.

Neighbours, as per Appendix 1 – 4no. objections from neighbouring residents – Reasons for objection can be categorised as follows:

- Impact on wildlife at nearby Chorlton Brook
- Potential to distract drivers and cyclists at dangerous junction
- Light pollution for neighbouring residents (and wider public)
- Saturation of advertisements

Councillors – 3no. objections from local ward councillors supporting the residents' concerns.

Policy

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Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance: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

Principle

The principle of erecting 1no. wall mounted 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 wall mounted advertising display would be sited within the private forecourt area of the Shell petrol station located at the southern end of Chorlton District Centre and would be sited roughly 20.415m away from the nearest public highway (Barlow Moor Road). The screen would be located roughly 12.430m from the nearest residential building (421 Barlow Moor 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 2.165m 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 the applicant has clarified that the 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 Barlow Moor Road and surrounding highways. The proposed advert is therefore considered to be acceptably designed and sited and given its setting within the forecourt is expected to have minimal impact upon the street scene and visual amenity.

It is noted that side facing windows on the adjacent residential apartment block have an oriel design and are faced towards Barlow Moor Road and given the siting of the sign facing towards the road impacts on these residential properties is not considered to be significant.

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 which the applicant has clarified would have a maximum luminance level in daylight of 5000cd/m² which would lower to 300cd/m² between dusk and dawn, in line with Highways' guidance. On this basis, it is considered that the proposal will not harm public safety in and around the site.

Other Matters

Concerns have been raised with regards to wildlife and the park that lies opposite the site. The sign would be approximately 43 metres from the edge of the park separated by a busy road. As such the addition of this sign within the area is not considered to give rise to significant impacts.

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

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:
- Drawing – Specifications – Received 14 January 2025 – Ref: 24368 PA 06
 - Drawing – Location Plan – Received 14 January 2025
 - Drawing – Existing and Proposed Elevation – Received 14 January 2025 – Ref: 24368 PA 05

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Flat 25, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 24, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 23, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 22, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 21, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 20, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 19, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 18, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 17, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 16, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 7, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 15, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 14, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 13, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 12, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 11, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 10, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 9, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 8, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 6, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 5, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 4, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 3, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 2, 421 Barlow Moor Road, Manchester, M21 8ER
Flat 1, 421 Barlow Moor Road, Manchester, M21 8ER
Flat, 300 Barlow Moor Road, Manchester, M21 8AY
40 Anchorside Close, Manchester, M21 8AR
34 Anchorside Close, Manchester, M21 8AR
433 Barlow Moor Road, Manchester, M21 8AU
Kfc (gb)ltd, 433 Barlow Moor Road, Manchester, M21 8AU
Tesco Express, 300 Barlow Moor Road, Manchester, M21 8AY
38 Anchorside Close, Manchester, M21 8AR
36 Anchorside Close, Manchester, M21 8AR

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: SOUTH AREA

