

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142028/AOH/2025

Date registered valid: 30 January 2025

Proposal: Installation of an internally illuminated 48-sheet 'D-Poster' advertisement hoarding and ancillary green wall

Address: North Manchester Rugby Football Club, Victoria Avenue East, Manchester, M9 6HW

Ward(s): Charlestown Ward

Applicant: Mr Ben Porte Clear Channel UK

Agent (if any):

Case officer: Jake Walther
Tel: 0161 234 1632
Email: jake.walther@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 07/04/2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Standard consultations:

Printed: 4 February 2025 Expired: 25 February 2025

Neighbour notifications

Printed: 4 February 2025 Expired: 25 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/area

The application site relates to a parcel of land between the North Manchester Rugby Club and the Greengate roundabout. The area is mixed use but predominantly residential, with a mixture of semidetached residential dwellings and commercial plots such as the rugby club, Gardeners Arms pub, and a row of commercial units on the eastern corner of the roundabout.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

The applicant is seeking permission for the erection of

Consultations & Notification Responses

Neighbours, as per Appendix 1 – 1no objection based on the level of brightness caused by streetlights and other advertisement screens and the potential impact on property values.

Highways – The proposed advert display is not located on the adopted highway network. The proposed sign does not project over the adopted highway, therefore a projection over license will not be required. The luminance of the sign should be in line with the MCC recommended maximum of 600cd/m². The proposed signage is set back from the edge of the carriageway, which is compliant with MCC recommendations.

The proposed positioning of the sign is located between the two traffic signal heads and a sufficient distance from both signals so as not to distort the drivers view of the signals. It is therefore considered that the sign at this location is unlikely to impact the traffic signals.

Planning History

126588/AOH/2020 – 25/03/2020 - Installation of an internally illuminated digital 48-sheet advertisement display and vertical meadow to replace existing advert display – Approved

120042/AO/2018 – 17/05/2018 - Installation of a 48-sheet internally illuminated digital advertisement display to replace existing advert display - Approved

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. D-sheet freestanding 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.

Public Safety

The proposed signage is sited on private land a reasonable distance away from the public highway and footpath, within the boundary of the North Manchester Rugby Club grounds. It would have static illuminance levels of 2500cd/m² which would lower to 600cd/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.

In addition, it should be noted that an almost identical version of this proposal (not including the 'vertical meadow') was approved in both 2018 and 2020 as per the Planning History stated earlier.

Visual Amenity

The D-sheet advertisement screen would be internally illuminated and display static advertisements on rotation, below the screen there would be a 'vertical meadow' green wall that would measure 6050mm x 2500mm and aid both biodiversity and blending in the proposal with the surrounding foliage.

Considering the characteristics of the advert adjacent to the major road, 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 Greengate roundabout and surrounding highways. The advert screen would make use of a green wall below the screen in an attempt to better blend the screen in with the surroundings. The proposed advert is therefore considered to be well-designed and will have minimal detrimental impact upon the street scene and visual amenity.

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) Advertisement

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) Specified Plans:

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

- Drawing – Proposed Elevations – 30 January 2025 – Ref: PY4795/004
- Drawing – Location Plan – 30 January 2025
- Supporting Information – Cover Letter and Planning Statement – 30 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.

3) Highways:

- (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 600 cd/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.

4) Luminance:

The maximum luminance level of the advertisement hereby approved shall not exceed 600cd/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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Annexe, 845 Moston Lane, Manchester, M40 5RT
Assheton Bowmen Club House, Victoria Avenue East, Manchester, M40 5SH
2 Greengate East, Manchester, M40 0JL
9 Glossop Terrace, Manchester, M40 0LA
478 Lightbowne Road, Manchester, M40 0HA
841 Moston Lane, Manchester, M40 5RT
12 Greengate East, Manchester, M40 0JL
448 Hollinwood Avenue, Manchester, M40 0JH
Gardeners Arms, Moston Lane, Manchester, M40 5RZ
7 Glossop Terrace, Manchester, M40 0LA
Flat At, Gardeners Arms, Moston Lane, Manchester, M40 5RZ
4 Greengate East, Manchester, M40 0JL
Glossop Terrace, Hollinwood Avenue, Manchester, M40 0LA
438 Victoria Avenue East, Manchester, M40 5SH
430 Victoria Avenue East, Manchester, M40 5SH
419 Hollinwood Avenue, Manchester, M40 0JQ
417 Hollinwood Avenue, Manchester, M40 0JQ
20 Greengate East, Manchester, M40 0JL
845 Moston Lane, Manchester, M40 5RT
843 Moston Lane, Manchester, M40 5RT
2A Greengate East, Manchester, M40 0JL
428 Victoria Avenue East, Manchester, M40 5SH
24 Greengate East, Manchester, M40 0JL
11 Glossop Terrace, Manchester, M40 0LA
632 Moston Lane, Manchester, M40 5RZ
630 Moston Lane, Manchester, M40 5RZ
628 Moston Lane, Manchester, M40 5RZ
482 Lightbowne Road, Manchester, M40 0HA
480 Lightbowne Road, Manchester, M40 0HA
476 Lightbowne Road, Manchester, M40 0HA
474 Lightbowne Road, Manchester, M40 0HA
440 Victoria Avenue East, Manchester, M40 5SH
434 Victoria Avenue East, Manchester, M40 5SH
432 Victoria Avenue East, Manchester, M40 5SH
4A Greengate East, Manchester, M40 0JL
6 Greengate East, Manchester, M40 0JL
16 Greengate East, Manchester, M40 0JL
14 Greengate East, Manchester, M40 0JL
454 Hollinwood Avenue, Manchester, M40 0JH
436 Victoria Avenue East, Manchester, M40 5SH
8 Greengate East, Manchester, M40 0JL
22 Greengate East, Manchester, M40 0JL
18 Greengate East, Manchester, M40 0JL
10 Greengate East, Manchester, M40 0JL

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
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Area Team Boundary - Name: NORTH AREA