

Planning

Growth & Development

Delegated officer report for planning application

Application no. 140539/AOH/2024

Date registered valid: 16 July 2024

Proposal: Installation of temporary site hoardings and associated advertising for a period of two years

Address: Chorlton Place, Manchester,

Ward(s): Chorlton Ward

Applicant: Tameside MBC (as Administering Authority for GM Pension Fund)

Agent (if any): Joe McElhone CBRE Ltd

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

Recommendation: Approve

Date of recommendation: 09.09.2024

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 9th August 2024

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 1 August 2024 Expired: 22 August 2024

Site notice

Posted: 9 August 2024 Expired: 31 August 2024

Press advert

Published: 6 August 2024 Expired: 20 August 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Wilbraham Road/Edge Lane Conservation Area 2005

Tree Preservation Order:

Description of area

The application site relates to the Chorlton Cross Precinct Centre located centrally within the Chorlton District Centre. The centre and the commercial units within it are now vacant in advance of proposals coming forward for its redevelopment.

Description of development

The proposals are for the erection of temporary non-illuminated hoarding signs around the site for a period of two years, the hoardings would be 2.4 metres high and would enclose the majority of the empty commercial units and buildings on the site together with the current landscaped buffer along Barlow Moor Road. The car park area would not be enclosed by the hoardings and space would be retained to the rear of the commercial units fronting Wilbraham Road to allow continued servicing to these properties.

The applicant has provided some potential images of the display boards and adverts to be placed on the hoardings.

Consultations & Notification Responses

A site notice was posted and neighbouring properties were notified of the proposals, three responses were received including from Chorlton Civic Society and this is summarised below: The hoardings are to be erected on the Manchester Road side of the flower beds and mature chestnut trees. There is no information in the plans about what is to happen to these mature

plants, trees and bulbs during the development and prior to the creation of the linear park that was part of the development design presented to the public. My objection lies in the placing of this section of hoardings. I would like to see the planted beds and trees open to the public during the development to retain a small green corridor along the edge of the site

Consultee responses -

MCC Highways - The hoarding proposals are acceptable in principle. The hoarding will be located within the red-line boundary of the site and, as such, will not impinge upon the adopted highway. The applicant should be advised that any requirements for licensing, hoarding /scaffolding, skips and any associated temporary pedestrian/traffic management arrangements, including Section 50, will need discussion and agreement with the council's Highway Network Management teams via Email -highwaylicences@manchester.gov.uk or highwaynetworkmanagement@manchester.gov.uk

Policy

National Planning Policy Framework (December 2023 and currently under consultation for amendments)

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.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 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 non- illuminated advertisement hoardings around a vacant site is in general considered to be acceptable in principle. The installation of non-illuminated hoarding signs for a temporary period whilst development proposals are brought forward is also in general considered acceptable. The issues to be considered relate to visual amenity and pedestrian safety of the proposed signage.

Visual amenity

It is not considered that the proposed signage would create visual clutter at the site and has been designed and sited to reflect the site they are to be erected around. The signage is not considered to disrupt or harm the host buildings architecture. Whilst the hoardings would be visible within the public domain given they are to be installed for a temporary period they are not considered to give rise to concerns with regards to the visual amenity of the area.

The installation of hoarding signs is considered to give rise to some visual impacts given their location, height and positioning. It is understood that these signs are proposed to improve the appearance of the site whilst it is vacant and in advance of redevelopment proposals of this part of the district centre being brought forward. Given the temporary nature of the hoarding signs and that they are designed to improve the visual appearance of the site in the interim period in this instance they are considered acceptable subject to a condition that covers a 2 year time period for their installation, with the removal of the signs and supporting structures after this time has expired.

Concerns have been raised with regards to the enclosing of an area of landscaping as part of the hoarding works, whilst this area would be located behind the hoarding line the land is within the applicant's ownership and control. As set out above there would be some visual impacts as a result of the installation of the hoarding and the landscaped area would not be viewable within the public realm during the period of the hoardings installations which is for a temporary period. It is not considered that the proposals would warrant a refusal on this basis alone.

Public Safety

It is considered that the signs do not raise concerns with regards to public safety. Highway Services raise no concerns with the proposal and pedestrian routes around the site would be maintained.

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:

131 00 1004 - A 'Hoarding Elevation'

131-00-1002 -B 'Hoarding Plan'

Chorlton Shopping Centre Hoarding Ideas 22.03.24

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) This advertisement consent hereby granted permits the display of the hoarding signs as indicated on the approved plans and details received on 16th July 2024 for a period expiring on the 20th August 2026. These hoarding signs and any supporting structures shall be removed from the site on that date.

Reason - The advertisement is of a temporary nature and is not considered acceptable as a permanent feature in order to comply with policies SP1 and DM1 of the Core Strategy and saved Unitary Development Plan policy DC15.

Informatives

1) The applicant should be advised that any requirements for licensing, hoarding /scaffolding, skips and any associated temporary pedestrian/traffic management arrangements, including Section 50, will need discussion and agreement with the council's Highway Network Management teams via Email -highwaylicences@manchester.gov.uk or highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Flat 1, 15 Manchester Road, Chorlton, Manchester, M21 9JQ
Flat 6, 13 Manchester Road, Chorlton, Manchester, M21 9JQ
Chorlton Bookshop, 506 - 508 Wilbraham Road, Manchester, M21 9AW
510A Wilbraham Road, Manchester, M21 9AW
PHO Bowl, 520 Wilbraham Road, Manchester, M21 9AW
4 Oswald Road, Manchester, M21 9LH
2 Nicolas Road, Manchester, M21 9LQ
7 Nicolas Road, Manchester, M21 9LQ
486A Wilbraham Road, Manchester, M21 9AS
464B Wilbraham Road, Manchester, M21 9AS
William Hill, 482 Wilbraham Road, Manchester, M21 9AS
Flat 3, 2A Oswald Road, Manchester, M21 9LH
Flat Above, 522 Wilbraham Road, Manchester, M21 9AW
Advertising Right Outside 522, Wilbraham Road, Manchester, M21 9AW
2 Oswald Road, Manchester, M21 9LH
514B Wilbraham Road, Manchester, M21 9AW
518A Wilbraham Road, Manchester, M21 9AW
518 Wilbraham Road, Manchester, M21 9AW
448C Barlow Moor Road, Manchester, M21 0BQ
448B Barlow Moor Road, Manchester, M21 0BQ
448A Barlow Moor Road, Manchester, M21 0BQ
Flat 2, 32A Manchester Road, Chorlton, Manchester, M21 9PH
14 Oswald Road, Manchester, M21 9LH
6 Oswald Road, Manchester, M21 9LH
23 - 25 Chorlton Place, Manchester, M21 9AQ
484A Wilbraham Road, Manchester, M21 9AS
486 Wilbraham Road, Manchester, M21 9AS
496B Wilbraham Road, Manchester, M21 9AS
2 Chorlton Place, Manchester, M21 9AQ
15 Chorlton Place, Manchester, M21 9AQ
466 Wilbraham Road, Manchester, M21 9AS
Royal Oak, 440 Barlow Moor Road, Manchester, M21 0BQ
516 Wilbraham Road, Manchester, M21 9AW
456 - 458 Barlow Moor Road, Manchester, M21 0BQ
The Beagle, Ground Floor, 456 - 458 Barlow Moor Road, Manchester, M21 0BQ
22A Oswald Road, Manchester, M21 9LP
496 Wilbraham Road, Manchester, M21 9AS
6 Chorlton Place, Manchester, M21 9AQ
Flat At, Royal Oak, 440 Barlow Moor Road, Manchester, M21 0BQ
Flat 4, 2A Oswald Road, Manchester, M21 9LH
Flat 1, 13 Manchester Road, Chorlton, Manchester, M21 9JQ
Flat 5, 13 Manchester Road, Chorlton, Manchester, M21 9JQ
Flat 4, 13 Manchester Road, Chorlton, Manchester, M21 9JQ
512A Wilbraham Road, Manchester, M21 9AW
514 Wilbraham Road, Manchester, M21 9AW
514A Wilbraham Road, Manchester, M21 9AW
Second Floor, 456 - 458 Barlow Moor Road, Manchester, M21 0BQ
Shop Adjacent 20 To 22, Chorlton Place, Manchester, M21 1AQ
Ground Floor To Seventh Floor, Graeme House, Chorlton Place, Manchester, M21 1AQ
Funeral Parlour Junction Nicholas Road, Manchester Road, Chorlton, Manchester, M21 9PN

24 Oswald Road, Manchester, M21 9LP
Oswald Road Primary School, Oswald Road, Manchester, M21 9PL
21 Chorlton Place, Manchester, M21 9AQ
8 Chorlton Place, Manchester, M21 9AQ
466A Wilbraham Road, Manchester, M21 9AS
466B Wilbraham Road, Manchester, M21 9AS
478A Wilbraham Road, Manchester, M21 9AS
464 Wilbraham Road, Manchester, M21 9AS
Flat 2, 524 Wilbraham Road, Manchester, M21 9AW
Flat 2, 2A Oswald Road, Manchester, M21 9LH
Flat 3, 13 Manchester Road, Chorlton, Manchester, M21 9JQ
Car Parking Spaces, 448 Barlow Moor Road, Manchester, M21 0BQ
Wood And Woolfstein Dental Practice, 452 Barlow Moor Road, Manchester, M21 0BQ
Flat 1, 32A Manchester Road, Chorlton, Manchester, M21 9PH
Chorlton Health Centre, 1 Nicolas Road, Manchester, M21 9NJ
22 Oswald Road, Manchester, M21 9LP
484 Wilbraham Road, Manchester, M21 9AS
488 Wilbraham Road, Manchester, M21 9AS
492 Wilbraham Road, Manchester, M21 9AS
496A Wilbraham Road, Manchester, M21 9AS
Flat 2, 15 Manchester Road, Chorlton, Manchester, M21 9JQ
17 Chorlton Place, Manchester, M21 9AQ
482A Wilbraham Road, Manchester, M21 9AS
Flat 1, 2A Oswald Road, Manchester, M21 9LH
Flat 2, 13 Manchester Road, Chorlton, Manchester, M21 9JQ
Flat Above, 506 - 508 Wilbraham Road, Manchester, M21 9AW
448 Barlow Moor Road, Manchester, M21 0BQ
450 Barlow Moor Road, Manchester, M21 0BQ
Graeme House, Chorlton Place, Manchester, M21 1AQ
5 Nicolas Road, Manchester, M21 9LQ
490 Wilbraham Road, Manchester, M21 9AS
19 Chorlton Place, Manchester, M21 9AQ
7 - 9 Chorlton Place, Manchester, M21 9AQ
480 Wilbraham Road, Manchester, M21 9AS
4 Chorlton Place, Manchester, M21 9AQ
446 Barlow Moor Road, Manchester, M21 0BQ
Hannia Ltd, 444 Barlow Moor Road, Manchester, M21 0BQ
Coral, 442 Barlow Moor Road, Manchester, M21 0BQ
438 Barlow Moor Road, Manchester, M21 0NW
Flat 3, 524 Wilbraham Road, Manchester, M21 9AW
524 Wilbraham Road, Manchester, M21 9AW
522 Wilbraham Road, Manchester, M21 9AW
Flat 3, 15 Manchester Road, Chorlton, Manchester, M21 9JQ
Ground Floor And First Floor, 498 - 500 Wilbraham Road, Manchester, M21 9AP
510 Wilbraham Road, Manchester, M21 9AW
Flat Above, 520 Wilbraham Road, Manchester, M21 9AW
First Floor, 456 - 458 Barlow Moor Road, Manchester, M21 0BQ
Chorlton Bail Hostel, 10 - 12 Oswald Road, Manchester, M21 9LH
8 Oswald Road, Manchester, M21 9LH
Flat 3, 32A Manchester Road, Chorlton, Manchester, M21 9PH
32A Manchester Road, Chorlton, Manchester, M21 9PH
490A Wilbraham Road, Manchester, M21 9AS
492A Wilbraham Road, Manchester, M21 9AS
464A Wilbraham Road, Manchester, M21 9AS

502 - 504 Wilbraham Road, Manchester, M21 9AW
5 Chorlton Place, Manchester, M21 9AQ
1 Chorlton Place, Manchester, M21 9AQ
2B Oswald Road, Manchester, M21 9LH
512 Wilbraham Road, Manchester, M21 9AW
454 Barlow Moor Road, Manchester, M21 0BQ
Proof Bar, 30A Manchester Road, Chorlton, Manchester, M21 9PH
16 Oswald Road, Manchester, M21 9LH
494 Wilbraham Road, Manchester, M21 9AS
Advertising Right Outside 601, Wilbraham Road, Manchester, M21 9AN
12 - 14 Chorlton Place, Manchester, M21 9AQ
20 - 22 Chorlton Place, Manchester, M21 9AQ
16 - 18 Chorlton Place, Manchester, M21 9AQ
11 - 13 Chorlton Place, Manchester, M21 9AQ
10 Chorlton Place, Manchester, M21 9AQ
478 Wilbraham Road, Manchester, M21 9AS

Appendix 2 – Planning constraints

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