



MANCHESTER
CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no. 140582/AO/2024

Date registered valid: 23 July 2024

Proposal: Advertisement consent for the display of non-illuminated advertisement panels to existing windows

Address: Brewery, Denmark Road, Manchester, M15 6LD

Ward(s): Moss Side Ward

Applicant: Barrow Merry

Agent (if any): Mr Steven Healey Turley

Case officer: Joshua Lee
Tel: 0161 219 2851
Email: joshua.lee@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 30/08/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 07/08/2024

Standard consultations:

Printed: 1 August 2024 Expired: 22 August 2024

Neighbour notifications

Printed: 1 August 2024 Expired: 22 August 2024

Site notice

Posted: 7 August 2024 Expired: 29 August 2024

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The proposal is in relation to the Brewhouse Building at the Heineken Manchester Brewery on Denmark Road. The site is an industrial factory facility.

Listed building: Not applicable

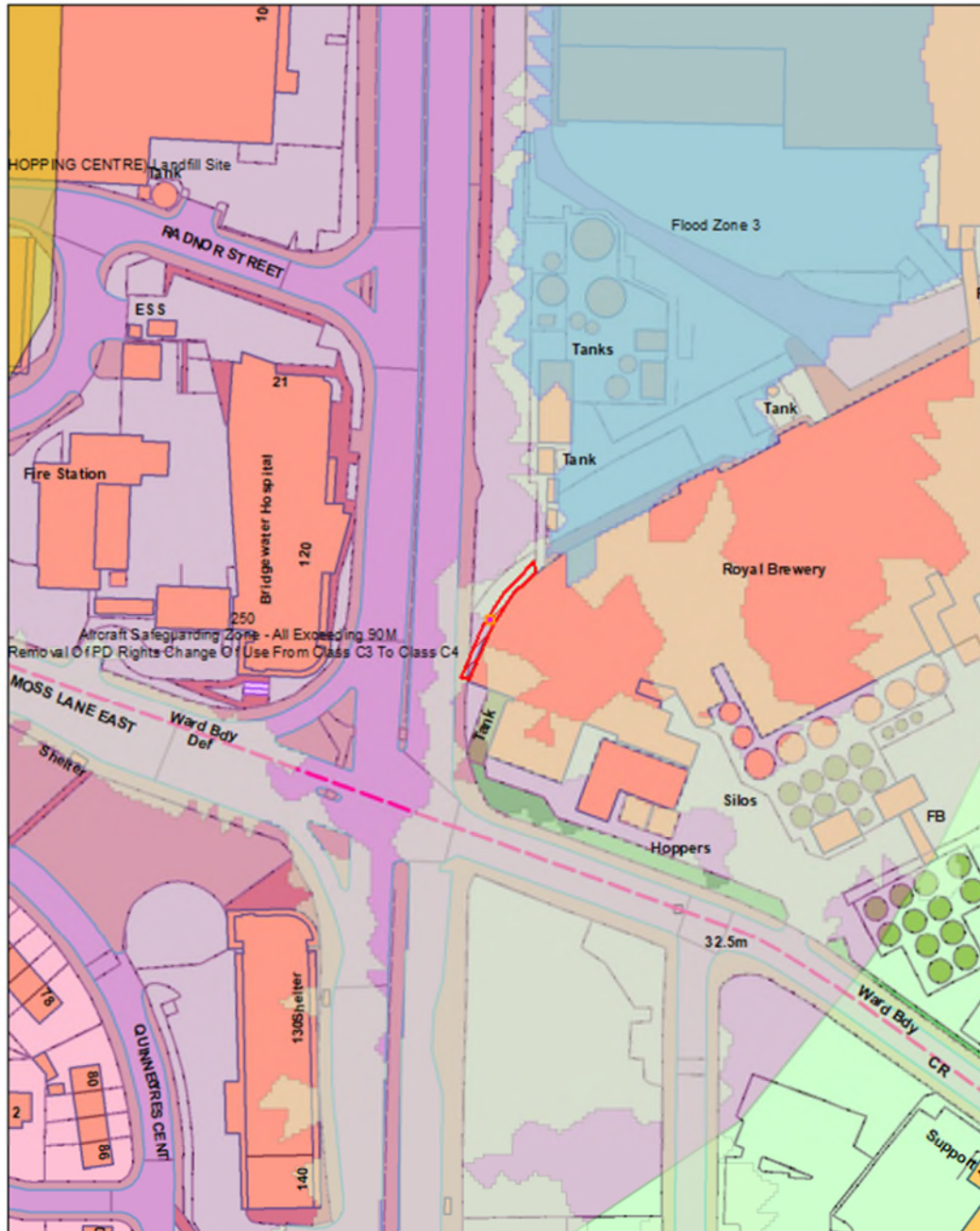
Conservation area: Not applicable

Tree Preservation Order: Not applicable

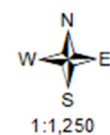


Description of area

The site is located in an urban mixed-use part of the Hulme ward of Manchester. The site is located in Flood Zone 2, Environment Agency Source Protection Zone 1 and located upon a Principal Aquifer (Chester Formation). The site is also within a Contaminated Land Buffer Zone. The Brewhouse is located at the Southwestern end of the site.



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Description of development

The applicant is proposing the advertisement consent for the display of non-illuminated advertisement panels to existing windows.

This application for advertisement consent relates to an area of existing glazing fronting the southbound lane of Princess Road (A5103). The window, which covers an area of 224 sqm, is made up of 72 tinted windowpanes. The proposed advertisement would comprise contravision panels with a dual purpose of promoting the produce of the brewery as well as better controlling the internal heat environment and obscuring views into the brewery.

The advertisement would be backlit from lighting within the brewery, it would not be illuminated by any additional or new source.

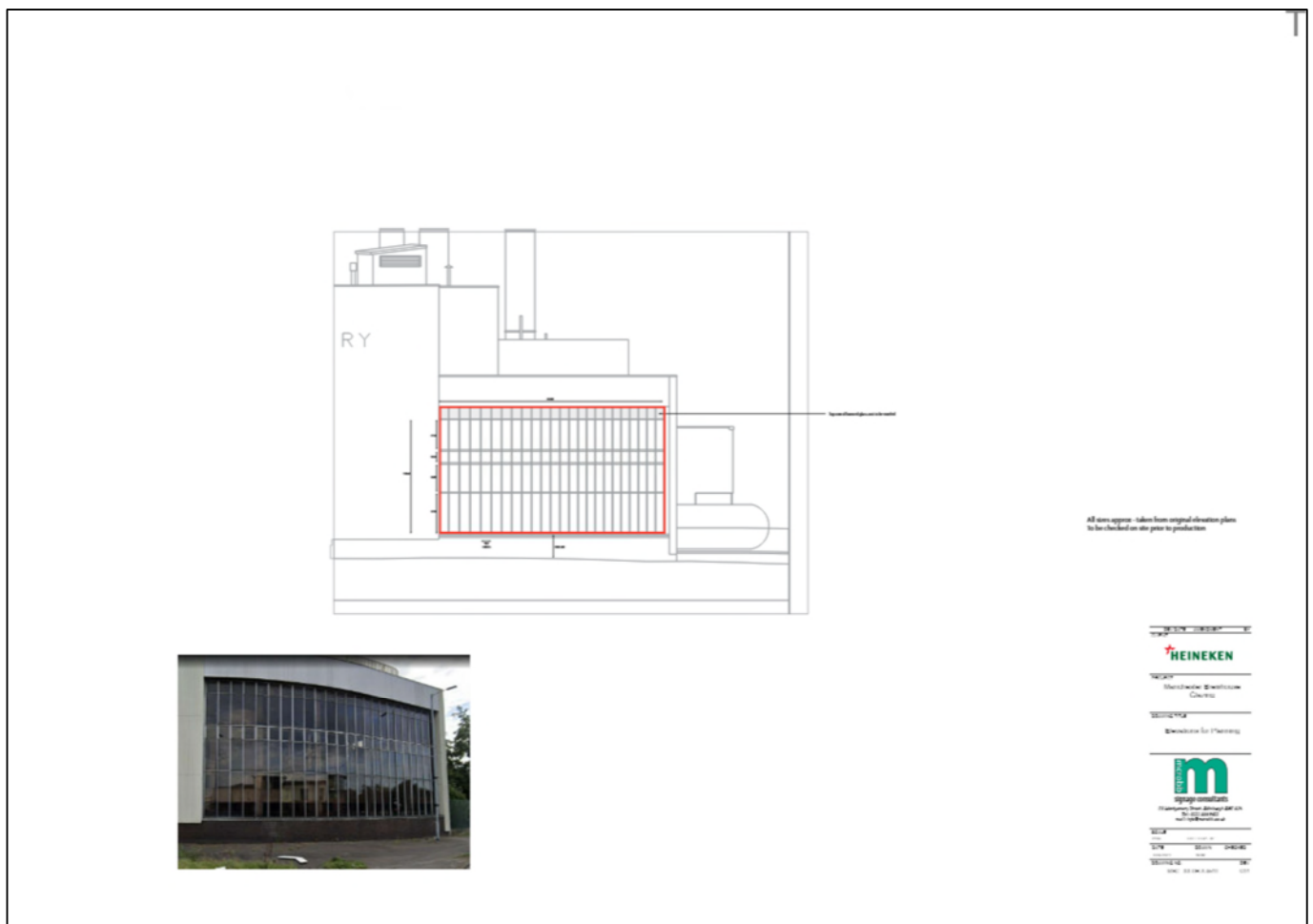


Figure 1. Elevations



Figure 2. Proposed visual

Planning History

Advertisement applications at the Brewery site.

125385/AO/2019

Description: Installation of 5no non-illuminated sign hoarding fixed to existing boundary wall

Decision: Approved 23/12/2019

125225/AO/2019

Description: Installation of 2no illuminated individual letter signs

Decision: Approved 06/12/2019

124573/AO/2019

Description: Installation of 2no externally illuminated name signs on warehouse and canopy.

Decision: Approved 02/10/2019

115061/AO/2017

Decision: Installation of a non-illuminated fascia sign following removal of existing "Manchester Packaging" sign

Decision: Approved 08/03/2017

111158/AO/2016/S1

Description: Installation of 1no. non-illuminated mesh PVC banner fixed to existing brick lab building, 3no. non-illuminated aluminium composite panel fixed to existing steel cladding boundary fence, 1no. non-illuminated aluminium composite panel mounted on existing wire mesh fence

Decision: Approved 30/03/2016

107242/AO/2014/S1

Description: Installation of new externally illuminated high level fascia sign

Decision: Approved 22/12/2014

057698/AO/SOUTH1/99

Description: Various illuminated signage

Decision: Approved 12/04/2000

048850/AO/CENTL1/95

Description: Erection of 1x5metre high flagpole

Decision: Approved 22/11/1995

047075/AO/CENTL1/95

Description: Illuminated fascia name sign

Decision: Approved 27/03/1995

033353

Description: Illuminated and non-illuminated individual letter name signs

Decision: Approved 16/02/1989

028180

Description: A) Two illuminated wall mounted logo signs B) Illuminated free-standing display sign

Decision: Approved 23/01/1987

024831

Description: Illuminated individual letter name signs on east and west elevations of brewery

Decision: 12/09/1985

F/AD03877

Description: Various illuminated company trade name signs and motif signs.

Decision: 22/11/1982

F/AD01503

Description: Repositioning of existing non-illuminated individual letter name sign onto Moss Lane East elevation of grain silos store of brewery. (To be externally illuminated).

Decision: Temporarily Approved 20/12/1977

F/AD00413

Description: a) Illuminated single sided individual letter name sign on front elevation of brewery premises, projecting over highway. b) Company symbol signs illuminated internally on 3 sides of boxed sky-sign on roof of brewery premises.

Decision: Temporarily Approved 08/01/1975

F/AD00053

Description: a) Illuminated single sided individual letter name sign situated on front elevation of brewery premises, projecting over highway. b) 4 sided harp emblem sky sign, illuminated externally, situated on roof of brewery premises.

Decision: Refused 03/07/1974

Consultation, notification & publicity responses

Consultations

Manchester City Council Highways Services

Manchester City Council Highways Services have no objection to the proposal.

Notifications

Local Residents

As stated in Appendix 1, people who live near the area were told about the proposal.

No one commented, objected, or gave their opinion on this application.

Publications

Site Notice

As per Appendix 1, a public site notice was posted.

No one commented, objected, or gave their opinion on this application.

Relevant policies & the principle of development

After careful consideration, it is concluded that the proposal is acceptable and aligns with the following policies.

- [The Manchester Core Strategy Development Plan Document 2012-2027](#)
 - o Development Management and Planning Obligations
 - DM 1 - Development Management
 - o Objective 1 - Spatial Principles
 - SP 1 - Spatial Principles (partially superseded)
 - o Objective 2 - Economy and the City Centre
 - EC 1 - Employment and Economic Growth in Manchester
 - EC 2 – Existing Employment Space
 - EC 8 – Central Manchester
 - o Objective 6 Environment
 - EN 1 - Design Principles and Strategic Character Areas
- [Extant Unitary Development Plan \(UDP\) –](#)
 - o DC15 - Advertisements, Hoardings and Posters.
- [Places for Everyone Plan Joint Development Plan Document 2022-2039-.](#)
 - o Strategy
 - JP-Strat5: Inner Areas
 - o Places for Jobs

- JP-J1: Supporting Long-Term Economic Growth
- JP-J2: Employment Sites and Premises
- o Places for People
 - JP-P1 Sustainable Places
- [The National Planning Policy Framework \(The NPPF\)](#) –
 - o Section 4 – Decision-making
 - o Section 6 – Building a strong, competitive economy
 - o Section 12 – Achieving well-designed places
- [Town and Country Planning \(Control of Advertisements\) Regulation 2007](#) –
 - o Section 3 - Powers to be exercised in the interests of amenity and public safety

The Manchester Core Strategy Development Plan (2012-2027)

We have assessed the proposal against the following policies of the Core Strategy.

Development Management and Planning Obligations

DM 1 – Development Management

New developments must adhere to the 'Development Principles' and design guidance in the Supplementary Planning Documents.

We have assessed the proposal against the following issues.

Appropriate siting, layout, scale, form, massing, materials, and detail

The proposed advertising is proposed to be made up of 72 tinted existing windowpanes to make the full advertising.

The advertising would sit on the existing building below the existing illuminated building signage and would appear similar to an advertisement hoarding board.

Officers consider the new development to be acceptable in its 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.

There is a long history of advertising consents at the Brewery site (for illuminated and non-illuminated signage) and around the area including the local ASDA shopping centre.

The proposal is similar in size and scale to others nearby notably a large digital LED hoarding at the junction of Princess Road and Greenheys Lane West, and a large digital LED screen affixed to the office building 1 Archway. Therefore, it can fit on the property site and won't disrupt the area's existing features.

The proposed development won't significantly change the area's character, so its appearance is acceptable.

In general, the proposed development has limited impact on the surrounding areas. The design, scale, and appearance are in line with the development management principle.

Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation.

The proposal is expected to have a negligible effect on privacy.

The proposal is expected to have a negligible effect on local light.

The proposal in of itself has a negligible effect on local noise levels or vibration. We understand that demolition and construction can be loud and disruptive to the local residents. Contractors should use construction guidance to reduce emissions and minimize disruptions for residents.

The proposal is expected to have a negligible effect on air quality or odours.

The proposal is expected to have a negligible effect on litter, vermin, or birds.

The proposed advertisement panels would not affect the adopted highway. The advertisement would not be illuminated by an additional/new source and will be backlit from lighting within the brewery only. Highways have no concerns on the proposals. The proposal is expected to have a minimal effect on road safety and traffic generation.

Overall, the proposal has a negligible impact on privacy, light, noise, air quality, and other factors. So, it follows this principle of development management.

Effects relating to biodiversity, landscape, archaeological or built heritage

The site is located within the buffer zone for the historic Moss Side landfill site however due to the nature of the proposal it is not relevant.

The proposal does not sit within a Conservation Area or near a designated heritage asset.

On balance the proposal has minimal effect on local biodiversity, landscape, archaeological or built heritage and is therefore in accordance with this development management principle.

Flood risk and drainage.

The site is located in Flood Risk Zone 2 however due to the nature of the proposal it is not relevant, and therefore does not require a flood statement or assessment.

The proposal has a negligible impact on drainage using the existing drainage on site.

The proposal is therefore in accordance with this development management principle.

Objective 1 - Spatial Principles

SP 1 - Spatial Principles

This policy outlines the guiding spatial principles and core development principles of Manchester City Council.

Most notably the core development principles highlight development should 'make a positive contribution to neighbourhoods of choice'.

We consider this proposal to accord with the principles of this policy.

Objective 2 - Economy and the City Centre

EC 1 - Employment and Economic Growth in Manchester

This policy outlines the overall strategy for employment and economic growth in Manchester.

We consider this proposal to accord with the principles of this policy.

EC 2 – Existing Employment Space

This policy explains how to improve and protect current places where people work.

We consider this proposal to accord with the principles of this policy.

We consider this proposal to accord with the principles of the policy and assigned usage.

Objective 6 Environment

EN 1 – Design Principles and Strategic Character Areas

This policy outlines the key design principles for development in Manchester. All development in Manchester will be expected to follow the seven principles of urban design.

This proposal sits within the ‘Central Arc Character Area’.

We consider this proposal to accord with the principles of this policy.

Extant Unitary Development Plan (UDP)

The Core Strategy replaced most of the UDP, but some UDP policies still apply to this proposal.

DC15 - Advertisements, Hoardings and Posters

This policy outlines the key issues when considering development of Advertisements, Hoardings and Posters.

We consider this proposal to accord with the principles of this policy.

Places for Everyone Plan (2022 – 2039)

We have assessed the proposal against the following policies of the Places for Everyone Plan.

Strategy

JP-Strat5: Inner Areas

This policy outlines the spatial strategy for the Inner Areas of the City Region which includes the urban fringe around the City Centre.

We consider this proposal to accord with the principles of this policy.

Places for Jobs

JP-J1: Supporting Long-Term Economic Growth

The policy outlines the ambition to have a thriving, inclusive and productive economy in all our boroughs.

We consider this proposal to accord with the principles of this policy.

JP-J2: Employment Sites and Premises

This policy outlines the strategy for a diverse range of employment sites and accessible premises, both new and second-hand, to offer opportunities for all kinds and sizes of businesses.

We consider this proposal to accord with the principles of this policy.

Places for People

JP-P1 Sustainable Places

This policy outlines how we aim to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy, and varied places.

We consider this proposal to accord with the principles of this policy.

The National Planning Policy Framework (NPPF)

The National Planning Policy Framework explains the government's planning policies for England. It also explains how to use these policies.

At all stages of the application, we have adhered to and considered the NPPF.

Section 4 - Decision-making

Section 4 of the NPPF outlines how local planning authorities should approach decisions on proposed development in a positive and creative way.

Section 4 of the NPPF has been adhered to and considered at all stages of the proposal.

Section 6 - Building a strong, competitive economy

Section 6. of the NPPF outlines the development management principles to help create the conditions in which businesses can invest, expand, and adapt.

Section 12 - Achieving well-designed places

Section 12 of the NPPF outlines the need to achieve well-designed places.

We consider this proposal to accord with the principles of the NPPF.

Town and Country Planning (Control of Advertisements) Regulations 2007

The Town and Country Planning (Control of Advertisements) Regulation 2007 is an act of the United Kingdom Parliament regulating the development of advertisements in England.

Section 3

Section 3 outlines the powers to be exercised in the interests of amenity and public safety by the local planning authority.

1. A 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 proposal has been assessed against this criterion and is deemed in accordance with the regulations.

Other Material Considerations

Other material considerations & policy may be relevant to the proposal as follows:

- [Guide to Development in Manchester Supplementary Planning Document and Planning Guidance \(April 2007\)](#)
- [Manchester Residential Quality Guide \(July 2016\) \(MRQG\)](#)
- [Manchester, Salford, and Trafford Strategic Flood Risk Assessment](#)
- [Manchester City Council Highways Developer Design Guidance – Sustainable Drainage Systems](#)
- [Manchester City Council Planning and Noise Technical Guidance \(2022\)](#)
- [Air Quality & Planning Technical Guidance \(2022\)](#)

- [Planning and Contaminated Land Technical Guidance \(2021\)](#)
- [Greater Manchester Joint Waste Development Plan Document \(GMJWDPD\)](#)
- [Waste Storage and Collection Guidance for New Developments \(2017\)](#)
- [Hot Food Takeaway Supplementary Planning Document \(2017\)](#)
- [Manchester City Council Houses in Multiple Occupation Guidance and Amenity Standards \(2020\)](#)
- [Manchester Tree and Woodland Action Plan 2024-2034](#)
- [Manual for Streets \(2007\)](#)
- [National design guide & National Model Design Code \(2021\)](#)
- [Outdoor advertisements and signs: a guide for advertisers \(2007\)](#)

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.

Conclusion

The proposal's design, size, and appearance acceptable for this location. It is not considered to harm nearby properties or the street's character. There are no other material considerations of enough weight to say otherwise. Due to these reasons, the proposal is not likely to have a negative impact. It aligns with the relevant Core Strategy, Extant UDP, NPPF policies, and other material considerations.

Recommendation: Approve

Article 35 Declaration

Officers have collaborated with the applicant in a positive and proactive manner. The proposal has been assessed with regards to policies outlined in the National Planning Policy Framework, Unitary Development Plan Saved Policies, Local Development Framework Core Strategy Development Plan, and other material considerations. No significant problems have arisen during the consideration of this application.

Condition(s) to be attached to decision for approval

1. Specified plans

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

- | | | |
|----------------------------|-------------|-----------------------------------|
| a. Drawing - Location Plan | 23 Jul 2024 | THE LOCATION PLAN |
| b. Drawing - Site Plan | 23 Jul 2024 | |
| c. Drawing - Existing | 23 Jul 2024 | 1007 ELEVATIONS A AND B |
| d. Drawing - Proposed | 23 Jul 2024 | MSC - XX-DR-A-9510 C01 ELEVATIONS |
| e. Drawing - Visuals | 23 Jul 2024 | |
| f. Correspondence | 23 Jul 2024 | COVERING LETTER |

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies DM 1, SP 1 and EN 1 of the Core Strategy and JP-P1 of Places for Everyone.

2. Advertisement mandatory condition

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.

Reason - In the interests of pedestrian and highway safety, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Bridgewater Wellness Clinic, Bridgewater Hopsital, 120 Princess Road, Manchester, M15 5AT
130 Princess Road, Manchester, M16 7BY
Bridgewater Hopsital, 120 Princess Road, Manchester, M15 5AT

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
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH AREA