MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	139620/AO/2024
Date registered valid:	25 March 2024
Proposal:	Temporary permission for a period of 5 years for 10 no. Lamppost Banners along the Pedestrian Routes linking the Etihad Campus with Manchester City Centre.
Address:	City Link, Holt Town, Manchester, M40 7FQ
Ward(s):	Clayton & Openshaw Ward
Applicant:	Eastlands Arena Limited
Agent (if any):	Miss Jennifer Chatfield Deloitte LLP
Case officer:	Jennifer Atkinson Tel: 0161 234 4517 Email: jennifer.atkinson@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**09.05.2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2 April 2024

Standard consultations:
Printed: 2 April 2024 Expired: 23 April 2024

Neighbour notifications
Printed: 2 April 2024 Expired: 23 April 2024

Site notice
Posted: 2 April 2024 Expired: 23 April 2024

Press advert
Published: 9 April 2024 Expired: 23 April 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application site consists of various lamp posts locations from Manchester Piccadilly Train station along Store Street , Pollard Street, Merill Street, Ashton New Road and City Square. The lamp post consist of hooks to hang the banner signs.

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of area

The routes are lined by a mixture of commercial and residential uses.

Description of development

Temporary permission for a period of 5 years for 10 no. Lamppost Banners along the Pedestrian Routes linking the Etihad Campus with Manchester City Centre.

Consultations & Notification Responses

Publicity site notices were displayed at various locations throughout the development area.

Canal and River Trust no comments to make

Environmental Health no comments to make

Greater Manchester Ecology Unit (GMEU) no comments to make

Network Rail no objections

Highway Services advise that appropriate licenses should be in place.

TfGM (Metrolink) advise that they have no objections.

Policy

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.

Manchester Core Strategy (2012) Relevant policies SP1, EN1 and DM1

Unitary Development Plan for the City of Manchester (1995) Extant policy DC14 Guide to Development in Manchester SPD (2007)

National Planning Policy Framework

Planning History

109509/AO/2015/N2 - Installation of 11 x non illuminated way finding banner signs marking the walking route from Manchester Piccadilly Train Station to the Etihad Campus at Various Locations Along Stockport Road (outside Manchester Piccadilly Train Station) Ducie Street, Great Ancoats Street, Pollard Street, Merrill Street, Ashton New Road, City Square Approved 10 September 2015

110928/AO/2016/N2: Installation of 11 x non illuminated way finding banner signs marking the walking route from Manchester Picadilly Train Station to the Etihad Campus Various Locations Along London Road (outside Manchester Piccadilly Train Station) Ducie Street, Great Ancoats Street, Pollard Street, Merrill Street, Ashton New Road
Manchester

Issues

Principle

There is no objection to the principle of the signs being displayed at the application site. As required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application are amenity and public safety.

There are historical approvals for advertisement consent for similar proposals along aspects of this route in the interest of wayfinding to the Etihad Campus.

Amenity

The proposal seeks to install 10 wayfinding banner signs denoting the walking route between the Etihad Campus and Manchester City Centre, including Citylink Walking Route, the Ashton Canal towpath, Ashton New Road, Pollard Street and Great Ancoats Street.

The Proposed Advertisements are as follows:

- PVC material with a black background (RAL 9005) and white (RAL 9010) and blue (Pantone 915C) text / graphics.
- The maximum height of any of the letters would be 250mm.
- The height from the ground to the base of the Proposed Advertisements will be between 2.4m and 2.8m as the column height allows.
- The following Proposed Advertisements will comprise 2,200mm x 785 mm x 10mm (height x width x depth): Pollard Street 16; Aston New Road 07; Aston New Road 44; and Great Ancoats Street 51.
- The following Proposed Advertisements will comprise 1,400mm x 400mm x 10mm (height x width x depth): Aston Canal Corridor 09; Aston Canal Corridor 14; Aston Canal Corridor 17; Aston Canal Corridor 39; Great Ancoats Street 47; and Holt Town 07.
- The Proposed Advertisements will be erected on lampposts and do not include any further illumination

The signs will have a simply black background with the crest of Manchester City Football Club, COOP Live and the Squash Centre.

It is not considered that the 10 signs will not result in any unnecessary clutter given the spacing between the signage and the overall scale of the walking route. It is considered that the signs are well related to the route and are positioned in key location and will serve their purpose to encourage people who travel via the train station to walk to the campus area. Way finding has been a key requirement of successive planning permissions at the Campus and this proposal would seek to help with those objectives.

Public Safety

The signs are not illuminated and will be positioned 2.4 to 2.8 metres off the ground. It is not considered that the sign will be a distraction to road or pedestrian users and thereby not cause any public safety concerns. Whilst the location will be in close proximity to the Metrolink lines, the locations are existing lampposts.

TfGM have sought to understand the applicant's public liability insurance in respect of the signs which are close to their infrastructure. The details have been provided and they are now satisfied in this regard.

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

Article 35 Declaration

Condition(s) to be attached to decision for approval

1) (a) The express advertisement consent hereby granted is limited to the period from 10 May 2024 to 10 May 2029;

   (b) On the date of the expiry of the express consent period in (a) above the advertisement hoarding(s) and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land/building shall be reinstated in accordance with a scheme previously approved.

   Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, EN3, CC9, CC10, T1 and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 2.10, 2.20, 12.6, 3.1 and 8.8 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2, DC18.1 and DC19.1 of the Unitary Development Plan for Manchester

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

   Bay Media SPECSHEET 1400x400; Bay Media SPECSHEET 2200x785; ASHTON CANAL CORRIDOR_09_1400x400; 6 ASHTON CANAL CORRIDOR_14_1400x400; ASHTON CANAL CORRIDOR_17_1400x400; ASHTON CANAL CORRIDOR_39_1400x400; ASHTON NEW ROAD_07_2200x785; ASHTON NEW

ROAD_44_2200x785; GREAT ANCOATS STREET_47_1400x400; GREAT ANCOATS STREET_51_2200x785; HOLT TOWN STATION_07_1400x400; and POLLARD STREET_16_2200x785 received by the City Council, as Local Planning Authority, on the 25 March 2024

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) 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.

Informative

It should be ensured that the appropriate MCC maintenance agreements are in place regarding Street Lighting and Structures.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester
Canal & River Trust
Metrolink
Greater Manchester Ecology Unit
Network Rail

16 Shawhill Walk, Manchester, M40 7BZ
Flat 103, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 203, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 212, 148 Great Ancoats Street, Manchester, M4 7AA
10 Outram House, Piccadilly Village, Great Ancoats Street, Manchester, M4 7AA
Flat 69, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 85, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 111, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 37, 4 Chapeltown Street, Manchester, M1 2BH
Flat 80, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 107, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 74, 6 Chapeltown Street, Manchester, M1 2BQ
12 Shawhill Walk, Manchester, M40 7BZ
Flat 209, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 210, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 105, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 77, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 82, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 83, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 89, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 34, 4 Chapeltown Street, Manchester, M1 2BH
Flat 40, 4 Chapeltown Street, Manchester, M1 2BH
Flat 63, 4 Chapeltown Street, Manchester, M1 2BH
Flat 39, 4 Chapeltown Street, Manchester, M1 2BH
Flat 53, 4 Chapeltown Street, Manchester, M1 2BH
Flat 31, 4 Chapeltown Street, Manchester, M1 2BH
Flat 113, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 97, 6 Chapeltown Street, Manchester, M1 2BQ
8 Shawhill Walk, Manchester, M40 7BZ
20 Shawhill Walk, Manchester, M40 7BZ
Flat 101, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 208, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 202, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 104, 148 Great Ancoats Street, Manchester, M4 7AA
Piccadilly Village, Great Ancoats Street, Manchester, M4 7AB
Flat 100, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 60, 4 Chapeltown Street, Manchester, M1 2BH
Flat 61, 4 Chapeltown Street, Manchester, M1 2BH
Flat 30, 4 Chapeltown Street, Manchester, M1 2BH
Flat 64, 4 Chapeltown Street, Manchester, M1 2BH
Flat 47, 4 Chapeltown Street, Manchester, M1 2BH
Flat 112, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 75, 6 Chapeltown Street, Manchester, M1 2BQ
22 Shawhill Walk, Manchester, M40 7BZ

Flat 106, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 205, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 206, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 211, 148 Great Ancoats Street, Manchester, M4 7AA
Flat G01, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 110, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 84, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 68, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 109, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 101, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 66, 4 Chapeltown Street, Manchester, M1 2BH
Flat 35, 4 Chapeltown Street, Manchester, M1 2BH
Flat 43, 4 Chapeltown Street, Manchester, M1 2BH
Flat 59, 4 Chapeltown Street, Manchester, M1 2BH
Flat 55, 4 Chapeltown Street, Manchester, M1 2BH
Flat 57, 4 Chapeltown Street, Manchester, M1 2BH
Flat 29, 4 Chapeltown Street, Manchester, M1 2BH
Flat 73, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 87, 6 Chapeltown Street, Manchester, M1 2BQ
14 Shawhill Walk, Manchester, M40 7BZ
18 Shawhill Walk, Manchester, M40 7BZ
Flat 201, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 71, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 96, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 70, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 42, 4 Chapeltown Street, Manchester, M1 2BH
Flat 49, 4 Chapeltown Street, Manchester, M1 2BH
Flat 105, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 76, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 114, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 102, 148 Great Ancoats Street, Manchester, M4 7AA
Flat G02, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 204, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 106, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 93, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 91, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 108, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 94, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 48, 4 Chapeltown Street, Manchester, M1 2BH
Flat 38, 4 Chapeltown Street, Manchester, M1 2BH
Flat 50, 4 Chapeltown Street, Manchester, M1 2BH
Flat 65, 4 Chapeltown Street, Manchester, M1 2BH
Flat 41, 4 Chapeltown Street, Manchester, M1 2BH
Flat 62, 4 Chapeltown Street, Manchester, M1 2BH
Flat 45, 4 Chapeltown Street, Manchester, M1 2BH
Flat 36, 4 Chapeltown Street, Manchester, M1 2BH
Flat 78, 6 Chapeltown Street, Manchester, M1 2BQ
6 Shawhill Walk, Manchester, M40 7BZ
10 Shawhill Walk, Manchester, M40 7BZ
Stubbs Mill, 3 Upper Kirby Street, Manchester, M4 6FN
Flat 107, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 207, 148 Great Ancoats Street, Manchester, M4 7AA
8 Outram House, Piccadilly Village, Great Ancoats Street, Manchester, M4 7AA
Flat 92, 6 Chapeltown Street, Manchester, M1 2BQ

Flat 86, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 99, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 90, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 58, 4 Chapeltown Street, Manchester, M1 2BH
Flat 32, 4 Chapeltown Street, Manchester, M1 2BH
Flat 46, 4 Chapeltown Street, Manchester, M1 2BH
Flat 81, 6 Chapeltown Street, Manchester, M1 2BQ
4 Shawhill Walk, Manchester, M40 7BZ
2 Shawhill Walk, Manchester, M40 7BZ
Flat G03, 148 Great Ancoats Street, Manchester, M4 7AA
Flat 72, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 79, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 67, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 104, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 102, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 98, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 103, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 88, 6 Chapeltown Street, Manchester, M1 2BQ
Flat 44, 4 Chapeltown Street, Manchester, M1 2BH
Flat 33, 4 Chapeltown Street, Manchester, M1 2BH
Flat 51, 4 Chapeltown Street, Manchester, M1 2BH
Flat 54, 4 Chapeltown Street, Manchester, M1 2BH
Flat 56, 4 Chapeltown Street, Manchester, M1 2BH
Flat 52, 4 Chapeltown Street, Manchester, M1 2BH
Flat 95, 6 Chapeltown Street, Manchester, M1 2BQ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Site of Biological Interest - Name: Ashton Canal (West)
Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
HSE COMAH Zone - H1485 OZ - Bradford Road Holder Station (East) Outer Zone
HSE COMAH Zone - H3595 OZ - Bradford Road Holder Station (West) Outer Zone
HSE COMAH Zone - H3595 MZ - Bradford Road Holder Station (West) Middle Zone
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
Hazard - Bradford Road Gas Works
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (October 2020)
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
Historic Landfill Site 250m Buffer -
Historic Landfill Site 250m Buffer -
Historic Landfill Site 250m Buffer -
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) -
Area Team Boundary - Name: NORTH AREA

Area Team Boundary - Name: CENTRAL