

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137329/AOH/2023

Date registered valid: 19 June 2023

Proposal: Installation of non illuminated advertisement hoarding.

Address: Land At Poland Street, Manchester, M4 6BR

Ward(s): Ancoats & Beswick Ward

Applicant: Miss Lydia Stroud Manchester City Council

Agent (if any):

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approved

Date of recommendation: **11/09/2023**

Application Details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 10 July 2023

Standard consultations:

Printed: 28 June 2023 Expired: 19 July 2023

Neighbour notifications

Printed: 28 June 2023 Expired: 19 July 2023

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

Listed building: Not applicable

Conservation area: Ancoats Conservation Area 1989

Tree Preservation Order: Not applicable

The application site refers to a parcel of land off Poland Street of approximate 3,500sqm that will be developed to be a part of the Ancoats Mobility Hub development.

The surrounding area is a mix of residential, industrial and commercial. The commercial uses include shops and eating establishments.

Description of Development

The application seeks advertisement consent for the installation of advertisement hoarding.

The hoarding will advertise the Ancoats Mobility Hub, which is being built on various different sites, including the site in question. The height of the hoarding is 2440mm across its entire length.

The hoarding will be divided into two parts, one sitting either side of the main entrance gate on Poland Street. The section of the hoarding situated to the left when facing the main entrance gate will be 13,912mm and the section to the right will be 8767mm.

Related Applications

130627/FO/2021 - Erection of an 8 storey building to form Mobility Hub including ground floor commercial unit (Use Class E(b)) (221 sqm), delivery hub, 150 cycle spaces and 408 car

parking spaces with associated landscaping, access and other associated works following demolition of existing structures

135720/JO/2022 - Variation of conditions 2 and 8 of planning permission 130627/FO/2021 to reconfigure internal layout of the development with associated elevational alterations, alterations of landscaping, modification to access and creation of a servicing bay to Poland Street together with amendments to the trigger within condition 8.

Consultations & Notification Responses

Highway Services - No objections. They advised that discussion will need to take place with the Highways Network Management Teams to discuss the requirements for licensing of the hoarding and any associated temporary traffic or footway management arrangements. The applicant was informed and an informative has been added to this decision to state this.

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received due to this publicity.

Policy

The main policies that relate to this application are SP1 (Spatial Principles), DM1 (Development Management) of the Manchester Core Strategy and saved policies DC15 (Advertisements, hoardings and posters) and DC22 (Footpath protection) of the Unitary Development Plan for Manchester (1995).

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

Issues

Principle

The Advertisement Regulations require that applications for advertisement hoardings be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual Amenity

The proposed hoarding is sophisticated in design. It would not be considered to have a detrimental impact of the visual amenity of this site itself, or upon the surrounding street scene and area.



Hoarding Designs

The overall dimensions of the unit are not considered to be overbearing in their size compared to the site or the surrounding street scene. The hoarding will also serve to provide a visual shield from view the works being undertaken on site to construct the mobility hub.

The hoarding would be removed once the redevelopment of the site takes place.

Public Safety

There are no concerns about Public Safety relating to this application. Highway Services have confirmed that there are no safety issues in regards to the Highway. There is no illumination on any of the hoardings, so there are no public safety concerns in relation to light pollution concerning this development.

Conclusion

Given this, the proposal is considered to be in accordance with Sections 7 (Requiring Good Design) of the National Planning Policy Framework, policies DM1 (Development Management) and SP1 (Spatial Principles) of the Adopted Core Strategy for the City of Manchester and saved policies DC15.1 and 15.2 (Adverts, Hoardings and Posters) of the Unitary Development Plan for the City of Manchester.

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: Approved

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 and documents:

Received by the City Council, as local planning authority, on 10 August 2023;

Hoarding Designs

Received by the City Council, as local planning authority, on 04 September 2023;
Site Plan

Reason - To ensure that the development is carried out in accordance with the approved plans pursuant to Core Strategy policies SP1, DM1, and EN3 and saved Unitary Development Plan policy DC19.

3) a) The express advertisement consent hereby granted is for a temporary period and shall expire on 25 November 2025.

b) On the date of the expiry of the express consent period, as defined above (part a), the display of the advertisement hoarding(s) shall be fully removed.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) 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 of the Core Strategy and saved Policy DC15 of the Unitary Development Plan for the City of Manchester.

Informatives

1) Discussion will need to take place with the Highways Network Management Teams to discuss the requirements for licensing of the hoarding and any associated temporary traffic or footway management arrangements. This can be done via Email - highwaylicences@manchester.gov.uk highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services

Unit 2, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 1, City Court Trading Estate, Poland Street, Manchester, M4 6AL
City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 3, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 6, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 9, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 12, Poland Street Industrial Estate, Poland Street, Manchester, M4 6AZ
Unit 10, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Poland Street Industrial Estate, Poland Street, Manchester, M4 6AZ
Unit 4, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 5, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 1, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 7, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Units 8, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Units 5 And 6, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 2, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 4A, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 4, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 3, 106 - 108 George Leigh Street, Manchester, M4 6BD
WHOLESALE BUDGET FLOORING, Unit 2A, 106 - 108 George Leigh Street, Manchester, M4 6BD
106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 11, Crown Industrial Estate, Poland Street, Manchester, M4 6BN

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Ancoats Conservation Area 1989
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL