

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135171/AOH/2022

Date registered valid: 5 December 2022

Proposal: Removal of 2no.48-sheet paper paste advertising displays from building gable wall and replacement of 1no. 96-sheet backlit display mounted to gable wall with 1no. 96-sheet digital display, , Upgrade of existing internally illuminated 96-sheet advertising display to a digital format and removal of 2x 48-sheet displays from site.

Address: Apollo Theatre, Stockport Road, Manchester, M12 6AP

Ward(s): Ardwick Ward

Applicant: Wildstone Group (Vivid Outdoor Media Limited)

Agent (if any): Mr Richard Page Wildstone Planning

Case officer: Ian Jarvis
Tel: 0161 234 4079
Email: ian.jarvis@manchester.gov.uk

Recommendation: Refuse

Date of recommendation: 11 April 2023

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 13 December 2022

Expired: 3 January 2023

Neighbour notifications

Printed: 13 December 2022

Expired: 3 January 2023

Site notice

Posted: Expired:

Press advert

Published: 20 December 2022

Expired: 10 January 2023

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area:

Tree Preservation Order:

This application relates to a landmark, art deco, Grade II listed building situated at the intersection of the major radial routes of Hyde Road and Stockport Road (which forms part of the south-east section of roundabout which also comprises of Brunswick Street, Ardwick Green South and Higher Ardwick). The Apollo Theatre is a well established and intensively used music venue, constructed in an art deco style over 6 storeys. The building is characterised by a white stone frontage to Stockport Road, which form a distinctive curved elevation as the building turns to face its adjacent surface car park and the roundabout. Horizontal detailing is emphasised throughout the elevations through sculptured architectural modelling, including raised stone banding and recessed window opening. The expansive stone elevation to Stockport Road is relieved by a large centrally located feature window, which is situated above a canopy over the 3-sectioned main entrance. The stone elevations are relieved by the formation of red-brick elevations as the building fronts its adjacent car park and Apsley Grove, which acts a service road to a neighbouring pub, industrial/business units and car park. The immediate vicinity of the site is dominated with commercial/industrial businesses.

Specifically, the application site relates to the west and north facing gables of the Apollo Theatre, which face onto the car park located adjacent to Hyde Road and close to the Ardwick Green Roundabout. At present there are two externally illuminated 48 sheet advertisement display panels, on the northern facing elevation, and one internally illuminated 96 sheet advertising display panel on the western facing elevation. No Listed Building/Advertisement consent has been granted, for any of these displays, although they appear to benefit from deemed consent.

Advertisement consent is sought for the installation of a new 96 sheet digital advertising display unit, in the same position as the existing 96 sheet display panel, following the removal of the existing 96 sheet and two 48 sheet display units. The proposed display would have dimensions of approximately 12 metres x 3 metres, with the base of the panel being approximately 3,6 metres above ground level. The proposed unit would be a 'D-poster' display, which would present static two-dimensional images which update once every 10 seconds on a one minute cycle.

In July 2018, advertisement consent was refused for a similar proposal to install a new 96 sheet digital advertising display unit following removal of the existing 96 sheet advertisement display (118737/AOH/2018). This was refused for the following reasons:

1. The proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on the surrounding environment and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, interfering with the architecture of the Grade II listed Apollo Theatre in this prominent location on a main radial route out of the City Centre. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 12 (Achieving Well-Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework 2018, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), DC19 (Listed Buildings), and E3.3 (Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), SP1 (Spatial Principles), and DM1 (Development Management) of the Core Strategy for the City of Manchester, and the Town and Country Planning (Control of Advertisements) Regulations 2007.

2. The proposed display screen by reason of its size, appearance, position, means of illumination and method of display, would create an intrusive, over-dominant feature in the street-scene along one of the City's main radial routes, whilst also adding to existing advertisement clutter in the area, to the detriment of visual amenity within a prominent location adjacent to an radial route to the City Centre, and undermining local regeneration. The proposed advertisement is therefore contrary to Section 12 of the National Planning Policy Framework 2018, the Core Strategy for the City of Manchester in particular policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) and saved Unitary Development Plan policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), and E3.3 (Environmental Improvement and Protection), and the Town and Country Planning (Control of Advertisements) Regulations 2007.

An appeal, against this decision (APP/B4215/Z/18/3209687) was dismissed in February 2019. The inspector considered that the proposed advertisement would appear prominently within generally open and spacious surroundings, with largely unobstructed near and distant views of it from the roundabout and surrounding streets.

The inspector observed that the existing advertisement, which the proposal would replace, appears as one of many large hoardings visible from the roundabout, particularly as one looks in the general direction of the Apollo Theatre and Hyde Road. Whilst, resultantly, there is some degree of advertisement clutter, the existing static nature of the advertisement that is proposed to be replaced means that it does not draw undue attention to itself, nor look incongruous, as it is one of a number of similar, static advertisements. However, it was felt that an LED screen and changing content would result in a more dynamic advertisement, leading it to draw considerably more attention to itself than the existing advertisement.

The inspector determined that this would lead the proposal to appear as an incongruous feature within its surroundings. The large advertisement would, due to its LED screen and changing content, draw the eye in an obtrusive manner such that it would become the advertisement, rather than the Grade II Listed Apollo Theatre's important heritage features, that would stand out. Thus, the proposed advertisement would appear unduly dominant and draw attention away from the Listed Building's attractive, decorative features. This would significantly diminish the significance of the heritage asset. Whilst the harm arising from this would be less than substantial, there are no public benefits arising that would serve to outweigh it.

Taking this into account, the Inspector determined that the advertisement would be detrimental to visual amenity, contrary to the National Planning Policy Framework and to the Council's UDP2 saved policies DC15.1, DC15.2, DC19 and E3.3, and to the Council's Core Strategy3 policies EN1, EN3, SP1 and DM1, which together amongst other things, seek to protect local character.

An accompanying application has been received for Listed Building Consent for the display (135668/LO/2022).

Consultations & Notification Responses

Local residents/adjoining occupiers - No comments received.

Highway Services - Makes the following comments:

The proposed digital adverts are not located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

The location of the digital adverts is not considered to generate any adverse impact for vehicles travelling along Hyde Road, Stockport Road and the adjoining roundabout.

The proposed luminance of the sign is noted as 5000cd/m2. This level of luminance exceeds the MCC recommended maximum of 600cd/m2, therefore they do not accept the proposed luminance.

If the application is approved it is recommended that the following planning condition be applied:-

Condition

- (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 300 cd/m2 during non-daylight hours / inclement weather.

Strategic Area and Citywide Support Manager -Recommends that the following condition is attached to any permission:

- 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.
- No individual advertisements shall be displayed for duration of less than 10 seconds.
- Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
- The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
- 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.
- The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non-daylight hours / inclement weather.

Urban Design and Conservation Officer - Makes the following comments:

The building under consideration is designated at Grade II listed building. It was listed in 1994 as a good example of an inter-war Art Deco purpose-built cinema built to the design of Peter Cummings and Alex M Irvine, with white glazed terracotta double frontage. The building survives relatively intact externally and makes an important and positive contribution to the character, sense of place and history of the local area. In its context, at a busy junction of Stockport Road and Hyde Road, it presents as a local landmark.

The existing advertisement hoarding to the west (side) elevation appears to be unauthorised, installed c.2012. The advertisement hoardings to the north (side) elevation were installed prior to this date but these do not appear to benefit from any permission either. Cumulatively, the signage has had an adverse impact on the Grade II listed building, causing a degree of harm to its special significance as derived from its architectural and artistic interest, as detracting from the building's attractive terracotta elevations and original architectural features.

The application does appear to be near identical to the former application 118737/AOH/2018 in that the proposal is to instal a LED digital advertisement to the west (side) elevation. The slight reduction of the proposed side of the LED digital board, to match existing, does not alleviate the LPAs concerns, as the main issue remains the digital format and the illumination of the proposed new signage, which would significantly increase its prominence in its context.

It remains the view that the proposed advertisement would have an adverse impact on the Grade II listed Apollo Theatre and local amenity, failing to preserve or enhance the special interest of the listed building or be sympathetic to the local character and history. By virtue of its size, illumination and changing content, the new signage would appear as an incongruous feature within its surroundings, appear unduly dominant and draw attention away from the listed building's architectural and artistic interest, which would considerably diminish the special significance of the designated heritage asset. Whilst the harm arising from this would be less than substantial, there are no public benefits arising that would serve to outweigh the perceived harm.

The proposal is not considered acceptable on urban design and heritage grounds, failing to preserve or enhance the Grade II listed building and add to the overall quality of the area. As such, on the grounds that the application does not meet the requirements of paragraphs 130, 134, 197, 199 and 202 of the NPPF, Core Strategy Policies EN1 and EN3 and Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, it is recommended that the application is refused.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (1) 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 above requirements have been taken into account in the assessment of the advertisement consent application. Whilst it is considered that the application cannot be refused on the basis of public safety, the proposal, in the view of the Local Planning Authority, fails to accord with its development plan as it is unacceptable in terms of visual impact and excessive prominence within the street.

National Planning Policy Framework - This Framework came into effect on 27th March 2012 and was amended and updated in July 2021. It sets out the government's planning policies for England and how these are expected to be applied. It defines the government's requirements for the planning system 'only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through 'which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. However, paragraph 11 states that 'at the heart of the Framework is a presumption in favour of sustainable development' and, in 'decision-taking', this means that development proposals should accord with the development plan should be approved without delay unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole or specific policies in this Framework indicate development should be restricted.

National Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Core planning principles - Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan making and decision-taking with the following specific policies being particularly relevant to the proposed development:

Section 12 'Achieving Well Designed Places' states that 'the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this (paragraph 126).

Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

In this case, it is not considered that the development would positively contribute to the streetscene and would harmfully affect the visual amenity of the area. It is considered that the nature of the signage would materially and harmfully change the relationship of the site to the streetscene. The incorporation of changing images within the display would also give the signage great prominence, and lead to a visually obtrusive feature in this location. It is therefore considered that the proposals would not accord with the NPPF.

The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development.

A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

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.

In this case, it is considered that the proposal would be harmful to the visual amenities of the area and the character of the built environment. The proposed advertisement signage would impact upon the immediate streetscene and would be visible from adjacent busy roads. The resulting impact is considered to be harmful and contrary to policy SP1.

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.

The design of the proposed advertisement signage is typical for this form of advertisement. However, the Council has never previously had the opportunity to consider a display on this site, and no evidence has been provided of the length of time, the existing display has been in situ. As

stated, the introduction of illuminated signage and the nature of digital signage, including the incorporation of changing images would materially and harmfully impact upon the relationship of the site to the streetscene. It is therefore considered that the proposed advertising display would fail to positively contribute to urban design in the locality and the quality of the streetscene and would thereby be contrary to policy EN1.

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
- Existing or proposed hazardous installation.

In this case, the prominence of the proposed advertisement would impact upon the character and composition of the streetscene. It is also considered that the signage and its operation would be harmful to the visual amenity of pedestrians and drivers travelling along the adjoining route.

UNITARY DEVELOPMENT PLAN

The site is unallocated within the Manchester City Councils Unitary Development Plan Development Plan (adopted 1995). However, the general policy for advertisement hoardings is Saved policy DC15.

DC15.1 The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining such applications,

for free standing hoardings and wall mounted posters the council will take account of the following matters in assessing these interests:

- a) the general location of the proposed development and the effect on visual amenity
- b) the scope for posters and hoardings to make a positive contribution to the locality
- c) the design of the structures, and the relationship with any premises on which they are located
- d) the effect of the proposal on permanent redevelopment of the land
- e) public safety resulting from the positioning of the design of the display
- f) the ease with which the structure is capable of being satisfactorily maintained
- g) the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent
- h) the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development
- i) the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities
- j) the number of advertisements in the locality and their cumulative effect on visual amenity

DC15.2 In assessing the interests of amenity and safety the council will take account of the following criteria:

- a) developments of this kind should not harm the character of architectural features of a building, nor interfere with its proper use
- b) they should be in scale with the locality and relate properly to the site on which they stand
- c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value
- d) a proposal which would be injurious to public safety or adversely effect the flow of traffic, by reason of its position, size or design will not be permitted

DC15.3 Where having regard to the preceding policies, the council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Saved policy E3.3 relates to sites along radial and orbital routes, which includes Hyde Road, and seeks to ensure that all new development, along these routes, is of the highest quality. The sign is positioned perpendicular to Hyde Road and adjoins an area of largely open land, this combined with its elevated position means that it would have a long range of visibility down Hyde Road, for vehicles travelling in both directions.

For the reasons outlined, the proposals would fail to be positively related to the surrounding context. Particular consideration has been given to the prominent high level position of the sign adjacent to a key radial route through the city and the additional prominence of the signage due to illumination and incorporation of changing images, which would materially affect the character of the streetscene. On this basis it is considered that the proposal would be contrary to saved policies DC15 and E3.3 of the UDP.

Impact of works on Listed Building - Policy EN3 of the Core Strategy seeks to preserve and enhance the historic environment including listed buildings and conservation areas and policy DC19.1 'Listed Buildings' seeks to ensure that all development has regard to the desirability of protecting the character and general setting of the City's listed buildings.

It is not considered that the proposal would preserve or enhance the character of this strategically important Grade II Listed Building. The advertisement is considered to be a large and dominant feature, on the building, due to the illuminated digital imagery as a feature on a listed building that would create an over dominant feature on a key visible elevation of the

existing building. It is acknowledged that there are existing illuminated displays on the building, but these were never subject of a planning application/permission, so the City Council never had the opportunity to assess their impact upon the Listed Building. This should not therefore be a justification to allow the installation of a digital advertisement in this location. Again, it is acknowledged that the Local Planning Authority has not sought the removal of the unauthorised hoardings through enforcement proceedings, however again it is not considered that this provides a sound justification for the approval of further advertisement consents on this important listed building, to the detriment to the setting and character of the listed building. It is considered that the proposed digital advertisement would have a greater impact on the character of the listed building and would constitute substantial harm to a heritage asset.

It is considered that the proposed advertisement has no relationship with the character and appearance of the Listed Building, appearing as an obtrusive and over dominant feature that covers some of the historic features and fabric of this important art deco building. It is considered that the advertisement would also draw attention away from the decorative façade that fronts onto Stockport Road and draw attention to the side elevation of the property, where the advertisement would be positioned. This impact would be further exacerbated by the introduction of the proposed means of illumination including the introduction of changing images. This would draw further attention to the display, significantly increasing its impact as an incongruous feature within its surroundings, as it would become the display, rather than the listed building, that would draw the observers attention, making it appear unduly dominant and draw attention away from the listed building's architectural and artistic interest, which would considerably further diminish the special significance of the designated heritage asset. This view was also emphasised, by the Planning Inspector, when considering the previous appeal on this site.

Visual Amenity - The proposed advertisement is considered to be inconsistent with Council policy, as it would have an unacceptable detrimental impact on the visual amenity of an area next to a major gateway route and principal corridor of movement and two major routes through the City Centre due to its size, design, location and appearance.

There are already a number of existing advertisement hoardings in the vicinity of the application site and this is a further elevated 96 sheet advertisement on the south side of Hyde Road offering a digital/moving image display.

As stated above, this impact would be further exacerbated by the introduction of the proposed means of illumination including the introduction of changing images. This would draw further attention to the display, significantly increasing its impact as an incongruous feature within its surroundings. This view was also emphasised, by the Planning Inspector, when considering the previous appeal on this site.

Therefore, the advertisement due to its size, design, location and appearance would be overly large and over dominant within the street scene and would constitute an incongruent feature on the fabric of this Grade II listed building. The advertisement is therefore considered to be inconsistent with Policies DC15 and DC19.1 of the UDP, Policy EN3 of the Core Strategy, Section 16 of the NPPF and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Highways issues and function of the proposed signage - Highway Services have confirmed that the siting of the proposed signage is acceptable, in highway and operational terms. However, it is not considered that these operational arrangements would overcome concerns regarding the harmful impact of the proposed signage on visual amenity and this major radial routes.

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: Refuse

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The proposed advertisement display by reason of its size, location, design, appearance, elevated position, means of illumination and method of display, would create an unduly obtrusive and over-dominant feature in the street-scene adjacent to a main radial route, and would form an incongruous feature within the street scene. The proposed display would thereby appear out of context with its location. The proposal would therefore have an unacceptable and detrimental impact on the listed building, on which it is proposed to be attached, and the visual amenity of the area and surrounding occupiers, contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policies E3.3, DC15 and DC19 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

3 - 9 Hyde Road, Manchester, M12 6BQ
Panache Motor Co, 14 Hyde Road, Manchester, M12 6BW
Apollo Ballroom, Hyde Road, Manchester, M12 6BW
The Apsley Cottage, Apsley Grove, Manchester, M12 6AW
4 Polygon Street, Manchester, M13 9SG
6 Polygon Street, Manchester, M13 9SG
2 Polygon Street, Manchester, M13 9SG
8 Polygon Street, Manchester, M13 9SG
Apollo Theatre, 1 Stockport Road, Manchester, M12 6BW
14 Hyde Road, Manchester, M12 6BW
Flat 6, 10 Polygon Street, Manchester, M13 9SG
Flat 9, 10 Polygon Street, Manchester, M13 9SG
Flat 7, 10 Polygon Street, Manchester, M13 9SG
Flat 17, 10 Polygon Street, Manchester, M13 9SG
Flat 4, 10 Polygon Street, Manchester, M13 9SG
Flat 13, 10 Polygon Street, Manchester, M13 9SG
Flat 18, 10 Polygon Street, Manchester, M13 9SG
Flat 1, 10 Polygon Street, Manchester, M13 9SG
Flat 3, 10 Polygon Street, Manchester, M13 9SG
Flat 5, 10 Polygon Street, Manchester, M13 9SG
Flat 14, 10 Polygon Street, Manchester, M13 9SG
Flat 2, 10 Polygon Street, Manchester, M13 9SG
Flat 11, 10 Polygon Street, Manchester, M13 9SG
Flat 8, 10 Polygon Street, Manchester, M13 9SG
Flat 10, 10 Polygon Street, Manchester, M13 9SG
Flat 12, 10 Polygon Street, Manchester, M13 9SG
Flat 15, 10 Polygon Street, Manchester, M13 9SG
Flat 16, 10 Polygon Street, Manchester, M13 9SG
Flat At, The Apsley Cottage, Apsley Grove, Manchester, M12 6AW

Appendix 2 – Planning constraints

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