

Planning Statement – Gartside Street Dental Lounge digital advertising.

74 Gartside Street, Manchester, M3 3EL.

On behalf of Dr Nilesh M Bhatt, BDS Pg Cert

Date: 21 February 2023 | Pegasus Ref: P23-0419

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Document Management.

Version	Date	Author	Checked/ Approved by:	Reason for revision
1	21/02/2022	HY	DM	



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1. Introduction

- 1.1. This Planning Statement has been prepared by Pegasus Group in support of an application for advertising consent submitted on behalf of Dr Nilesh M Bhatt for the following proposed development:

"Proposed installation of a projecting hanging digital advertising screen and wall-mounted digital advertising screen at 74 Gartside Street."

- 1.2. The application is accompanied by the following documentation:

- Application Forms
- Planning Statement (this statement)
- Specification Sheets
- Drawing pack (Existing, Proposed)
- Location and Block Plans

2. Site, surroundings and planning history

Site and surroundings

- 2.1. The host building is a 3-storey mid-terraced building fronting Gartside Street, in the Springfields area of Manchester city centre. The site is currently in use as a dental clinic. The rear of large multi-storey office buildings which front Springfields Square dominate the surroundings of the site to the north and east. The wider area is dominated by similar large multi-storey office buildings.
- 2.2. A review of the Manchester proposals map reveals that the site sits within the City Centre and Regional Centre Local Plan designations. The site itself is not listed or within a conservation area. However, the boundaries of the St John Street and Castlefield conservation areas are located across Quay Street to the south of the site.



Figure 1: Site Location and surroundings

Planning History

- 2.3. A review of the available records reveals the following planning history for the site:
 - 111822/FU/2016/C1 – Change of use from Offices (B1) to a dental clinic (D1) at ground, first, and second floor level. – Approved 05/07/2016

3. The Proposals

- 3.1. The applicant is seeking advertising consent for the installation of two digital advertising screens on the front elevation of the existing building.
- 3.2. The proposals for Sign 1 (shown below) relate to a new external wall mounted digital display adjacent to the main entrance to the clinic to replace the existing signage. The will be 43" (approx. 941mm x 529mm) display with weatherproof casing and mount, with bespoke white lettering above and below the display.
- 3.3. Sign 2 (shown below) is proposed as new external wall-mounted projecting sign, containing two back-to-back 22" HD displays in a weatherproof casing.
- 3.4. These screens are intended to provide additional advertising and wayfinding for the existing dental practice.

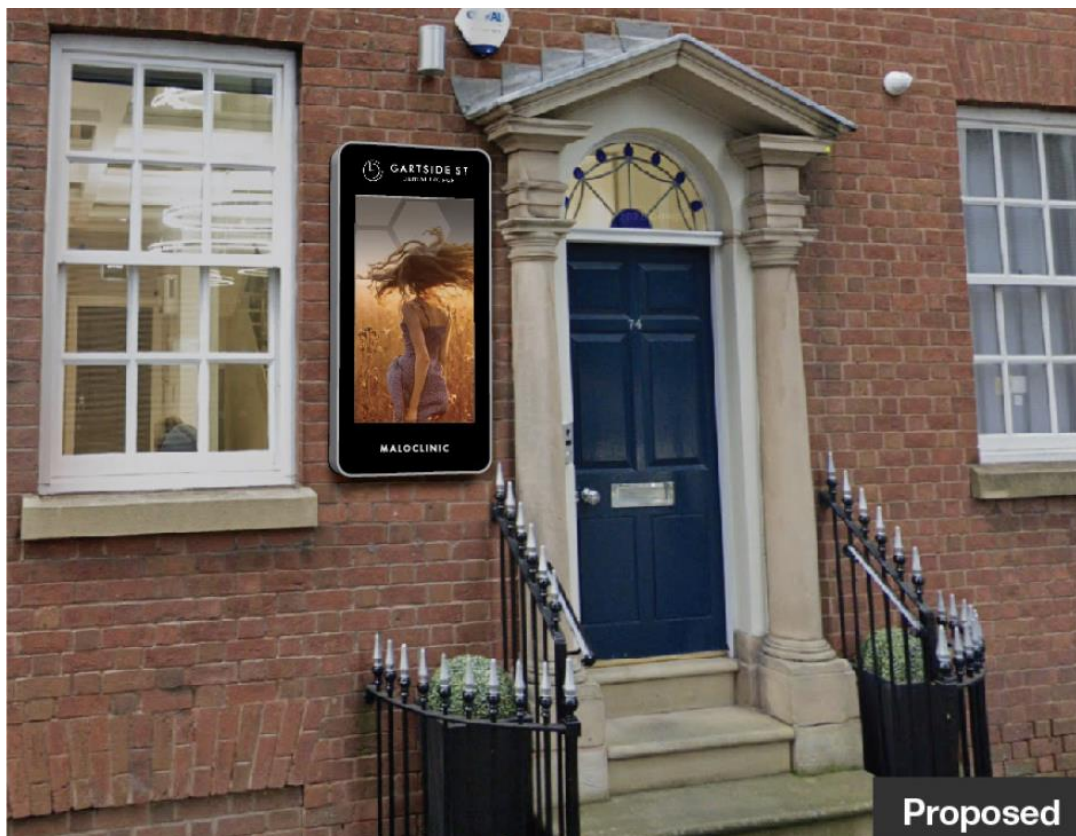


Figure 2: Proposed sign 1



Figure 3: Proposed sign 2

4. Planning Regulations, Policy and Guidance

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- 4.1. Applications for consent to display an advertisement are considered against The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ('the Regulations'). The Regulations provide a stand-alone system for determining applications for consent to display an advertisement and is set apart from other Planning controls. The Regulations state that there are two material considerations when determining applications for consent to display an advertisement – public safety and amenity.
- 4.2. Part 1, Section 3 of the Regulations states that:
- 3.—(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.*

National Planning Policy Framework 2021 ('NPPF')

- 4.3. Paragraph 132 of the Framework states that design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.
- 4.4. 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.

Manchester Core Strategy (2012)

- 4.5. Policy SP1 (Spatial Principles) states that the Regional Centre of Manchester will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living.
- 4.6. 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.
- 4.7. Policy EN1 (Design Principles and Strategic Character areas) outlines that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance.
- 4.8. Policy DM 1 Development Management outlines that all development should have regard to the following: 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.

Manchester Extant Unitary Development Plan Policies

- 4.9. Policy 15 of the Extant Manchester UDP policies outlines the following:

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

5. Planning assessment

- 5.1. Under the Regulations referenced in the previous section, powers to control advertisements are to be exercised in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material and any other relevant factors.
- 5.2. We note that there is already a precedent for the installation of projecting signs on this group of terraced properties, with 66 Quay Street already having one in situ. Therefore, the proposed projecting sign (sign 2) would not be overly out of character with the surrounding area.
- 5.3. Whilst the digital nature of both signs is not common within the immediate area, it is considered that the immediate surrounding context and significance of the site, and the wider terrace it is a part of, has already been eroded by the construction of the large office buildings around the site. Therefore, the digital advertising screens would appear in keeping with the urban city centre commercial context of the immediate surroundings. The proposals would also significantly assist this local business in wayfinding for current and potential patients, assisting in the clinic's longevity.
- 5.4. Due to the design, quality, scale and location of the signage, it is considered that the signage would not hinder the interpretation of any nearby road signs. The positioning of the signs on a side street, away from the main traffic routes, will ensure they do not cause a hazard or distraction to any nearby highway users or result in any adverse impacts to public safety.
- 5.5. Furthermore, the illumination of the screens and associated level of artificial light will not result in an adverse impact or nuisance to the surrounding neighbouring amenity or public highway, especially as any impact can be successfully mitigated through the implementation of conditioning that will restrict the signs' illumination.
- 5.6. For the above reasons, it is concluded that the screens would not harm amenity, including the character and appearance of the immediate and wider area or cause any issues with respect to highway safety. Overall, this would comply with the relevant advertising regulations, NPPF and local policies, as discussed above.

6. Summary

- 6.1. It is considered that the location, positioning, and scale of the proposed signage is appropriate to its specific context.
- 6.2. It has been demonstrated that the proposed development accords with relevant planning regulations, and national and local planning policy and guidance as far as they are relevant to matters of amenity and public safety. It is not considered to harm the amenity of the public realm, street scene or wider locality.
- 6.3. The proposed digital advertising screen will be located in a predominantly commercial area, where guidance suggests such advertisements are appropriate. The proposed signage would be attached to the front elevation of the building, which itself fronts a side street. As a result, the proposal would draw attention and assist in wayfinding, such is their purpose, but would not result in the advertisement having any dominant or incongruous effect..
- 6.4. Overall, the proposals should be considered favourably within this surrounding context. It is therefore kindly requested that advertising consent is granted without delay.

Town & Country Planning Act 1990 (as amended)
Planning and Compulsory Purchase Act 2004

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