



## Appeal Statement

**72 Rochdale Road, Manchester, M40 7PN**

December 2022

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## 1.0 Introduction

- 1.1 This statement has been prepared by Alder King Planning Consultants on behalf of Wildstone Group Limited ('the Appellant'). It relates to an appeal against the decision issued by Manchester City Council ('the Council') on 21 October 2022, on land at 72 Rochdale Road, Manchester, M40 7PN ('the Appeal site'), to refuse advertisement consent for the:

*"Installation of internally illuminated hoarding sign"* (LPA ref: 134799/AOH/2022).

- 1.2 The application was submitted to the Council and validated on 26 August 2022 and subsequently refused in a decision notice dated 21 October 2022, citing the following reason for refusal:

1. *"The proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, character, appearance and ongoing regeneration of the surrounding area constituting an incongruous and obtrusive feature within the street scene. The advertisement would be contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, 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 policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters) of The Unitary Development Plan for the City of Manchester (UDP) and Northern Gateway Strategic Regeneration Framework."*

- 1.3 The decision notice is attached at **Appendix 1** of this statement.

## 2.0 Site Description and Planning History

### Site Description

- 2.1 The appeal site constitutes land adjacent to 72 Rochdale Road, Manchester, M40 7PN. The appeal site currently supports one 48-sheet paper and paste advertisement billboard. This comprises a classic 'backlit' unit with a metal frame and cathode tube lighting over the front, of which a vinyl image is manually stretched and affixed.
- 2.2 In the immediate context, the setting of the appeal site comprises a mix of residential and commercial/industrial uses.
- 2.3 The appeal site is an established location for advertising, having demonstrably supported one 48-sheet billboard for over 14 years. Photographic, using Google Streetview, confirms that the existing billboard has remained in place for over 14 years which therefore benefits from deemed consent under Class 13 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2.4 Owing to the positioning and orientation of the existing signage on the appeal site and any nearby dwellings, there are no direct views of the signage from any dwelling in close proximity. The signage on the appeal site faces south west and is visible to traffic traveling north along Rochdale Road.
- 2.5 The street scene along Rochdale Road is characterised by a plethora of signage including the existing signage on the appeal site and a 96-sheet externally illuminated billboard situated in close proximity to the south.
- 2.6 This sets out the position of the appeal site and immediate vicinity in that it is an established area for signage. It is noted that the proposals seek to only upgrade and digitise an existing lawful billboard and would not further intensify the area in this regard.

### Planning History

- 2.7 The Council granted advertisement consent on the appeal site on 28 December 2016 for the replacement of the existing 48-sheet advertising display with a 48-sheet sized internally illuminated LED display sign (LPA ref: 114372/AOH/2016).
- 2.8 Advertisement consent was granted subject to a condition limiting the consent to five years, from the date of the consent, with the advertisement hoarding and all associated development to be removed at the end of this time (condition 2).
- 2.9 Advertisement consent 114372/AOH/2016 was appealed seeking the removal of condition 2 so the approved replacement 48-sheet internally illuminated LED display sign could remain in place after five years from the date of the consent.

- 2.10 The appeal (ref: APP/B4215/H/17/3166591) was allowed on 26 May 2017 which saw the deletion of condition 2 from advertisement consent 114372/AOH/2016.
- 2.11 The Council's decision notice and Inspector's decision pursuant to this case are provided at **Appendix 2** of this statement, alongside the approved site location plan and elevations.
- 2.12 This sets a precedent at the appeal site in that the replacement of the existing signage with an internally illuminated LED display of the same size has been found to be acceptable. It is noted that the previous approval was not implemented, hence the recent advertisement consent submission ref: 134799/AOH/2022.

## 3.0 Appeal Proposal

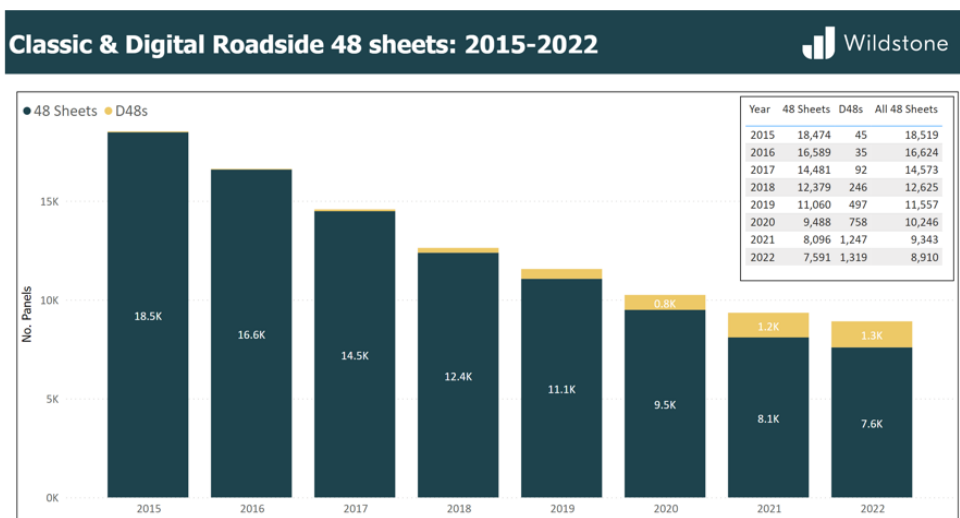
- 3.1 The proposal at the appeal site seeks to install a new digital 'D-Poster' advertisement hoarding to replace the existing 48-sheet externally illuminated billboard which has been in place for over 14 years.
- 3.2 The size, position and orientation of the proposed D-Poster is commensurate with the existing billboard which is proposed to be replaced. Further, the D-Poster is designed to mimic the appearance of a traditional paper and paste advertisement board but will display static advertisements on rotation.
- 3.3 The specification of the proposed D-Poster is as follows:
- height – 3m;
  - width – 6m;
  - depth – 0.061m;
  - height from the ground to the base of the advertisement – 2.55m;
  - maximum projection of the advertisement from the face of the building – 0.25m;
  - maximum height of any individual letters and symbols – 300cm;
  - advertisement materials – lightweight LED panels;
  - multi-coloured text and background;
  - internally illuminated;
  - illuminance levels 150cd/m<sup>2</sup> (during night time hours);
  - static illumination.
- 3.4 The existing and proposed site plans, including elevations submitted with the application (dwg refs: 15174/PA/02, 15174/PA/03 & 15174/PA/04) provided at **Appendix 3** of this statement.
- 3.5 The proposal will meet the modern requirements of advertisers and allow the existing advertising network to be better managed, monitored and maintained largely remotely. This will bring a wide range of benefits, including:
- reduction in vehicle trips for reposting adverts (i.e. from an average of 34 trips to 2);
  - eradicating the need to print posters and avoiding the associated waste involved in the production process;
  - ability to broadcast emergency messaging (i.e. public health messaging);

- ability to use void periods for non-commercial campaigns;
  - opportunity for more creative real time and locally relevant advertising;
  - opportunity to integrate additional hardware to meet Smart City objectives.
- 3.6 Content will be controlled remotely in real time from a Networks Operations Centre ('NOC') and the appeal site will be monitored remotely 24/7 to facilitate responsive maintenance. Diagnostics software will report and resolve the majority of issues remotely.
- 3.7 The illuminance of the proposed internally illuminated D-Poster will be limited at night time in accordance with the *Institute of Lighting Professionals best practice guidance: The Brightness of Illuminated Advertisements PLG05 2015* and will adjust according to ambient brightness. The level of illuminance will be set on site manually to be at an appropriate level for the area.
- 3.8 The proposed D-Poster will be controlled by light sensors to vary the brightness of the screen according to the brightness of the day. During daytime hours, the brightness of the screen will reduce automatically when ambient lighting conditions are less bright. This will ensure that the level of luminance of the advertisement is sensitive to change in daytime from sunrise to sunset and from summer to winter. This is also in the interest of the Appellant to reduce energy consumption as much as possible.
- 3.9 Only static images (i.e. no moving images or flashing lights) will be displayed, but the advertisement will be capable of changing to display new adverts every ten seconds. This is in line with industry standard units of advertising space for sale, and in compliance with the outdoor media code. The changeover between adverts will take place instantly with no fading or other effects in order to minimise the potential for driver distraction.
- 3.10 The following have become established as best practice for roadside digital displays and will be applied to control the operation of the digital poster in the interests of amenity and public safety:
- static images to be displayed only (no moving or flashing images);
  - changes between adverts to take place instantly with no sequencing, fading, swiping or merging of images;
  - advertisements to change no more frequently than once every ten seconds;
  - at no time shall the luminance level of the signs exceed the thresholds contained within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015 (or any subsequent amendment/replacement of this guidance).
- 3.11 Where circumstances demand, additional controls or variations of these conditions may be acceptable to the appellant. It is noted that at application stage the luminance of the D-Poster was proposed at 300cd/m<sup>2</sup> however, in response to the Council's decision to refuse advertisement consent, the appellant would accept

a condition limiting the level of illumination during hours of darkness to 150cd/m2, against an industry standard of 300cd/m2.

- 3.12 The proposed D-Poster will meet modern requirements and will be capable of displaying six advertising campaigns at a time, sequencing every ten seconds. The proposal is submitted as part of a nation-wide project to upgrade traditional advertising hoardings to a modern digital format, which will see an overall reduction in adverts, as multiple advertising campaigns can be supported by single panels.
- 3.13 As can be seen in **Figure 1**, there has been an overall reduction in the volume of advertising panels over an extended period of time, even though the number of digital sites is increasing. At present, there are over 1,300 digital 48-sheet advertisements (D-Posters) across the UK, which is up from just 45 in 2015. However, over the same period the number of poster and paste 48-sheet billboards has more than halved, from 18,519 to 8,910. This is a total reduction of 8,335 panels nationwide, demonstrating a clear pattern of rationalisation and decluttering associated with digital upgrades. Since this project began over 700 consents have been granted for digital advertisements across the UK.

**Figure 1: Reduction in 48-sheet advertising boards 2015-2022**



## 4.0 Planning Policy

4.1 Applications for advertisement consent are to be determined in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ('the Regulations'). The Regulations state that local planning authorities are to consider factors in the interests of amenity and public safety, taking into account the provision of the development plan insofar as they are material, and any other relevant factors.

4.2 The National Planning Policy Framework 2021 ('NPPF') sets out the Government's planning policies and how these are expected to be applied. The overarching theme of the document is sustainable development and it seeks to achieve positive improvements in the quality of the built, natural and historic environment. The NPPF places great importance on the design of the built environment as a key aspect of sustainable development.

4.3 With regard to advertisements, paragraph 136 of the NPPF reflects the Regulations, stating that:

*"A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simply, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

4.4 National Planning Practice Guidance sets out that *"in practice, amenity is usually understood to mean the effect on the visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement"*.

4.5 In refusing the application for advertisement consent on the Appeal site, the Council cite the following policy to which it considers the proposal falls contrary to:

- Policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) of the Manchester Core Strategy 2012 to 2027 (July 2012);
- Saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of The Unitary Development Plan for the City of Manchester and Northern Gateway Strategic Regeneration Framework; and
- Section 12 and 16 of the National Planning Policy Framework.

## 5.0 Grounds For Appeal

- 5.1 This section of the appeal statement sets out the grounds for appeal in relation to the proposed installation of a replacement digital D-Poster advertisement at the appeal site, following refusal of advertisement consent application ref: 134799/AOH/2022.
- 5.2 As set out above, proposals for advertisement consent must be considered in terms of amenity and public safety only. In refusing advertisement consent at the appeal site, the Council cite the impact on amenity as the reason for refusal. Notwithstanding this, both elements are considered in turn below to justify the acceptability of the proposed works.

### **Fall-Back Position**

- 5.3 A set out within section 2 of this statement, the appeal site is an established location for advertising, having demonstrably supported one backlit 48-sheet billboard for over 14 years. Photographic evidence, using Google Streetview, confirms that the existing billboard has remained in place for over 14 years which therefore benefits from deemed consent under Class 13 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 5.4 Should the proposed D-Poster not gain approval, the extant lawful advertisement on the appeal site shall be retained in situ. This represents the fall-back position. Therefore the assessment in terms of amenity and public safety should only consider whether the replacement of the existing signage with a D-Poster would give rise to any unacceptable impact.

### **Public Safety**

- 5.5 The application was not refused on the grounds of public safety. Notwithstanding this, we consider below the merits of the proposed signage in this regard. Given the fall-back position, consideration should only be given to the proposed change from the existing paper and paste billboard to a D-Poster on the appeal site and any associated impact of this change.
- 5.6 When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task.
- 5.7 The proposed D-Poster would be seen by traffic travelling north along Rochdale Road Hill which is well lit, straight, level and has excellent forward visibility. Road users would be fully capable of glancing content far in advance of the appeal site without being distracted from the road or traffic conditions ahead and would be entirely capable of viewing advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.
- 5.8 The introduction of a sequential change in the adverts will not have a material impact on the level of distraction as the changeover will be instantaneous and not more frequent than once every 10 seconds.

This will reduce eye dwell time on the D-Poster and therefore the potential for a distraction is low. In this regard, free flowing traffic will see most road users pass the sign without seeing a sequential advert change and in times of stop-start traffic, road users will be travelling very slowly. The introduction of a sequential advert change on the signage at the appeal site is therefore considered to pose no increase in risk to highway safety.

- 5.9 It should be noted that drivers are almost always continually assimilating sensory inputs from multiple sources whilst driving. It is not considered that the presence of the proposed D-Poster at the appeal site would represent a material departure from the types of features that drivers are used to seeing at the roadside.
- 5.10 Moreover, the proposed D-poster is consistent in scale to the existing backlit hoarding in place on the appeal site. The proposed D-poster, comprising a replacement of the existing signage, would therefore not appear as an incongruous feature.
- 5.11 Under these circumstances, such a familiar feature of Rochdale Road and the surrounding highway network would not constitute a hazardous distraction to anyone exercising a reasonable standard of care. Consequently, the proposal would not give rise to public safety issues, which would prevent the granting of an express advertisement consent.
- 5.12 The proposal to introduce internally illuminated signage to the site is considered to have no material impact on the level of distraction caused to any road users such that it would have the potential to impact on highway safety.
- 5.13 This is consistent with the Council's assessment, with the Council determining only to refuse the application in relation to amenity.
- 5.14 It is therefore concluded that the proposal would have no unacceptable impact to public safety.

### **Amenity**

- 5.15 The application was refused for one reason with regard to visual amenity, as the Council considered that:
1. *"The proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, character, appearance and ongoing regeneration of the surrounding area constituting an incongruous and obtrusive feature within the street scene. The advertisement would be contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, 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 policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters) of The Unitary Development Plan for the City of Manchester (UDP) and Northern Gateway Strategic Regeneration Framework."*

- 5.16 Paragraph 136 of the NPPF is clear that “Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”. Moreover, the NPPG sets out that “in practice, ‘amenity’ is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.”
- 5.17 The proposal seeks only to replace the existing backlit advertisement billboard at the appeal site with a D-Poster of the same size, positioning and orientation. As such, it is considered this will have no material impact on visual amenity. The proposed works will see replacement of the dated billboard on the appeal site with a modern digital screen. The level of illumination of the proposed D-Poster will be set to ensure that the proposed advertisement is not visually materially different from the existing position. The before and after comparison photographs on the example site at 142 Liverpool Road, Warrington (**Appendix 4**) illustrates the minimal visual difference between a traditional paper and paste display and a D-Poster once controls are put in place.
- 5.18 It is considered that the Council strayed away from national planning policy in its assessment of the application with particular regard to the weight placed on a perceived impact on the future position of the local area. We do not consider this to be wholly relevant as the proposal should only be assessed with regard to amenity and public safety. Notwithstanding this, the proposal constitutes the replacement of a dated advertisement billboard with a modern D-Poster of the same scale, on land with a long-established history for an advertising hoarding.
- 5.19 The proposal comprises the replacement of the existing signage with the proposed D-Poster which is identical in size. The proposal will therefore give rise to no proliferation of signage within the vicinity as the proposal comprises a like-for-like replacement in this regard. The scale of advertising at the appeal site will therefore be identical to that already in place.
- 5.20 During the day, the proposed level of illuminance will be set to mirror that of a traditional poster and paste board, in line with the current position of the appeal site. At night time, the controls proposed over the level of luminance along with the orientation of the D-Poster will ensure that the introduction of internally illuminated signage on the appeal site does not cause material harm to amenity. Luminance of the D-Poster will be limited to 150cd/m<sup>2</sup> during night time hours to ensure no negative impact to amenity in this regard.
- 5.21 **Appendix 5** contains photographic evidence of example D-Posters operating in different lighting conditions, including during daytime clear skies, daytime overcast, twilight, dusk and night. This demonstrates how D-Posters assimilate into their surroundings without forming an incongruous feature in the street scene. This is relevant when considering the fall-back position which amounts to a backlit 48-sheet advertising hoarding.
- 5.22 It is noted that street lighting lines Rochdale Road with a column located adjacent to the appeal site, offering a further degree of illumination to the existing signage. When considering the merits of the proposed digital advertisement board, it is important to note that should consent not be forthcoming, the fall-back position amounts to what already exists on the appeal site. The principle of the proposed use is therefore already

established and the current poster board would remain in situ should the proposed digitalisation not be approved.

- 5.23 Consideration should therefore only be given to the replacement of the existing advertisement hoarding and any impacts this would bring. Visually it is considered that, with the proposed operational restrictions, this will have no impact on the street scene nor the visual and aural amenity in the immediate neighbourhood, thereby there will be no detrimental impact on amenity when compared to the current lawful position. The context of the site including the surrounding signage in the area establishes the site as appropriate for an illuminated advert of the type proposed.
- 5.24 It is further noted that there are no residential properties facing the signage on the appeal site. As such, there is no possibility to give rise to any impact on residential amenity.
- 5.25 As already set out within this statement, the Council previously granted consent in December 2016 for a replacement 48-sheet sized internally illuminated LED display sign on the appeal site (LPA ref: 114372/AO/2016). An appeal was subsequently allowed (ref: APP/B4215/H/17/3166591) which removed a condition requiring the approved replacement signage to be removed after a period of five years. This is highly relevant to the current appeal as the proposal remains the same, to secure advertisement for the proposed D-Poster. The Council have therefore taken an inconsistent approach in approving application 114372/AO/2016 and refusing application 134799/AOH/2022.
- 5.26 The approved elevations pursuant to advertisement consent 114372/AO/2016 on the appeal site (**Appendix 2**) illustrate how they mirror the elevations of the proposed D-Poster for which advertisement consent is now sought.
- 5.27 Furthermore, as can be seen on Google Streetview, it should be noted that a 96-sheet externally illuminated paper and paste hoarding is situated circa 28m to the south of the appeal site, on the corner of Rochdale Road and Victor Street. This signage, which has been in place for over 14 years further emphasises the long established context of the immediate area with regard to advertisement hoardings. Moreover, the Council granted consent here on 13 September 2019 for the replacement of this signage with a 48-sheet sized internally illuminated digital screen (LPA ref: 124342/AOH/2019), similar to that for which consent is now sought for on the appeal site. It is noted that the Council did not attach any condition to advertisement consent 124342/AOH/2019 requiring the approved replacement hoarding be removed after five years. The decision notice and submission plans document, pursuant to advertisement consent 124342/AOH/2019 is provided at **Appendix 6** of this statement.
- 5.28 The recent planning history therefore outlines the inconsistent approach taken by the Council in refusing advertisement consent application 134799/AOH/2022 on the appeal site.
- 5.29 Notwithstanding the acceptability of the proposed replacement D-Poster on the appeal site, in response to the Council's decision to refuse advertisement consent the Appellant agrees to further operational restrictions to ensure that amenity will not be adversely impacted. Specifically, it is proposed that the

luminance of the D-Poster will be limited to level of 150cd/m<sup>2</sup> during the hours of darkness, against an industry standard of 300cd/m<sup>2</sup>.

- 5.30 To assess the extent of light spill resulting from the proposed D-Poster, **Appendix 7** provides a lighting diagram illustrating the extent of light spill from the signage at 2% brightness (<150cd/m<sup>2</sup>). This is based on a 'worst-case scenario' of a full white screen. The lighting diagram demonstrates that a D-Poster set at a brightness of 150cd/m<sup>2</sup> would fully meet the ILP guidance for pre and post-curfew levels. Regarding visual amenity, this diagram serves to show the extent that the proposed signage will be visible in the street scene with light omission focussed on Rochdale Road posing no adverse impact to the visual amenity of the area.
- 5.31 Given the history and nature of the site and surrounding area, including the presence of other signage in the immediate context, the proposed replacement D-Poster would cause little, if any, material change in the appearance of the street scene. The existing advertisement billboard at the site has been in place for over 14 years and constitutes a well-established feature of the street scene. The proposed replacement D-Poster would have no impact on the street scene when considered in this context, would cause no cumulative increase in advertisement signage and sit comfortably in the visual context while not harming amenity, the qualities of the site, or the character or appearance of the wider area. This is further consistent with the Council's previous decision to approve the same proposal on the appeal site in December 2016 and the Inspector's decision to allow the subsequent appeal in May 2017 (**Appendix 2**).
- 5.32 The Council's reason for refusal states that the proposed advertisement would be contrary to Government guidance contained in sections 12 and 16 of the NPPF. In this regard, section 12 of the NPPF relates to 'Achieving well-designed places'. First and foremost, applications for advertisement consent should be considered with regard to amenity and public safety only. The design of the proposed D-Poster is a standard format and commensurate with the existing lawful backlit signage it will replace on the appeal site. It is also similar in design to the internally illuminated digital screen previously approved by the Council on the appeal site (LPA ref: 114372/AOH/2016) and on the land circa 28m to the south (LPA ref: 124342/AOH/2019). In accordance with the proposed operational restrictions of the D-Poster there will be no unacceptable impact with regard to amenity.
- 5.33 Moreover, section 16 of the NPPF relates to 'Conserving and enhancing the historic environment'. In this regard, the appeal site is not situated within a conservation area, nor is it located in close proximity to any listed buildings. The proposed D-Poster therefore will have no negative impact in this regard.
- 5.34 With regard to the Policy EN1 of the Core Strategy, the proposed D-Poster positively responds to the character of the area, with a standard modern hoarding design, commensurate to: 1) the existing lawful advertisement signage on the appeal site; 2) the internally illuminated digital screen approved on the appeal site pursuant to advertisement consent 114372/AOH/2016; and 3) the internally illuminated digital screen approved on the land to the south of the appeal site pursuant to advertisement consent 124342/AOH/2019.
- 5.35 The proposed D-Poster on the appeal site is further in accordance with Core Strategy Policy DM1 in that the siting, layout, scale, form, massing, materials and detail are appropriate. Moreover, the proposal will

have no unacceptable impact on the surrounding area nor amenity owing to the proposed operational restrictions to be secured by condition.

5.36 Policy SP1 of the Core Strategy provides the key spatial principles which will guide the strategic development of Manchester to 2027. The proposed D-Poster will not conflict with the aims of this policy and, in the context of the fall-back position and the precedent for internally illuminated digital screens being approved on and near the appeal site, will have no unacceptable impact with regard to amenity.

5.37 Finally, the proposed D-Poster is consistent with policies saved policies DC15.1 and DC15.2 of the Unitary Development plan in that the D-poster:

- is situated in a suitable location and will have no material impact on visual amenity;
- is consistent with the extant lawful advertisement signage on the site and would make an equivalent contribution to the locality;
- is appropriately designed, in the context of the extant lawful advertisement signage on the site and the advertisement consents granted on and near the appeal site in recent years.
- will have no impact on the permanent redevelopment of land;
- will have no adverse impact on public safety, subject to the proposed operational restrictions;
- will be easily maintained, largely from a remote NOC;
- will constitute no increase in the cumulative number of advertisements in the locality.

5.38 For the reasons set out above, the proposed D-Poster advertisement would not cause any unacceptable impact with regard to amenity.

## 6.0 Conclusion

- 6.1 In accordance with the NPPF, advertisements should only be controlled where they are harmful to amenity or public safety.
- 6.2 The appeal site is an established location for advertising, having demonstrably supported one backlit 48-sheet billboard for over 14 years. Photographic evidence, using Google Streetview, confirms that the existing billboard has remained in place for over 14 years which therefore benefits from deemed consent under Class 13 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 6.3 The appeal proposal seeks to replace the existing lawful backlit 48-sheet advertisement billboard with a D-Poster on land adjacent to 72 Rochdale Road, Manchester, M40 7PN.
- 6.4 The Appellant is in agreement with the Council in its conclusion that the proposed D-Poster would constitute no harm to public safety.
- 6.5 With regard to amenity and the Council's reasons for refusal of the application, the case as set out within this appeal statement demonstrates that sufficient controls on the proposed signage would ensure no adverse impact to residential amenity and the visual amenity of the area.
- 6.6 To this end, it is respectfully requested that the appeal is allowed, and advertisement consent is granted for the proposed works.