

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134799/AOH/2022

Date registered valid: 26 August 2022

Proposal: Installation of internally illuminated hoarding sign

Address: 72 Rochdale Road, Manchester, M40 7PN

Ward(s): Piccadilly Ward

Applicant: Wildstone Group Limited Barton Hall, 29 Gloucester Street,
Cirencester, GL7 2DJ

Agent (if any): Alder King Alder King Planning Consultants Pembroke House, 15
Pembroke Road, Clifton, Bristol, BS8 3BA

Case officer: Adam Roche
Tel: 0161 234 4688
Email: adam.roche@manchester.gov.uk

Recommendation: Refuse

Date of recommendation: 21 October 2022

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 7 September 2022

Expired: 28 September 2022

Neighbour notifications

Printed: 7 September 2022

Expired: 2 October 2022

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/building

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site relates to land adjacent Osborne House at the junction of Rochdale Road and Osborn Street with Cheetham Hill Medical Centre in the immediate vicinity of Miles Platting.

The site is located within the Manchester Northern Gateway Strategic Regeneration Framework area of South Collyhurst.

The vision for South Collyhurst is to deliver a series of vibrant, sustainable and integrated residential neighbourhoods within the extended city centre of Manchester.

This will include the delivery of affordable housing to ensure that residents on a range of incomes are accommodated in the Northern Gateway". "Enhancing the green-blue infrastructure and public realm.

Description of development

The submitted application seeks advertisement consent for the installation of internally illuminated hoarding sign.

Consultations & Notification Responses

Environmental Health – No adverse comment or objection to this application.

Network Rail – No comments.

Highways – The proposed sign is not located on the adopted highway network.

The proposed sign does not extend over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 300 cd/m². This is considered to be in line with the 300cd/m² maximum stated by the Institute of Lighting Engineers and as such is accepted in principle.

The proposed sign complies with headroom clearance and carriageway clearance requirements and is therefore compliant with MCC recommendations.

The Covering Letter confirms that the images will display static images, will change between adverts with no sequencing, fading, swiping or merging images, advertisements will not change more than once every 10 seconds and the luminance levels will not exceed 300 cd/m². This is acceptable to Highways.

It is recommended that the following condition be attached to any approval of the application:

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

Policies

National Planning Policy Framework (2021)

The NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. The following sections are considered to be particularly relevant to the proposed development:

Section 12 'Achieving well-designed places' refers to the need for good design.

Section 16 'Conserving and enhancing the historic environment' refers to the great weight that should be given to preserving heritage assets.

Manchester Core Strategy

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents. The following policies within the Core Strategy are considered relevant:

Policy DM1 states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

Policy SP1 (Spatial Principle) refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety and well-being of residents, consider the needs of all members of the community and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

Unitary Development Plan for the City of Manchester, 1995 (Saved Policies)

A number of UDP policies have remained until replaced by further development plan documents to accompany the Core Strategy. The following remaining policies are considered relevant to this application:

Policy DC15 relates to advertisement hoardings and posters. The main matters to be considered in the context of this application are:

- The general location of the proposed advertisements and the effect of visual amenity;
- The number of advertisements in the locality and their cumulative effect on visual amenity.

Policy E3.3 refers to the Council looking to upgrade the appearance of the city's major radial routes

Issues

Visual Amenity and Regeneration

The proposal would replace an existing paper and paste advertisement hoarding which does not benefit from express consent. Advertisement consent had been granted for the "Replacement of existing 48 sheet advertising display with a 48-sheet digital internally illuminated LED display sign" on 28 December 2016 for a 5 year period starting on the date of approval which never appears to have been implemented. Although the advertisement would benefit from deemed consent, having been in place for more than 10 years, the proposed internally illuminated hoarding sign will be considered on the basis of current relevant planning policy and other material considerations.

The proposed illuminated hoarding would be located on Rochdale Road which is a major radial route connecting the City Centre to neighbourhoods in North Manchester. The hoardings south-westerly orientation would be visible to vehicles and pedestrians for some distance along Rochdale Road as they travel Northwards, out of the City Centre, which sees high volumes of traffic flow owing to its proximity to Shudehill bus/tram station and Manchester Victoria train station.

Page 6 of the SRF sets out the objectives for the area of South Collyhurst which includes delivery of “unique, high quality residential-led regeneration” and creation of a “varied network of high-quality green streets and public open areas”

“Deliver a series of vibrant, sustainable and integrated residential neighbourhoods within the extended city centre of Manchester”.

These neighbourhoods will “provide a range of housing options”

“high-quality, well managed environment, with high levels of connectivity that link the growth of the city centre with surrounding Manchester communities”.

This will include the delivery of a range of affordable housing products to meet the needs of residents on a range of incomes. The Northern Gateway SRF will support long-term growth and promote economic, social and cultural uses to support the creation of high performing and sustainable new communities where people choose to live, work, and play.

The Osborne, Not far from gateway square, Enhancement’s to nearby railway bridge to improve the pedestrian experience and reconnect the neighbourhood, near primary retail and service hub, immediate area mix commercial ad residential uses and residential-led area

Residential block of lats that have undergone considerable redevelopment and improvement (Urban Splash) part of the overarching vision of regeneration in the area.

The display of the proposed hoarding would not represent an improvement in appearance of this important radial route and would be considered to cause an unduly harmful impact on the visual amenity of the area. This, due to its scale and form, would appear overbearing and obtrusive, causing harm to the immediate area and conflicts with the broader aims for regeneration of South Collyhurst, in line with the objectives of the SRF for Manchester’s Northern Gateway.

Policy E3.3 The Council will upgrade the appearance of the City’s radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent premises; encouraging new development of the highest quality; and ensuring that landscape schemes are designed to minimise litter problems.

Policy SP1 of the Core Strategy also encourages regeneration and confirms that the quality of the built environment and appropriate development can contribute to regeneration. The proposals would work against these aims by continuing to be incompatible with the character and appearance of the locality. The vision for the area.

Enforcement

The Council would likely seek the decommission and removal of an existing structure from which paper and paste advertisement hoardings had previously been displayed at the site. As it could become a barrier to future regeneration works being completed if the owner is reluctant to remove it of their own volition.

Public Safety

Not considered to be any public safety concerns.

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 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Network Rail

Osbourne Hotel, 78 Rochdale Road, Manchester, M40 7QE
Flat At, Osbourne Hotel, 78 Rochdale Road, Manchester, M40 7QE
Flat 1205, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1204, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1203, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1202, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1201, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1105, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1104, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1103, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1102, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1101, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1005, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1004, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1003, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1002, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1001, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 905, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 904, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 903, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 902, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 901, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 805, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 804, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 803, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 802, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 801, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 705, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 704, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 703, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 702, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 701, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 605, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 604, Christabel, 106 Dalton Street, Manchester, M40 7EH
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Flat 404, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 403, Christabel, 106 Dalton Street, Manchester, M40 7EH
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Flat 305, Christabel, 106 Dalton Street, Manchester, M40 7EH

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Flat 303, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 302, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 301, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 205, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 204, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 203, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 202, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 201, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 105, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 104, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 103, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 102, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 101, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 2, Christabel, 106 Dalton Street, Manchester, M40 7EH
Flat 1, Christabel, 106 Dalton Street, Manchester, M40 7EH
58 Rochdale Road, Manchester, M40 7GT
DEVELOPING INITIATIVES FOR SUPPORT, 1 Victor Street, Manchester, M40 7PN

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected