



Appeal Statement

Land to the North of Thompson Street, Manchester, M4 4BW

July 2022

Prepared by: Jamie Wilton

Reviewed by: Gary Morris

Alder King Planning Consultants

Pembroke House, 15 Pembroke Road, Clifton, Bristol BS8 3BA

Email: planning.consultancy@alderking.com

Tel: 0117 317 1000



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1.0 Introduction

- 1.1 This statement has been prepared by Alder King Planning Consultants on behalf of Wildstone Estates Limited ('the Appellant'). It relates to an appeal against the decision issued by Manchester City Council ('the Council') on 31 May 2022, on land to the north of Thompson Street, Manchester, M4 4BW ('the appeal site'), to refuse advertisement consent for the:

"Replacement of existing 96-sheet externally illuminated billboard with a 48-sheet internally illuminated digital billboard" (LPA ref: 133257/AOH/2022).

- 1.2 The application was validated on 07 April 2022 and subsequently refused in a decision notice dated 31 May 2022, citing the following single reason for refusal:

- 1) *"The proposed advertisement would by virtue of its size, location, character, siting, and the changeable content have a detrimental impact on visual amenity. The proposed advertisement would be an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians, to the detriment of the visual amenity of the area and of the key arterial route. The display sign would also have a detrimental impact upon visual amenity and regeneration-including the ongoing regeneration of the area in a prominent location within an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), and E3.3 (Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles), and DM1 (Development Management of the Core Strategy for the City of Manchester.)"*

- 1.3 The decision notice and case officer's delegated report is attached at **Appendix 1** of this statement.

2.0 Site Description and Planning History

Site Description

- 2.1 The appeal site is situated on the roadside, on land to the north of Thompson Street, Ancoats, M4 4BW. In the immediate context, the site lies adjacent to a car park to the north and opposite another car park to the south.
- 2.2 The site currently supports on externally illuminated 96 sheet paper and paste advertisement billboard which faces south-east and is visible to traffic travelling west along Thompson Street.
- 2.3 The appeal site is an established location for advertising, having support the current 96-sheet billboard for over 13 years. As can be seen on Google Streetview, the existing billboard has remained in place since at least July 2008. This therefore benefits from deemed consent under Class 13 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 2.4 The appeal site is not located within a conservation area and is not in close proximity to any listed buildings.

Planning History

- 2.5 Aside from the advertisement consent application subject to this appeal, there is no other planning history at the site of relevance.

3.0 Proposal

- 3.1 The proposal at the appeal site seeks to directly replace the existing, traditional, externally illuminated 96-sheet paper and paste advertisement billboard with a 48-sheet digital screen equivalent ('D-Poster') which will display static advertisements on rotation. The position and orientation of the proposed D-Poster is consistent with the existing billboard on the appeal site. With regard to the size of the advertisement board, the proposal constitutes a 50% reduction when compared to the current onsite position.
- 3.2 The specification of the proposed D-Poster is as follows:
- Advertisement type – hoarding;
 - Height – 3m;
 - Width – 6m;
 - Depth – 0.061m;
 - Height from the ground to the base of the advertisement – 2m;
 - 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;
 - Multicoloured text and background;
 - Internally illuminated;
 - Illuminance levels – 200cd/m²;
 - Static illumination.
- 3.3 The site location and existing and proposed site plans, including elevations, submitted with the application are provided at **Appendix 2** of this statement.
- 3.4 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.

3.5 Content will be controlled remotely in real time from a Networks Operation 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.

3.6 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.

3.7 The quality of the image produced will mimic that of a traditional poster board, with the overall aim of the proposal being to replace the existing billboard, utilising modern technology, with no associated adverse impacts.

3.8 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.

3.9 The following conditions 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 to this guidance).

- 3.10 Where circumstances demand, additional controls or variations of these conditions may be acceptable to the appellant, for example, the appellant would accept a condition requiring the sign to be turned off between the hours of 00:00 and 05:00. It is noted that at application stage the luminance of the D-Poster was proposed at 300cdm2 however the appellant would also accept a condition limiting the level of illumination during hours of darkness to 200cdm2, against an industry standard of 300cdm2.

4.0 Planning Policy

4.1 Applications for advertisement consent are to be determined in accordance with the Town and Country Planning (Control of Advertisement) (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 simple, 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 Local plan policies cited by the Council in the refusal reason for application 133257/AOH/2022 are as follows:

- policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters);
- policy E3.3 (Environmental Improvements and Protections) of the Unitary Development Plan for Manchester; and
- policies EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles) and DM1 (Development Management) of the Core Strategy for the City of Manchester.

5.0 Grounds for Appeal

5.1 This section of the appeal statement sets out the grounds for appeal in relation to the proposed replacement of the existing advertisement on the appeal site with a D-Poster advertisement, following the Council's refusal of advertisement consent ref: 133257/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 sole 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 As set out within section 2 of this statement, the appeal site is an established location for advertising, having supported 1 no. 96-sheet externally illuminated billboard for at least 13 years. Google Streetview photographic evidence confirms that the existing advertisement board at the appeal site has remained in place since at least July 2008. As the size and nature of the advertisement has not altered in over ten years, the existing signage benefits from deemed consent under Class 13(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This is acknowledged by the Council, with the case officer's delegated report (**Appendix 1**) stating that *"the proposal would replace the existing 96-sheet externally illuminated billboard which benefits from deemed consent."*

5.4 The principle of development for 1 no. advertisement board at the appeal site is therefore already established. Should this appeal be dismissed, then the site will be retained in its current state. This amounts to the fall-back position.

5.5 The proposed works are consistent with the fall-back position with regard to positioning and orientation on the appeal site. The proposals should therefore only be considered with respect to any unacceptable impact by reducing the scale of the advertisement by 50%, the change from external to internal illumination and introduction of sequential advertisement change.

Public Safety

5.6 The application was not refused on the grounds of public safety. Notwithstanding this, we consider below the merits of the proposed signage in terms of public safety. Given the fall-back position, consideration should only be given to the proposed change from an externally illuminated billboard to a D-Poster on the appeal site combined with the reduction in scale of the signage by 50% and any associated impact of this change.

5.7 We note that at the time of the Council's determination of the application, and at the time of writing this statement, the case officer's delegated report and highways consultation responses were not published on the application online. With regard to the former, this is provided at **Appendix 1** of this statement and includes comments from 'Transport for Greater Manchester' ('TfGM') and 'Highways'. This confirms

that the Council's highways team had no objections to the application and raises that TfGM "*considered that the addition of an illuminated digital sign at this location could add additional conflicts and create the potential for driver distraction*". It is not clear if TfGM appreciated that the proposals represent replacement signage and not additional signage; rather the scale of advertisement on the appeal site would actually be reduced by 50%. In any case, the application was not refused by the Council on public safety grounds.

- 5.8 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.
- 5.9 The proposed D-Poster would be seen by traffic travelling west along Thompson Street 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.
- 5.10 This appeal site is also visible to traffic pulling out from Cross Keys Street, turning left on to Thompson Street. This is consistent with the existing position. The proposed reduction in the scale of advertisement and change from being externally to internally illuminated is considered to have no material impact on the level of distraction caused to any road users such that it would have the potential impact on highway safety. 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, and are commonplace along Thompson Street. The proposal would therefore not appear as an incongruous feature.
- 5.11 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 along Thompson Street 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. The proposal to reduce the scale of advertisement on the site is considered to commensurately reduce potential risk of driver distraction.
- 5.12 Under these circumstances, such a familiar feature of Thompson Street 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.
- 5.13 This is consistent with the Council's assessment, with the case officer's delegated report (**Appendix 1**) stating that "*the proposed advertisement hoarding complies with headroom and carriageway clearance*

requirements...the proposed illuminance of the advertisement hoarding is noted at 300cd/m2 which is in line with MCC recommended maximum of 600cd/m2 and therefore there are not considered to be any public safety issues associated with the proposal.”

Amenity

- 5.14 The application for advertisement consent was refused for one reason as the Council considered that:
- “the proposed advertisement would by virtue of its size, location, character, siting, and the changeable content have a detrimental impact on visual amenity. The proposed advertisement would be an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians, to the detriment of the visual amenity of the area and of the key arterial route. The display sign would also have a detrimental impact upon visual amenity and regeneration – including the ongoing regeneration of the area in a prominent location within an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements Hoardings and Posters), and E3.3 (Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles), and DM1 (Development Management of the Core Strategy for the City of Manchester.”*
- 5.15 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.”
- 5.16 It is considered that the Council strayed away from national planning policy in its assessment of the application with particular regard to placing weight on a perceived impact on the future position of the local area which is in the process of regeneration. The Council make the point that the site falls within the boundary of the ‘New Cross Neighbourhood Development Framework (‘New Cross NDF’) and conclude within the case officer’s delegated report (**Appendix 1**) that the “proposal is not consistent with the strategic regeneration objectives of New Cross”. We do not consider this to be a relevant consideration as the proposal should only be assessed with regard to amenity and public safety. Notwithstanding this, the proposal constitutes the replacement of a dated externally illuminated advertisement billboard with a modern digital screen of a significantly smaller scale which can be said to be consistent with the Council’s regeneration aims for the area in any case.
- 5.17 It is further considered that the case officer’s delegated report’s presentation of other applications seeking D-Poster advertisement consent which have been refused is not wholly relevant as each case should be determined on its own merit and, as prescribed by the NPPG amenity is understood to mean the impact to the “immediate neighbourhood”. Therefore when considering amenity and public safety,

this can vary depending on location. In any case, to provide the inspector with a balanced view, we are aware of the following advertisement consents granted at appeal in Manchester for digital screen advertisements of the same type as that proposed by this appeal. While locations differ, relevant comments from the inspectors in allowing these appeals are provided below.

- LPA ref: 127776/AO/2020. Two 48 sheet internally illuminated LED advertisement displays. Refused by the Council 24/09/2020, allowed at appeal 02/03/2021 (ref: APP/B4215/Z/20/3262571). The inspector stated that *“I appreciate the Council are striving to improve the appearance of its radial routes. However, carefully placed digital advertisements of an appropriate scale would not necessarily conflict with this objective.”*
- LPA ref: 127164/AOH/2020. Two 48 sheet digital advertisement displays. Refused by the Council 03/08/2020, allowed at appeal 11/02/2021 (ref: APP/B4215/Z/20/3259385). The inspector stated that *“the Council’s primary concern is that the visibility and prominence of the advertisements would be increased by the illuminated and changing nature of the proposed LED displays. I acknowledge that digital images would be brighter than those of the existing advertisements, and would change at regular intervals. However, the level of illumination could be regulated by condition and similarly, the speed at which the advertisements change and the prevention of video or moving images could also be controlled by condition. Consequently, while the advertisements would appear more modern and may draw the eye more than the existing, given the character and appearance of the area, they would not appear intrusive or out of place.”*
- LPA ref: 128324/AOH/2020. Wall mounted, digital media display. Refused by the Council 11/12/2020, allowed at appeal 27/04/2021 (ref: APP/B4215/Z/21/3267492). The inspector stated that *“the introduction of changing images is likely to draw attention to the sign to some extent, but controls over the speed of change between images and the form of transition, would mean that this effect would be momentary, and would not cause undue harm to the amenity of the area.”*
- LPA ref: 128430/AOH/2020. Installation of digital media display. Refused by the Council 15/12/2020, allowed at appeal 30/06/2021 (ref: APP/B4215/Z/21/3268421). In relation to the proposal to replace a 48 sheet advertisement billboard with a digital screen, the inspector stated that *“the proposal differs from the existing advertisement in that it would be a digital display. Whilst the internal illumination and the changing nature of the display can add prominence, advertisements by their very nature are designed to attract attention. The appellant has stated that the level of illuminance can be controlled, as can the frequency of changes and I have no reason to find that this form of advertisement would in itself be unacceptable.”*
- LPA ref: 125440/AOH/2019. Installation of internally illuminated digital poster sign. Refused by the Council 03/01/2020, allowed at appeal 06/04/2020 ref: (APP/B4215/Z/20/3245239). Regarding the proposed replacement of externally illuminated advertisement signage to a D-Poster, the inspector stated that *“the proposed digital advertisement would represent an upgrade of the*

existing advertisement, which is visually prominent when travelling into the city centre. The proposed advertisement would display sequential static images of advertisements. This would result in a greater frequency of image change than would occur with the existing advertisement panel. However, subject to controls which can be secured by condition, I consider that the frequency of static image change would not have any greater impact on visual amenity than the existing advertisement.

- 5.18 The proposal would achieve a 50% net decrease in advertisement billboard space at the appeal site. Moreover, the proposal seeks to replace the existing dated billboard which has been in place for over 13 years with a modern digital screen. As such, this will have no adverse impact on visual amenity. The proposed advertisement incorporates the latest technology to ensure that it is not more visually prominent than externally illuminated advertisement hoardings. In this case, the proposal constitutes a 50% reduction in the size of advertisement space and will see the removal of the existing lighting trough as part of the signage replacement. In this regard, please see **Appendix 3 & 4** which provides comparison photographs of a site in Warrington before and after a new D-Poster was erection and the D-Poster technical information sheet respectfully. 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 with this being externally illuminated.
- 5.19 The position and orientation of the proposed signage within the appeal site is such that there are no sensitive receptors in close proximity facing the signage. Moreover, the existing signage is itself illuminated and so it is considered that the change in the proposed signage to internal illumination represents minimal visual difference. 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 site. At night time, the proposed signage represents a change from being externally illuminated to internally illuminated. The controls proposed over the level of luminance along with the orientation of the D-Posters will ensure that this material changes does not cause material harm to amenity.
- 5.20 It is noted that street lighting lines Thompson Street with a column adjacent to the site, offering a further degree of illumination to the existing signage, beyond the lighting trough fixed above the billboard. Given the control measures forming part of the proposed works at the site, it is considered that there would be little perceptible difference in lighting levels from the site to any nearby receptors.
- 5.21 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 site which constitutes an externally illuminated poster and paste billboard of twice the size to that of the proposed D-Poster. 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.
- 5.22 Visually, owing to the proposed reduced scale in advertisement at the site, it is considered that this will positively impact on the street scene and sufficient control will be in place to ensure there is no detrimental impact on amenity when compared to the current lawful position. As already set out in this statement, should the inspector deem it necessary the appellant is willing to agree to further conditions

for example, a condition requiring the sign to be turned off between the hours of 00:00 and 05:00. The appellant would also accept a condition limiting the level of illumination during hours of darkness to 200cdm2, against an industry standard of 300cdm2.

5.23 With further regard to the extent of light omitted by the proposed D-Poster, the lighting diagram provided at **Appendix 5** illustrates the extent of light spill from the signage at 3% brightness (<200cdm2). 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 200cdm2 would fully meet the ILP guidance for pre and post-curfew levels of light at residential windows in proximity to the appeal site. The extent of light spill will fall short of reaching any residential windows therefore poses no risk of causing light to filter into any residential property. Regarding visual amenity, this diagram also serves to show the extent that the proposed signage will be visible in the street scene with light omission focussed on Thompson Street posing no adverse impact to the visual amenity of the area.

5.24 Ultimately, it is considered that the proposed replacement advertisement signage on the appeal site would not give rise to any adverse impact with regard to amenity. For completeness, the Council's refusal reason is split up into sub-headings below along with our response, justifying the acceptability of the proposals.

The proposed advertisement would by virtue of its size, location, character, siting, and the changeable content have a detrimental impact on visual amenity

5.25 The case officer's delegated report acknowledges the fact that the existing 96 sheet externally illuminated billboard benefits from deemed consent. In this regard, we wholly disagree that the proposal would have any detrimental impact on visual amenity with regard to size, location and siting. The principle of development is established for a 96-sheet advertisement billboard on the appeal site. The proposal constitutes a 50% reduction in advertisement size and so if anything serves to better assimilate into the environment due to its reduced scale.

5.26 It is noted that the key change brought by the proposal comprises the type of advertisement with this being a digital screen with sequential advert change. There is no sensitive residential receptor in close proximity facing the signage such that they would be impacted by this proposed change.

"The proposed advertisement would be an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians, to the detrimental impact upon visual amenity..."

5.27 Again, we reiterate that the fall-back position which constitutes a 96-sheet externally illuminated advertisement billboard. We disagree with the Council that the proposal to replace this with a 48-sheet digital screen would in any way result in an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians. As shown in **Appendix 3 & 4**, the visual difference between a traditional advertisement billboard and a D-Poster is minimal. The fact that the existing signage onsite is externally illuminated further sets the baseline position in establishing illumination here during night time hours. Approval of the proposed works serves as an opportunity to place operation controls by condition as we

are proposing, which the current billboard is not subject to. The appellant would accept tighter night time restrictions in operating the D-Poster during night time hours if necessary as set out within this statement. Moreover, the appellant would also accept a condition limiting the level of illumination during hours of darkness to 200cdm², against an industry standard of 300cdm².

- 5.28 The existing advertisement is an established feature of this part of the street scene on Thompson Street having been in place for over 13 years. In this context, the introduction of a sequential advert change every 10 seconds on the appeal site is not considered to cause any adverse impacts, and certainly not to overwhelm pedestrians.

“...and regeneration – including the ongoing regeneration of the area in a prominent location with an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area”

- 5.29 This part of the refusal reason is consistent with email correspondence received from the case officer during the determination period of the application, dated 10 May 2022 provided at **Appendix 6** of this statement. This confirmed after reviewing the application internally, *“the City Council would take the judgement that this application would be a refusal based on the successful on-going regeneration happening within this area. The Council believes this proposal is unnecessary signage for this location”*.
- 5.30 In this regard, paragraph 136 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. ‘Need’ is not a consideration and therefore not relevant in assessing the proposal. It is also noted that cumulative impacts can be said to be reduced owing to the proposal comprising a 50% reduction in the scale of signage on the appeal site.
- 5.31 In any event, the fall-back position on the site is again highlighted. This constitutes what is already in place which is a 96-sheet externally illuminated billboard. The existing signage would remain in place on the appeal site should consent not be granted for the proposed replacement D-Poster. We therefore do not agree that the proposal, amounting to replacement signage, would have any detrimental impact on the amenity of the area.
- 5.32 For the reasons set out above, and in accordance with the Council’s assessment of the application, the proposed D-Poster advertisement would not cause any unacceptable negative 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 Current signage on the appeal site comprises a 96-sheet externally illuminated billboard. This has been in place for over 13 years therefore benefits from deemed consent under Class 13 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The existing signage would remain in place should this appeal be dismissed.
- 6.3 The proposal constitutes the replacement of existing signage with a 48-sheet internally illuminated D-Poster.
- 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 reason 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 the 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.

Appendix 1: Application 133257/AOH/2022 Decision Notice & Case Officer Delegated Report

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Refusal of Advertisement Consent

Applicant

Wildstone Estates Limited
1 Bartholomew Lane
London
EC2N 2AX

Agent (if used)

Alder King
Alder King Planning Consultants
Pembroke House
15 Pembroke Road
Clifton
Bristol
BS8 3BA

Part 1 – Particulars of the application/development

Proposal: Replacement of existing 96-sheet externally illuminated billboard with a 48-sheet internally illuminated digital billboard

Location: Land To The North Of Thompson Street, Manchester, M4 4BW

Date of application: 7 April 2022

Application number: 133257/AOH/2022

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **Refused** in accordance with the application and plans submitted for the reason(s) listed below.

Article 35 Declaration

Reason(s) for decision

1) The proposed advertisement would by virtue of its size, location, character, siting, and the changeable content have a detrimental impact on visual amenity. The proposed advertisement would be an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians, to the detriment of the visual amenity of the area and of the key arterial route. The display sign would also have a detrimental impact upon visual amenity and regeneration- including the ongoing regeneration of the area in a prominent location within an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), and E3.3

(Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles), and DM1 (Development Management of the Core Strategy for the City of Manchester.

Date: 31 May 2022

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This decision refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, they may appeal to the Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133257/AOH/2022

Date registered valid: 7 April 2022

Proposal: Replacement of existing 96-sheet externally illuminated billboard with a 48-sheet internally illuminated digital billboard

Address: Land To The North Of Thompson Street, Manchester, M4 4BW

Ward(s): Piccadilly Ward

Applicant: Wildstone Estates Limited, 1 Bartholomew Lane, London, EC2N 2AX

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

Case officer: Adam Mitchell
Tel: 0161 234 4165
Email: adam.mitchell@manchester.gov.uk

Recommendation: Refusal

Date of recommendation: 30.05.2022

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Standard consultations:

Printed: 14 April 2022 Expired: 5 May 2022

Neighbour notifications

Printed: 14 April 2022 Expired: 5 May 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of Site/Area

The application site relates to a free-standing billboard located to the north of Thompson Street and supports one 96-sheet externally illuminated advertisement billboard (See Figure 1). The existing signage is currently visible for vehicle and pedestrian traffic travelling north along Thompson Street towards Rochdale Road. The application site benefits from deemed consent under Class 13 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The application site falls within the boundary of the 'New Cross Neighbourhood Development Framework (New Cross NDF)', which was endorsed by the Council in July 2015. Therefore the sign would appear within Thompson Street's street scene when travelling through this linkage road between Oldham Road and Rochdale Road.

The surrounding character is made up of larger commercial operators such as Wing Yip supermarket and Manchester Central Community Fire Station that occupy the immediate east and south of the site. Additionally, residential uses are located to the west of the site alongside a number of vacant and underutilised sites.

There are several large advertisement hoardings in close proximity to the application site including a 48-sheet billboard located to the west and a 96-sheet externally illuminated billboard located the east of the site.



Figure 1: Existing appearance of application site

Description of development

The application is seeking planning permission for the replacement of the existing 96-sheet externally illuminated billboard with one digital 48-sheet internally illuminated billboard. The technology within the sign allows changing advertisement content, which for the purpose of this report will be referred to as sequential displays. The sequential display would appear for a period and the transition to next photograph can either be set to instantaneous or gradual.

The sign would measure Height 3m x Length 6m x Depth 0.061m and would be sited 2 metres from the height of the ground.

Consultations & Notification Responses

Transport for Greater Manchester

Best Practice Guidance for Signage

TfGM would refer to TfL's 'Guidance for Digital Roadside Advertising and Proposed Best Practice' document, produced in March 2013. This reports that the balance of choosing locations for signage needs to ensure that driver distraction is minimised, particularly at locations where a high level of concentration is required from the driver.

Site observations have confirmed that the illuminated digital sign is proposed within an existing vehicle access junction. There is a bus stop immediately adjacent to the site location and limited waiting parking bays on the opposite side of the road. Additionally, it is noted that the site is adjacent to the Manchester Central Community Fire Station.

TfGM Recommendation

In view of the above, it can be concluded that this particular location will require increased cognitive demand from drivers. It is therefore considered that the addition of an illuminated digital sign at this location could add additional conflicts and create the potential for driver distraction.

Highways

The proposed digital display will not be 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 display is not considered to generate any adverse impact for vehicles travelling along Thompson Street.

The proposed luminance of the static digital display is noted as 300cd/m² which is considered to be in line MCC recommended maximum of 600cd/m².

Whilst Highways have no objections, given that the digital display will be located on private land, permissions will be required from the landowner. Detail is sought on proposed installation arrangements from a highways perspective. The applicant is advised that any requirements for temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

It is recommended the following planning condition should be applied to any 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.

Or for signs less than 10m²

- (f) The maximum luminance level of the advertisements displayed on the panel should not exceed 600 cd/m² during non-daylight/ inclement weather.

Environmental Health

LIGHT2

Advertising Screens

- 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.

Reason - To safeguard the amenities of the occupiers of nearby properties.

Legalisation

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

- 1) The Local Planning Authority would exercise its power 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);
- 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 would not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Policy

In considering the impact of the application on visual amenity and public safety, regard was had to the National Planning Policy Framework (NPPF), the National Planning Practice Guidance (NPPG), The Town and Country Planning (Control of Advertisement) (England) Regulations 2007, The Adopted Core Strategy for the City of Manchester, The Guide to Development SPD and the saved policies of the Unitary Development Plan for the City of Manchester. The relevant policies are as follows:

National Planning Policy Framework - This Framework came into effect on 27th March 2012 and was amended and updated in July 2018 and 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:

Chapter 12 Achieving well-designed places

Paragraph 124 states that in 'the creation of high quality buildings and places is fundamental to what the planning and development process should achieve.' It further states that '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.'

Paragraph 132 states that the quality and character of places can suffer when advertisements are poorly sited and designed. It acknowledges that 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. Significantly, chapter 12 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Government Guidance on advertisements within the NPPG Paragraph 026 advises that advertisements should be controlled only 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.

Government Guidance on advertisements within the NPPG Paragraph 079 advises that in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features. This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state within Part 1 Regulation 3 that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The following policies within **Manchester Core Strategy** are considered relevant:

Policy EN1 (Design Principles and Strategic Character Areas) of the Core Strategy seeks to enhance the overall image of the City Centre by requiring good designs and high quality development alongside major orbital road routes.

Policy DM1 (Development Management) of the Core Strategy states that all development should have regard to appropriate siting, layout, scale, form, massing, materials and detail and the effects on amenity and the character of the surrounding area.

Policy SP1 (Spatial Principles) of the Core Strategy 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 and protecting and enhancing the built and natural environment.

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.

Saved Policy E3.3 (Environmental Improvement and Protection) of the Unitary Development Plan (UDP) seeks to enhance the visual amenity of prominent access corridors and to achieve high standards of development and environmental treatment on sites adjoining orbital routes around the City Centre.

Issues

Principle

The proposal would have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 (Required Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) and E3.3 (Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles) and DM1 (Development Management) of the Core Strategy for the City of Manchester.

Visual Amenity and Regeneration

The proposal would replace the existing 96-sheet externally illuminated billboard which benefits from deemed consent. The existing signage appears to never have benefitted from planning permission.

The proposed illuminated hoarding would be located along Thompson Street which forms a significant radial route providing a key linkage between Oldham Road and Rochdale Road. The proposed signage would be most visible to vehicle/pedestrian traffic travelling northwards towards the traffic lights along Rochdale Road.

The proposed digital advertising screen would be overlarge and would be overbearing when viewed from the footpath and when travelling along Thompson Street. The proposal due to its size would be over large, over dominant and visually obtrusive.

The digital advertising screen is proposed in a highly prominent location along a key arterial route connecting the City Centre to North Manchester. Due to its size and appearance the proposal would be a dominant feature and would add significant visual clutter, constituting an unduly obtrusive, incongruous and over dominate feature within the environment. The proposal would be an inappropriate type of development on a prominent site and would not improve the appearance of the site or the image of the City having inappropriate siting, scale, form, materials and detail.

Furthermore, the application to augment the visual presence of the hoarding by the means of changing images would be considered to have a detrimental impact within the area when viewed from within the street scene.

It should be noted that the proposal seeks a 50% net decrease in advertisement billboard space at the site, however the nature of the display involving digital and changeable images would be significantly changed and thereby adversely affect the character of the street scene. As stated this would be particularly harmful given the relationship with Thompson Street and the wider strategic context of this site.

Page 83 of the New Cross NDF sets out objectives for Zone B (which the application sites falls within) *'Zone B has a particularly important role to play in enhancing connectivity between the City Centre and communities to the north, east and west of the study area, thereby effectively becoming the integrating link between these key regeneration areas and the City Centre.'*

Informed by these gateways, key pedestrian intersections have been identified to act as connecting points for new and enhanced pedestrian routes through the Study Area and beyond to the City Centre, Collyhurst and the Lower Irk Valley. These intersections may be appropriate locations for future commercial and / or retail provision that would support residential development.'

It is considered that the proposed advertisement hoarding would conflict with the ongoing regeneration and continuing improvements in the appearance of the area and the route, by virtue of its size, location, design, appearance and means of illumination and the adverse impact that it would have on the surrounding area.

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 the aims by continuing to be incompatible with the character and appearance of the locality.

The examples below are other advertisement hoarding applications across the City that propose a digital, LED illuminated 48-sheet poster display unit that have been refused by the case officer or via appeal decisions. The examples are similar to the advertisement application proposed.

133135/AOH/2021 APPLICATION REFUSED- Land at Corner of Wyre Street and Fairfield Street Manchester M1 2PW

Reason 1) "The proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, in particular, on the character, appearance and condition of the listed viaduct, and the character and appearance of the surrounding area constituting an unduly obtrusive, incongruous and overly dominant feature on the building on which it would be located and within the street scene. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area."

Reason 2) "The proposed advertisement, due to its siting and appearance, including its size and design, would have a detrimental impact upon visual amenity and regeneration - including the ongoing regeneration of the area in a prominent location within an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value."

Appeal Ref: 3248230- Appeal Dismissed 15 June 20

125208/AOH/2019- 661 Stockport Road Manchester

Advertisement Consent for the replacement of the existing externally illuminated 48 sheet poster advert with an internally illuminated 48 sheet LED digital advertisement REFUSED 3/2/20- Visual Amenity

Reason 1) The proposed advertisement display by reason of its size, appearance, elevated position, means of illumination and method of display, would create an intrusive and over-dominant feature in the street-scene adjacent to one of the City's main radial routes and, accordingly, the display would form an incongruous feature within the street scene. The proposed display would thereby appear out of character with the building on which it is positioned, and the adjoining row of properties, and be out of context with its location on a key radial route, to and from the city centre, which would undermine local regeneration. The proposal would therefore have an unacceptable and detrimental impact on the visual amenity of the area contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2 and E3.3 of the Unitary Development Plan for the City of Manchester.

Paragraphs 6, 7 and 10 of the Planning Inspector's decision states the following:-

Paragraph 6 "The scale and positioning of the proposal would be similar to the existing poster advertisement, however it would vary significantly as it would display digital images. Whilst the images would be static, they would change on a sequential rotation. Although the rate of change would be no more than once every ten seconds, the images would nevertheless be significantly sharper than those currently displayed. All these factors would cause the proposal to be more apparent and overly dominant in the street scene than the existing advertisement."

Paragraph 7 "...Therefore, due to its elevated position, scale and method of display, the proposed advertisement would be highly prominent in the locality. It would be a visually incongruous and overly dominant addition to the street scene and would erode the character of the area..."

Paragraph 10 "...the proposal would result in unacceptable harm to the visual amenity of the area..."

The Planning Inspector clearly has identified issues in relation to the digital images, changing on a sequential rotation within the character of the street scene and existing advertisement. The Inspector has also recognised that the proposed advertisement would be highly prominent within the street scene and erode the character of the area.

Public Safety

The proposed advertisement hoarding complies with headroom and carriageway clearance requirements. However, the proposed illuminance of the advertisement hoarding is noted at 300cd/m² which is in line with MCC recommended maximum of 600cd/m² and therefore there are not considered to be any public safety issues associated with the proposal.

Conclusion

The proposed advertising hoarding would be by virtue of its location, design and appearance would have a cumulatively and detrimental impact on visual amenity thereby constituting unduly obtrusive, incongruous and over dominant feature within the street scene. Additionally, this proposal is not consistent with the strategic regeneration objectives of New Cross and would provide a detrimental impact on the visual amenity in the area. The proposal would therefore have an unacceptable and detrimental impact on the amenity and character of the area contrary to government guidance contained in Chapter 12 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).

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: Refusal

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. The proposal is considered to be contrary to the development plan and therefore determined in a timely manner.

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, character, siting, and the changeable content have a detrimental impact on visual amenity. The proposed advertisement would be an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians, to the detriment of the visual amenity of the area and of the key arterial route. The display sign would also have a detrimental impact upon visual amenity and regeneration- including the ongoing regeneration of the area in a prominent location within an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), and E3.3 (Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles), and DM1 (Development Management of the Core Strategy for the City of Manchester).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Post Office Limited, Manchester CIT Depot, Admiral House, Thompson Street, Manchester, M60 0AA

G M C Fire Service Fire Station, Thompson Street, Manchester, M4 5FP

Smithfield Centre, Thompson Street, Manchester, M4 5FY

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3

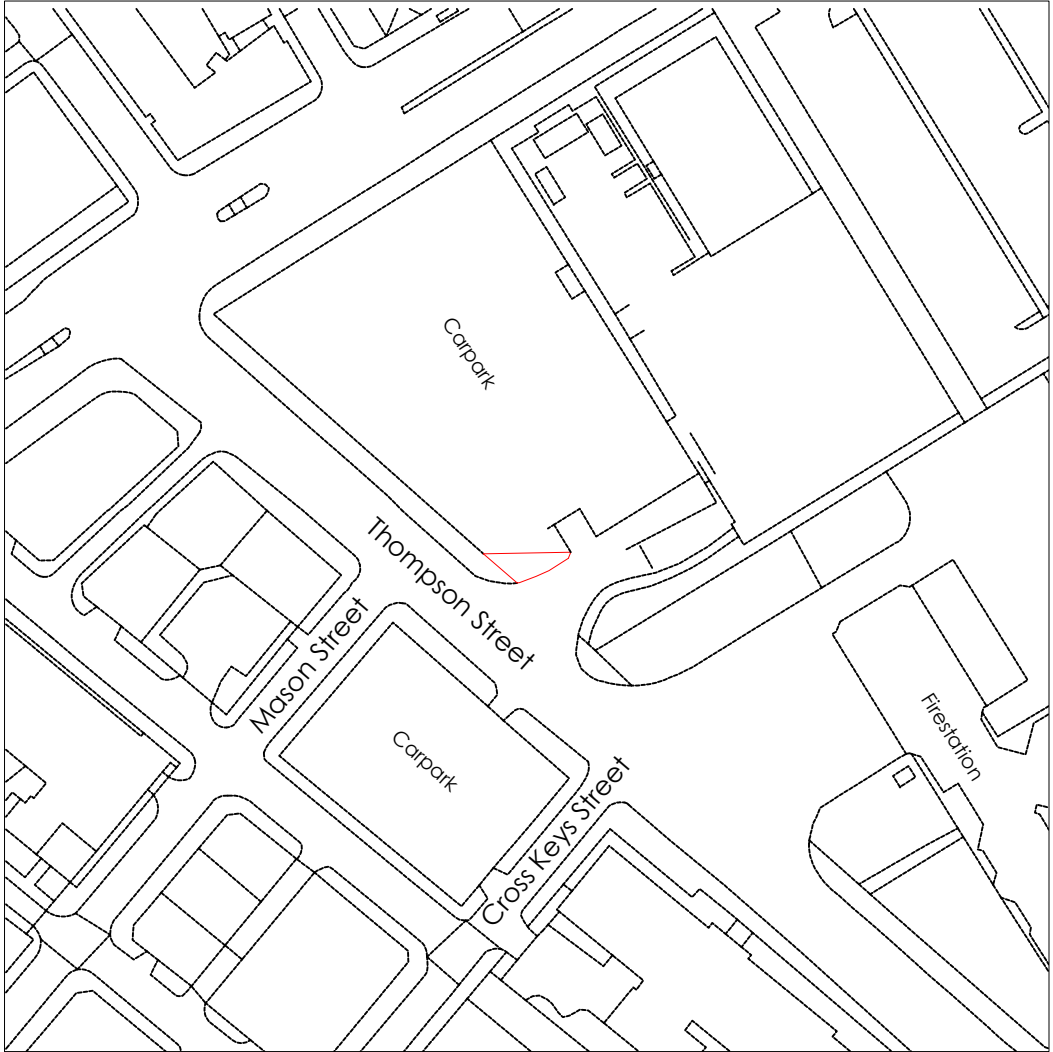
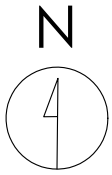
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Area Team Boundary - Name: NORTH1

Appendix 2: Application 133257/AOH/2022 Submitted Plans



Crown copyright and database rights (2021) OS (100063368)



Title
Site Location Plan

Address
Land And Buildings On The North East
Side Of Thompson Street, Ancoats, M4
4BW

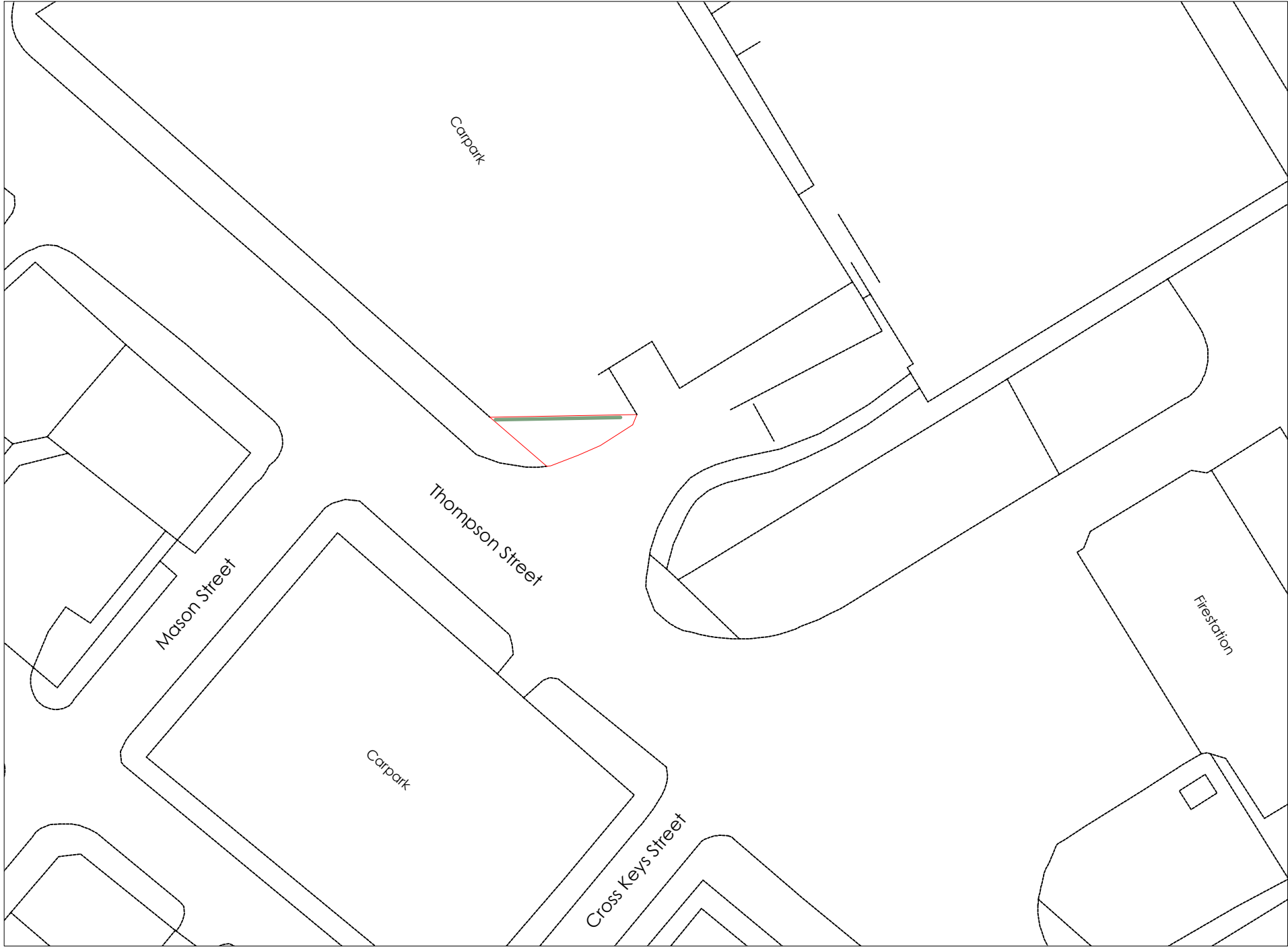
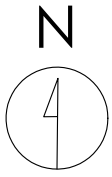
Client

Job No.	Issued
011-0203-5305	09/03/22

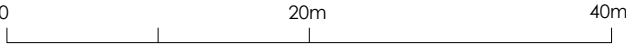
Scale
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Key
1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Crown copyright and database rights (2021) OS (100063368)



Title
Existing Site Plan

Address
Land And Buildings On The North East
Side Of Thompson Street, Ancoats, M4
4BW

Client

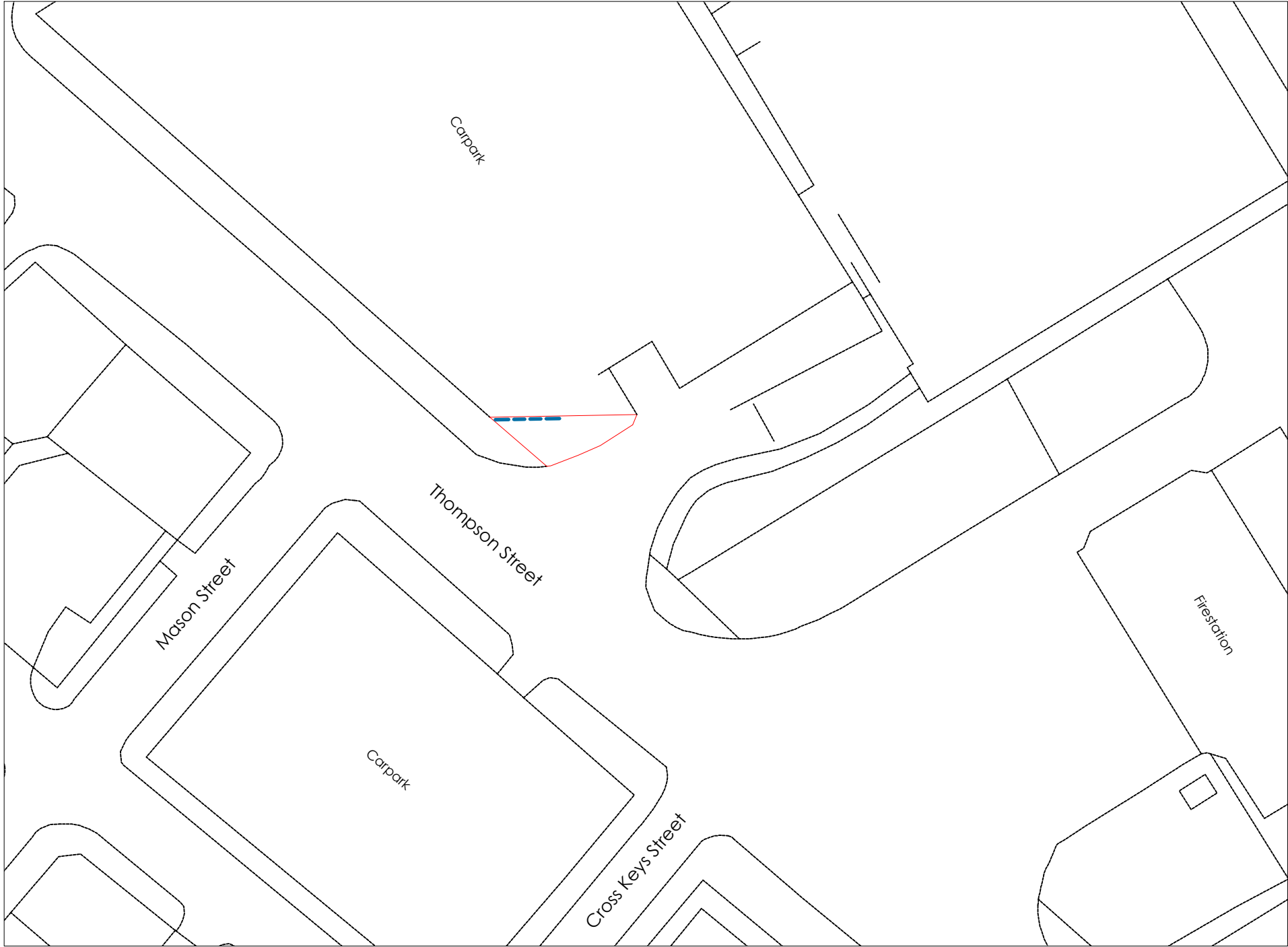
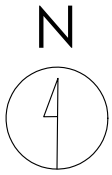
Job No. 011-0203-5305
Issued 09/03/22

Scale
1:500 @ A3

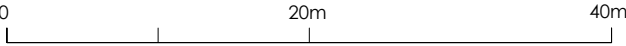
Key

1.	Site Boundary
2.	Existing Illuminated Advertising To be Removed

All information is to be checked on
site for accuracy and fit. Only
drawings with WD status with the
most recent revision are to be used
for construction.



Crown copyright and database rights (2021) OS (100063368)



Title
Proposed Site Plan

Address
Land And Buildings On The North East
Side Of Thompson Street, Ancoats, M4
4BW

Client

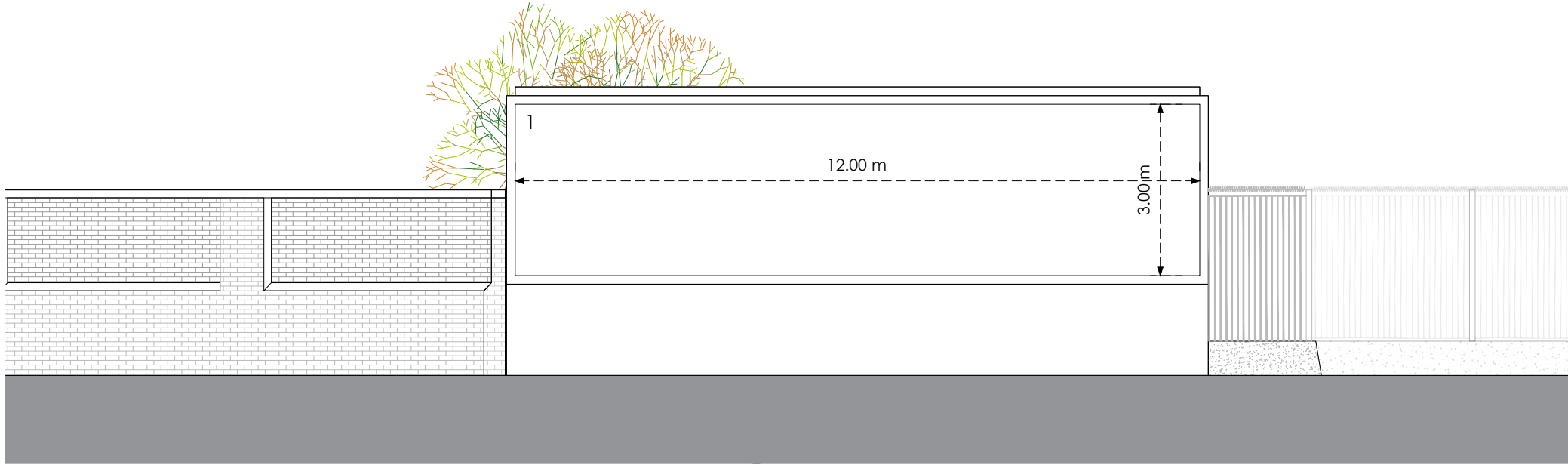
Job No. 011-0203-5305
Issued 09/03/22

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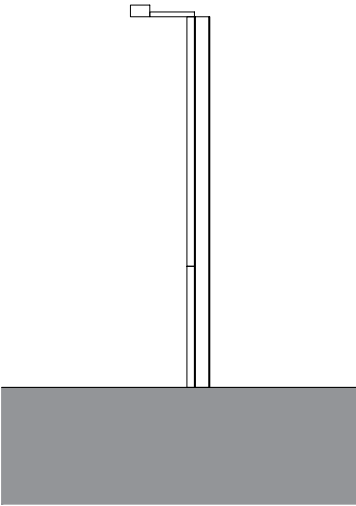
Key

—	1. Site Boundary
- - -	2. Proposed Digital Display

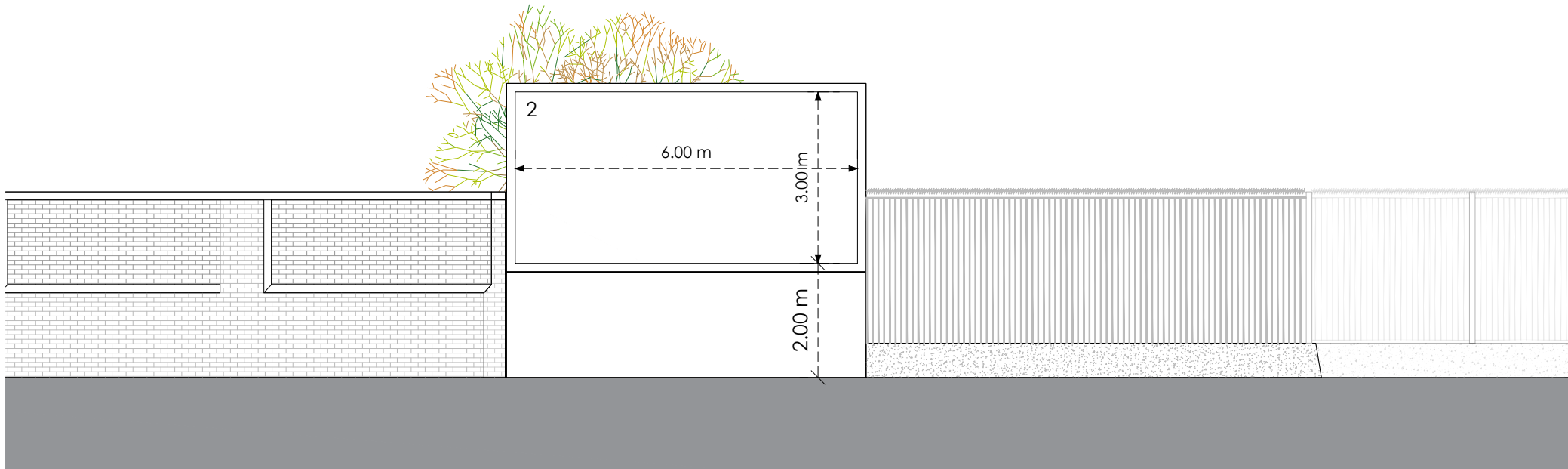
All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



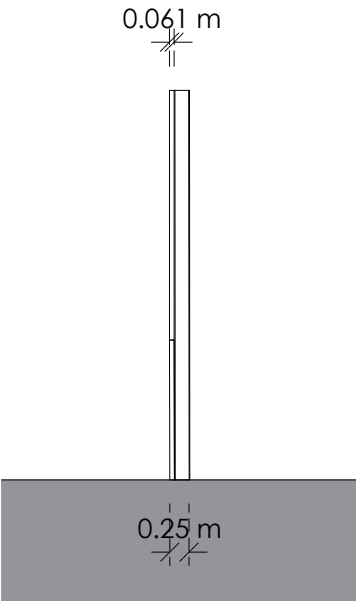
Front



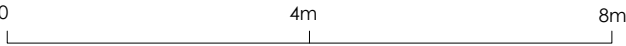
Side
Existing



Front



Side
Proposed



Title
Existing and Proposed Elevations

Address
Land And Buildings On The North East
Side Of Thompson Street, Ancoats, M4
4BW

Client

Job No. 011-0203-5305 **Issued** 09/03/22

Scale
1:100 @ A3

- Key**
- 1. Existing Illuminated Advertising to be removed
 - 2. Proposed Digital Display

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

Appendix 3: Example site in Warrington - before and after photos

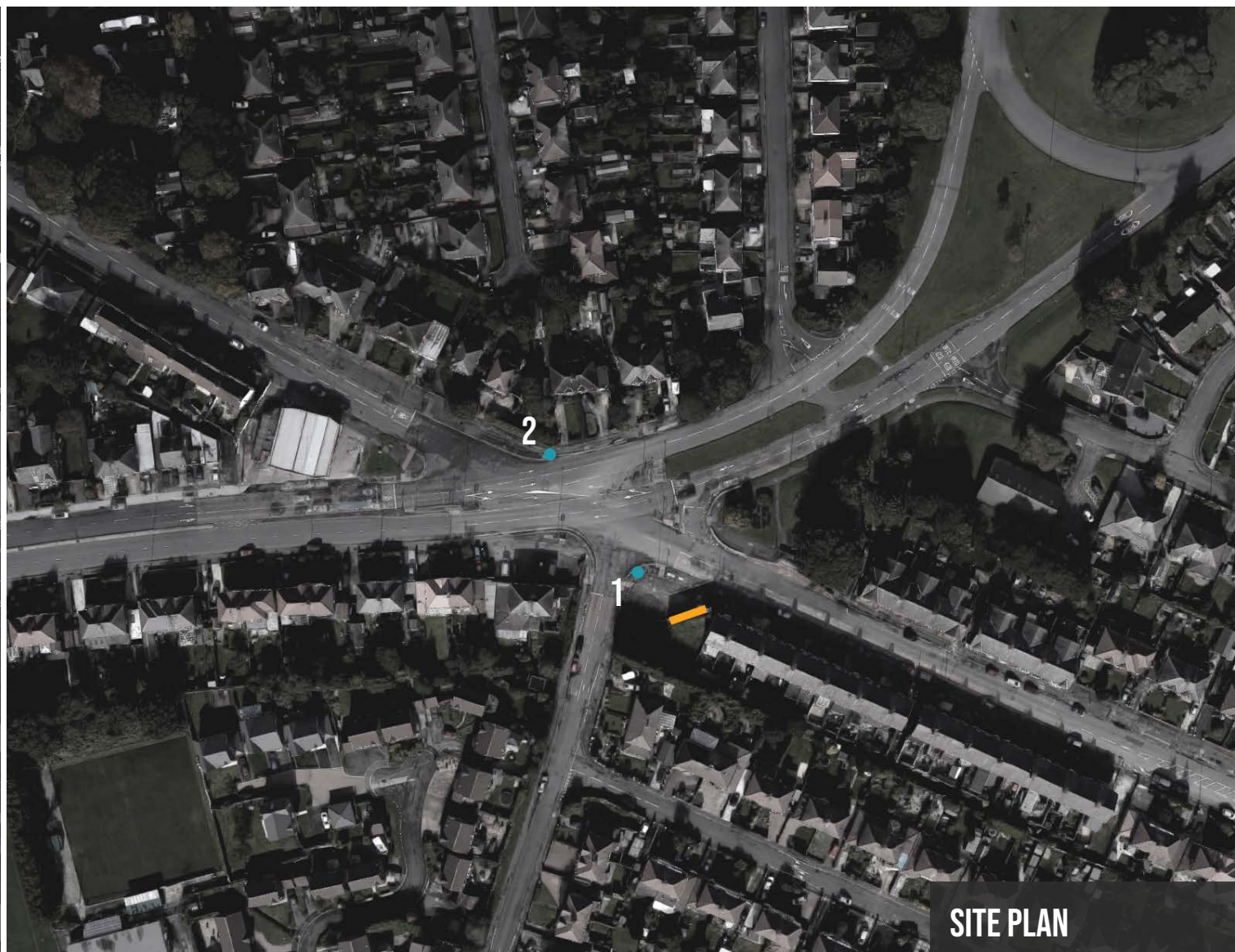
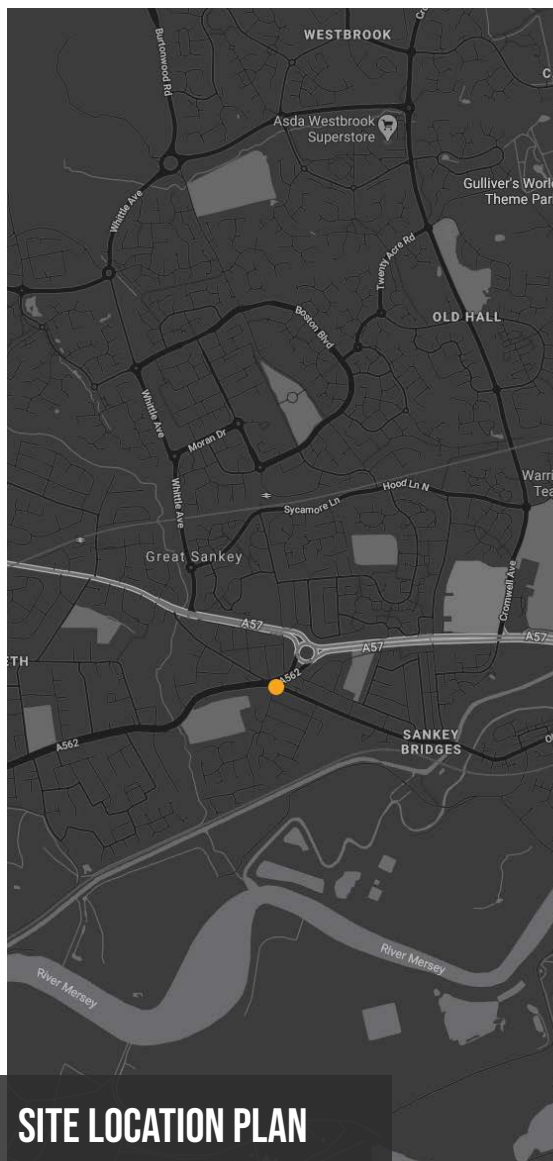
BEFORE AND AFTER

Photos for Planning

Land at 142 Liverpool Road, Warrington, WA5 1QX

9175

LAND AT 142 LIVERPOOL ROAD, WARRINGTON, WA5 1QX



● Location Digital Panel ● Location Photography — Location Digital Panel

LAND AT 142 LIVERPOOL ROAD, WARRINGTON, WA5 1QX

Position 1



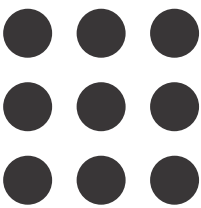
LAND AT 142 LIVERPOOL ROAD, WARRINGTON, WA5 1QX

Position 2

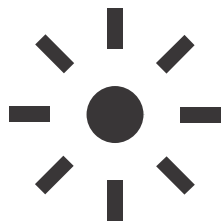


Appendix 4: D-Poster Information Sheet

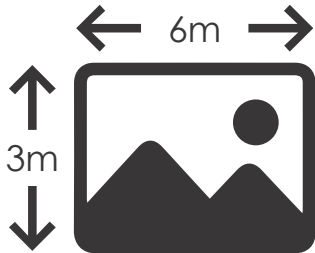
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness

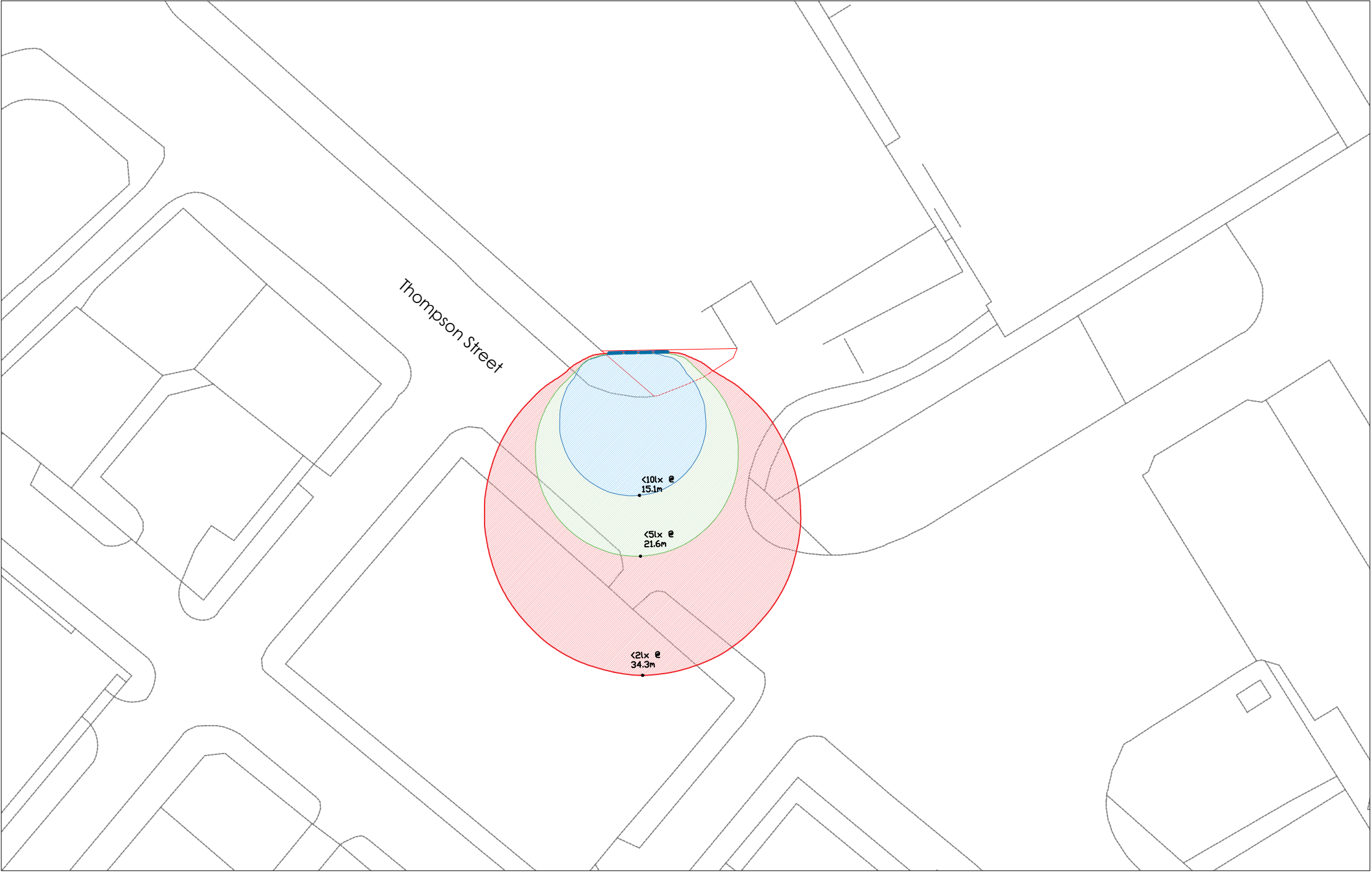
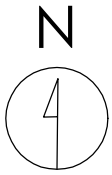


Sized to match existing poster panels



Reduced depth of 60mm compared to
traditional digital panel (300-600mm)

Appendix 5: Appeal proposal lighting diagram



Crown copyright and database rights (2021) OS (100063368)

Light Intrusion / Nuisance

Table 3 (CIE 150 Table 2): Maximum values of vertical illuminance on premises

Light technical parameter	Application conditions	Environmental zone				
		E0	E1	E2	E3	E4
Illuminance in the vertical plane (E_v)	Pre-curfew	n/a	2 lx	5 lx	10 lx	25 lx
	Post-curfew	n/a	<0.1 lx*	1 lx	2 lx	5 lx

*If the installation is for public (road) lighting then this may be up to 1 lx.

Limits apply to nearby dwellings / premises or potential dwellings / premises and specifically windows. The values are the summation of all lighting installations.

*Curfew: The time after which stricter requirements (for the control of obtrusive light) will apply; often a condition of use of lighting applied the local planning department. Depending upon application curfew times often commence between 21:00 to 23:00 and may run until 07:00. However, exact curfew hours should be carefully applied to ensure the reduction of obtrusive light is prioritised within the immediate environment and towards sensitive human as well as fauna and flora receptors.

Title
Light Diagram - 3% Brightness
(<200cd/m2)

Address
Land And Buildings On The North East
Side Of Thompson Street, Ancoats, M4
4BW

Client

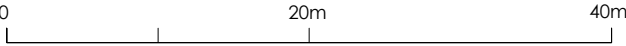
Job No. 15171
Issued 18/07/22

Scale
1:500 @ A3

Key

- 1. 10 lx
- 2. 5 lx
- 3. 2 lx

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Appendix 6: Correspondence with case officer prior to determination

Jamie Wilton

From: Jamie Wilton
Sent: 10 May 2022 15:47
To: 'Adam.Mitchell@manchester.gov.uk'
Cc: Gary Morris
Subject: RE: 133257 Land To The North Of Thompson Street Advertisement Hoarding

Good afternoon Adam, thank you for your email below.

We are very surprised that the Council is currently taking a negative position in consideration of the proposal. As you will be aware, paragraph 136 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. 'Need' is not a consideration and therefore not relevant in assessing the proposal.

In any event, the fall-back position on the site is highlighted. This constitutes what is already in place which is a 96-sheet externally illuminated billboard. This signage has been in place for over 13 years therefore benefits from deemed consent under Class 13 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The existing signage would remain in place on the site should the current application for advertisement consent not be granted.

In this context, the proposal seeks only to replace the existing signage with a 48-sheet internally illuminated billboard which represents a 50% reduction in the scale of the billboard on the site. This will therefore reduce the cumulative extent of advertisements in the area.

For these reasons, and as explained in our planning covering letter submitted with the application, the proposed works including the change from external to internal advert illumination on the site will have no negative impact with regard to public safety or amenity. These are the only two elements which require consideration. Advertisement consent should therefore be granted for the proposed works.

I trust this is all clear and assists in the Council's understanding of the proposal to consider this further and support the granting of consent.

Kind regards

Jamie

From: Adam Mitchell <Adam.Mitchell@manchester.gov.uk>
Sent: 10 May 2022 14:24
To: planning.consultancy <planning.consultancy@alderking.com>
Subject: 133257 Land To The North Of Thompson Street Advertisement Hoarding

Good afternoon,

I hope you are well. After reviewing the plans and reviewing the application with my boss, the City Council would take the judgement that this application would be a refusal based on the successful on-going regeneration happening within this area. The Council believes this proposal is unnecessary signage for the location.

Kind regards,

Adam.

Adam Mitchell
Planning Technician
Development Management North
Planning Building Control and Licensing - Growth and Development
Manchester City Council

Tel: 0161 234 4165
Email: Adam.Mitchell@manchester.gov.uk
www.manchester.gov.uk

Location address: Manchester City Council Town Hall Extension Lloyd Street Manchester M2 5DB.
Postal Address: Manchester City Council P.O. Box 532 Town Hall Manchester M60 2LA

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