

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145100/AOH/2026	
Date registered valid:	3 February 2026	
Proposal:	Installation of 1no. digital advertisement board with full motion.	
Address:	Land Adjacent To 15 Oldham Road, Manchester, M4 5EQ	
Ward(s):	Piccadilly	Ward
Applicant:	Mr Richard Page Wildstone Estates Limited	
Agent (if any):		
Case officer:	Sam Tel: 0161 219 Email: sam.elliott@manchester.gov.uk	Elliott 2856
Recommendation:	Refuse	
Date of recommendation:	11/03/2026	

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 11 March 2026

Standard consultations:

Printed: 9 February 2026

Expired: 2 March 2026

Neighbour notifications

Printed: 9 February 2026

Expired: 2 March 2026

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

The proposed development site is at the footpath area outside 15 Oldham Road, located on the southwestern end of Oldham Road where it converges with Great Ancoats Street. Consequently, the site is located at a busy, complex intersection of one of Manchester's major radial routes (Oldham Road) and circulatory traffic routes around the City Centre (Great Ancoats Street/Swan Street).

The streetscene includes an existing electronic billboard located between 15 Oldham Road and 2-4 Swan Street and a non-digital billboard further to the northeast.

Due to the siting of the existing billboard, it appears in the background of the offside signal heads at several points on the approach to the junction for drivers travelling northbound from Great Ancoats Street. There is a pedestrian crossing facility immediately after the billboard.

For drivers continuing to Swan Street from Great Ancoats Street (travelling northwestwardly), the screen would be visible at an angle. There is also a pedestrian crossing facility from the footway to the crossing island at this location.

For drivers travelling southbound along Great Ancoats Street and making the turn to Swan Street, the billboard is visible from the corner of drivers' sight, particularly when waiting at the traffic lights.

Listed building: Not applicable

Conservation area: Adjacent to Smithfield Conservation Area (SCA), Stevenson Square Conservation Area (SSCA) and Ancoats Conservation Area (ACA)

Tree Preservation Order: Not applicable

Description of Area

Oldham Road and Great Ancoats Street form part of the Key Route Network which makes up nearly 400 miles of Greater Manchester's busiest roads and carry some two-thirds of peak-time traffic. Consequently, the junction operates as a busy and strategically important node within the local highway network.

The appeal site is not located within a conservation area, however the boundaries of the Smithfield Conservation Area (SCA), Stevenson Square Conservation Area (SSCA) and Ancoats Conservation Area (ACA) all lie immediately adjacent to the appeal site. The SCA and SSCA are situated on the other side of Swan Street and Great Ancoats Street, with the ACA positioned on the other side of Oldham Road. views of the proposed development site are attainable at their peripheries.

These are relatively large conservation areas consisting of buildings of varying use, scale, form and character. Their significance partly derives from their reflection of the prosperity, evolution and industrial success of the city of Manchester.

In addition, it is within the setting of two Grade II listed buildings at 2-4 Swan Street and 2 Oldham Road. The significance of the Midland Bank derives from its classical architectural style, its semi-circular south end and detailing including a balustraded parapet, moulded architraves and ornamental pilasters.

The application site is also located within the New Cross Zone A area outlined in various New Cross NDFs that have been incorporated into the wider Victoria North SRF.

The proposed development site also sits at the northern edge of the Northern Quarter, which contains a variety of uses including bars, restaurants, cafes, offices, residential apartments, hotel uses, car parking and places of worship. Many of the uses within the Northern Quarter are independent.

Background

Historically, a backlit 96-sheet advertisement was displayed at the site with solid wooden fencing.



(Historic backlit hoarding)

Application 100370/AOH/2012/N1 for the display of 1 no. free-standing LED advertisement unit following removal of 1 no. existing backlit 96 sheet and associated works was received by the Council in 2012. This proposed screen had similar dimensions to the existing, though was LED

illuminated. The scheme also included the replacement of a solid fencing with a more permeable fencing. It was refused by the Council 29/10/2012 for the following reasons:

The proposed LED advertisement display, due to its design, character, size and location is considered to be unacceptable due to the detrimental impact it would have on visual amenity within the area and the setting of the adjacent listed building. The proposed display would be an obtrusive feature that would adversely affect views of the application site within the streetscene and would be detrimental to views along two gateway routes. For these reasons, the proposed LED display is unacceptable and inconsistent with National Planning Policy Framework, policies SP1, T1 and DM1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, DC19.1 and E3.3 of the Manchester Unitary Development Plan.

The proposed LED advertisement display would have a detrimental impact on highway and pedestrian safety at the junction of Great Ancoats Street and Oldham Road. This is due to its proposed design, character, size and location and the fact that signal heads at this junction, when viewed in a westbound direction from Great Ancoats Street, would be framed by the LED screen that would incorporate changing images. It is considered that the proposed display would present a major distraction in this location and cause driver confusion, to the detriment of public safety. For these reasons, the proposed sign is unacceptable and inconsistent with planning policy in the National Planning Policy Framework, policies SP1, T1 and DM1 of the Manchester Core Strategy and saved policies DC15.1 and DC15.2 of the Manchester Unitary Development Plan.

The decision was allowed at appeal 22/04/2013. This decision was made, amongst other reasons, as the Inspector viewed that

to the east are various buildings and land uses that contribute little to the quality of the built realm. Furthermore, its relationship to the road means it would not be readily appreciated when approaching the city centre, and, while it would be brighter than what is there now, its impact would be mitigated by the replacement fencing and landscaping...

as this is replacing an advertisement of similar size its cumulative effect would not be harmful...

Moreover, no moving images would be shown, no advertisement would be displayed for less than 8 seconds, and the transition between one advertisement and the next would not be unduly sudden. Therefore, when these factors are taken with its setting, this display panel would not have an unacceptable additional effect on drivers' attention.

In allowance of the appeal scheme, the Inspector imposed a number of planning conditions to the digital display. These conditions restrict the use of visual effects and prohibit the display of moving images.

no individual advertisement displayed on the LED panel shall contain moving images, animation, intermittent or full motion video images or any images that resemble road signs or traffic signals;



(Existing LED hoarding)

Description of Development

Planning permission is now sought for the installation of 1no. digital advertisement board with full motion.

The board itself would remain 12m across by 3m in height, raised 2.95m from street level.



(Applicant submission showing no change in scale/proportions)

The LED display would have the following features.

- i) The display will show a cycle of advertisements and each advertisement would be displayed every 10 seconds, with advertisements changing with a rapid fade
- ii) With regard to the proposed minimum message display duration, the advertisements would cycle almost instantaneously (0.1 seconds or less).

- iii) The intensity of the illumination of the display would be no greater than 300 candela/m² at night. The daytime levels will adjust according to the ambient light to prevent glare in low light conditions
- iv) The display will not be illuminated by intermittent or flashing lighting;
- v) Any changes to brightness will be made so as to not cause visual distraction through significant adjustments to screen brightness at any one time;
- vi) A maximum length of three minutes for a single piece of content; and
- vii) No “live” content shall be displayed unless prior approval is received from MCC.

Consultations & Notification Responses

Notification:

Occupiers of neighbouring buildings were notified of the proposal via notification letters. 1no. representation has been received with the following concerns:

- Visual pollution, unnecessary layer of advertisement
- Distracting to drivers as the screen would obstruct/impair sightlines at corners bends or a junction, illumination is visible from the road, glare and dazzle could distract road users particularly in misty/wet weather conditions, and be subject to frequent changes of display.
- Screen discriminates against people with conditions such as (Electromagnetic Radiation Syndrome, aka EHS (electro-hypersensitivity)
- LED screens can exacerbate other health conditions.
- LED screens emit ultra-sonic frequencies that can affect wildlife, and illumination could negatively impact insects, birds, moths, and bats,
- Energy usage for advertisement contrary to Net Zero initiatives, no Environmental Statement submitted.
- The screen is contrary to paragraphs 131, 135 and 141 of the NPPF.
- No public benefit.

Highways Services:

Objection:

- The proposed digital advertisement board is considered to introduce an unacceptable level of distraction for all road users while also potentially obscuring or reducing the clarity of local signal-heads.
- The proposed sign would be positioned within the sight-line of pedestrians crossing northbound at the Oldham Road signalised pedestrian crossing, as well as other locations. Motion video content could divert pedestrian attention away from the green-man signal and reduce awareness of approaching traffic.
- For drivers travelling northbound along Great Ancoats Street, the proposed sign would appear in the background of the offside signal heads at several points on the approach to the junction. The backdrop effect would reduce the conspicuity of the signal heads, further intensified by the motion video. Reduction in signal visibility may lead to drivers failing to observe the displayed signal aspects, creating a road safety issue.
- For drivers travelling northbound along Great Ancoats Street and for those turning right onto Oldham Road, motion video content on the proposed sign could distract drivers, reducing the attention given to road conditions, signal displays, and other localised hazards.
- These concerns are further heightened due to the busy nature of the junction and connecting highways/footways.
- Given the proposed sign’s prominent placement and motion-based content, the risks in this location would be significant and unacceptable.
- These safety concerns are aligned with the National Planning Policy Framework (NPPF) advertisement guidance, which states that displays which may confuse a road-user’s view, diminish the visibility of traffic signals, are likely to distract because of their unusual or prominent nature, or incorporate moving elements, may all pose a danger to road users.
- Further information is sought for any works to the structure, including structural drawings and calculations for the temporary and permanent support works must be submitted for checking (for a

fee) to MCC Bridges/Structures Section.

- Should the proposals be approved, a Construction Management Plan will be required.

Transport for Greater Manchester (TfGM):

Concerns raised:

- the junction is complex and for vehicles making the right turn a moving image on the sign would be highly distracting when making the turn movement –
- there is another junction just downstream from the sign – at Oldham Road/Addington Street – so drivers will be concentrating on what the traffic is doing downstream from the corner of Great Ancoats Street onto Oldham Road.
- this is a highly trafficked turn (a traffic count from 2021 has 1710 vehicles making the turn from 0700-1800) the risk of a vehicle getting distracted by a moving sign increases – as does the difficulty / level of concentration required driving through the city centre.
- movement isn't straight – it is a 90 degree turn
- Contests the view that the hoarding is safe for “anyone exercising a reasonable standard of care”. Whilst it is hoped that drivers should exercise a reasonable standard of care this is not always the case
- Concerns that there could be an increased impact on pedestrians using the adjacent signalised crossing point, compared to the current static images. A full motion video by its nature is designed to attract attention and as such may be more likely to cause a distraction to pedestrians, who may be viewing the display rather than the focussing on the signals and carriageway.
- The moving images unduly increase the likelihood of distraction and presented with a complex busy junction installing a moving image sign would present an unacceptable level of risk on the road network for all users.

Environmental Health:

No objection from an Environmental Health perspective.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

- (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
- (b) factors relevant to public safety include—
 - (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The following development plan policies are considered relevant to this application:

Places for Everyone

- JP-Strat2 – City Centre
- JP-C5 – Streets for All
- JP-P1 – Sustainable Places
- JP-P2 – Heritage

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC5 – Transport
- CC9 – Design and Heritage
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- DM1 – Development Management
- T1 – Sustainable Transport

The Unitary Development Plan for the City of Manchester

- E3.3 – Environmental Improvement and Protection
- DC15 – Advertisements, Hoardings and Posters
- DC18 – Conservation Areas
- DC19 – Listed Buildings

NPPF

- Section 12 (Achieving Well Designed Places)

Paragraph 141 The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

- Section 16 (Conserving and Enhancing the Historic Environment)

Draft National Planning Policy Framework (NPPF) (2025)

- The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Strategic Regeneration Framework for Victoria North 2019

- New Cross Neighbourhood

The Strategic Regeneration Framework for Victoria North 2019 supersedes the New Cross Neighbourhood Development Framework Volumes 1 and 2 (2015) and New Cross Neighbourhood

Development Framework Update (2016) save for the Framework Development & Urban Design Principles relating to Zone A and all elements of the New Cross Public Realm Strategy (2017)

New Cross Neighbourhood Development Framework (2015),

- Zone A

New Cross Neighbourhood Development Framework Update (2016)

New Cross Public Realm Strategy (2017)

Issues

Amenity - Impact on the General Characteristics of the Locality

Policy and Site Context

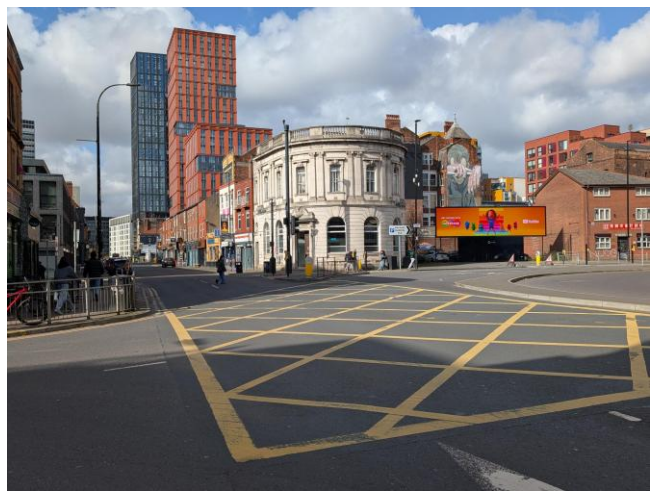
Amongst other things and in general terms, Section 12 of the NPPF and Core Strategy Policies SP1, EN1, DM1 and T1 require that development, including that within the street environment, has good design, improves the appearance of the area, is visually stimulating, and creates interesting environments, taking account of matters including siting, layout, form, massing, materials and detail. Saved UDP Policy E3.3 additionally requires that development improves the appearance of the City's major radial and orbital roads, and the Strategic Regeneration Framework for Victoria North 2019 identifies the application site as part of the northern gateway to the City Centre.

With specific regard to advertisements and free-standing hoardings, Paragraph 141 of the NPPF notes that the quality and character of places can suffer when advertisements are poorly sited and designed. Saved Unitary Development Plan Policies DC15.1 and DC15.2 further require the Local Planning Authority to have consideration to their contribution to locality and the effect on visual amenity. The Control of Advertisements Regulations also require an accounting of the general characteristics of the locality.

Additionally, Section 16 of the NPPF; Core Strategy policies CC9, EN1 and EN3; and saved UDP policies DC18 and DC19 require that development protects the City's heritage and continue its rich pattern in the core area, with advertisement preserving and enhancing identified heritage assets and integrating with their setting. The Control of Advertisements Regulations also require an accounting of the impact on historic interest.

This policy context for high-quality and sensitive design has been strengthened since the adoption of the Places for Everyone Joint Development Plan by the Greater Manchester Combined Authority in 2024, placing a greater emphasis on design, protection of heritage assets and the quality of the street environment through policies JP-Strat2, JP-C5, JP-P1 and JP-P2.

The Council would also note that regeneration pursuant to PfE policy JP-Strat 2, the New Cross Neighbourhood Development Framework (2015), New Cross Neighbourhood Development Framework Update (2016), New Cross Public Realm Strategy (2017), and Strategic Regeneration Framework for Victoria North 2019 has been underway in the vicinity of the application site, with the character of this area significantly transforming since the allowance of the appeal in 2013.



(Example photos of high-quality residential neighbourhood, and public realm works to Oldham Road including tree planting and new cycle infrastructure)

Emboldened since the adoption of the Victoria North SRF for a nationally significant new town extension, New Cross is envisioned as a residential-led, mixed use neighbourhood with higher density development to the south, and public realm enhancements to Oldham Road.



(Illustrative Masterplan for New Cross Zone A, showing the site as an opportunity for public realm (New Cross Neighbourhood Development Framework (2015)))

Impact

In consideration of the above, it is viewed that the proposed conversion of the existing billboard to allow full motion display would represent an intensification of digital advertisement and unacceptably detract from the street scene, the setting of the Grade II listed Former Midland Bank, and undermine the regeneration efforts in this location.

While it is acknowledged that an existing LED display screen of similar dimensions and positioning is already at the application site, and that advertisements are by design intended to attract attention, the further addition of motion picture would cause the signage to become unduly prominent.

It is noted in the appeal decision for application 100370/AOH/2012/N1 (Appeal Ref: APP/B4215/H/13/2189817) the Inspector conditioned that:

no individual advertisement displayed on the LED panel shall contain moving images, animation, intermittent or full motion video images or any images that resemble road signs or traffic signals;

The Council would view the proposed progression from static LED illuminated screen to an LED screen with moving content as far more substantial a change than from a backlit hoarding to a static LED screen (as allowed at appeal). A screen with motion content in this location would be the only such feature in the street scene, forming a dominant and obtrusive digital feature.

In coming to this view, the Council has had mind to a recent appeal decision (application ref: 142706/AOH/2025, appeal ref: APP/B4215/H/25/3369504) in vicinity of the application site at the footpath outside 15 Oldham Road for a totem kiosk with two digital display screens. The Inspector found that an additional digital element to the street scene would add clutter, cause harm to the street scene, and increase the prominence of advertisement in this location.

the proposal would be visually detrimental to this section of the pavement and would cause harm to the character, appearance and visual amenity of the immediate surrounding area.

the hub would introduce a new and additional feature to the street scene, which for the reasons given earlier, would cause harm to... the character and appearance of the immediate surrounding area in general.

Furthermore, it would add further visual clutter, making this busy pedestrian route a less pleasing place to walk.

the addition of the rotating digital images on the proposed hub, in conjunction with the rotating images on this existing advert, would result in cumulative visual harm from digital advertisements within the immediate locality, as both screens would be visible at the same time from various vantage points.

While these comments related to smaller digital screens associated with a telecommunications totem, the Council views the similar concerns over additional visual clutter, the impact of intensified LED advertisement in this location, the impact on the quality of the pedestrian route and cumulative harm, as relevant to this application.

The Council would note that the context of application site has undergone significant change. It now has an established residential character rather than the city fringe appearance it had at the time of the appeal. There are now several high-quality residential schemes in the vicinity and recent public realm upgrades including integrated cycling infrastructure and tree planting along the route. These works are pursuant to the regeneration context identified above, and it is considered that the proposed change to motion display would not be commensurate with the now existing residential character of the area, nor with the expanded vision for the New Cross neighbourhood outlined in the Victoria North SRF.



(Top: 'Fringe' appearance of site 2012; Bottom: New city centre neighbourhood with residential character 2025)

The proposed full motion display would also be seen directly in conjunction with the Grade II listed Former Midland Bank. Again, while it is acknowledged that the existing LED hoarding is seen together with the listed building, it is considered that full motion picture would form an increasingly modern and incongruous element within its setting, drawing further attention away from its design and architectural detailing which comprises its historic significance.



(Existing billboard seen in conjunction with the Former Midland Bank)

The Council has also had regard to the appeal decision APP/B4215/H/25/3369504 in this respect. The Inspector found that:

This listed building occupies a prominent location at the corner of the junction and is visible from long distances along both Great Ancoats Street and Oldham Road. Its visual prominence is accentuated through its Portland Stone finish which stands out amongst the surrounding building materials. These long views along these busy highways positively contribute to this listed building's setting.

the frequently changing digital advertisement images on the hub would compete with the visual prominence of this listed building on the street scene.

The proposal would therefore harm the setting of this listed building, and features of architectural interest which contribute to its significance.

I find the proposal would lead to less than substantial harm to the significance and setting of the Former Midland Bank listed building, with the level of harm being at the middle to lower end of that spectrum.

While these comments related to smaller digital screens associated with a telecommunications totem, the Council views the comments on the position, prominence and significance of the Former Midland Bank, as well as the similar concerns over the harm caused by digital elements competing with the listed building, are relevant to this application.

The proposed advert therefore fails to comply with the Town and Country Planning (Control of Advertisements) Regulations 2007 where it relates to the general characteristics of the locality and historic interest, be contrary to the material provisions of development plan including Places for Everyone policies JP-Strat2, JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1; EN3; T1 and DM1; saved policies E3.3, DC15.1, DC15.2, DC18 and DC19 of the Unitary Development Plan for Manchester; and fail to meet the requirements set out in sections 12 and 16 of the National Planning Policy Framework. The proposal would undermine the principles and aspirations of the regeneration frameworks for the area.

Local Amenity

Environmental Health have reviewed the application and have raised no concerns over the impact of the LED screen's brightness on local amenity.

In this respect, the proposal is considered acceptable with regards to Places for Everyone policy JP-P1 and Core Strategy policies SP1 and DM1.

Public Safety

Amongst other things and in general terms, Places for Everyone Policies JP-C5 and JP-P1; as well as Core Strategy Policies SP1, CC5, T1 and DM1, require that requires that development is safe and easy to move around for pedestrians, free from disorienting stimuli and reduces road accident casualties. Regarding the LED screens, Saved Unitary Development Plan Policies DC15.1 and DC15.2 also require the Local Planning Authority to have consideration to their location and their impact on public safety. Similarly, the Control of Advertisement Regulations 2007 permit the disregard of an advertisement where there is an impact on the safety of persons using any highway.

Planning Practice Guidance (Advertisements) (the PPG) recognises that all advertisements are intended to attract attention. It clarifies that those proposed at points where drivers need to take more care are more likely to affect public safety. The PPG goes on to identify the main types of advertisement which may cause danger to road users. It includes those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature, or obstruct or impair sightlines at corners, bends or at a junction.

It is noted that in the allowance of the appealed scheme 100370/AOH/2012/N1 for the existing billboard screen the Inspector imposed a condition on moving images (as outlined in the Background section above, stating that

21. In the interests of highway safety conditions should be imposed prohibiting the display of moving pictures or similar

The introduction of motion picture to the existing billboard raises the potential for driver and pedestrian distraction whereby traffic signals could be missed or leave them unaware of activity at junctions and crossings ahead. This would have an unacceptable impact on highways safety. Highways Services have reviewed the application and objected to the scheme, and TfGM have also raised concerns.



In particular, for drivers travelling northbound along Great Ancoats Street, the proposed sign would appear in the background of the offside signal heads at several points on the approach to the junction. Highway Services are concerned that this backdrop effect would reduce the conspicuity of the signal heads, a risk further intensified by the presence of motion video content. This reduction in signal visibility may lead to drivers failing to observe the displayed signal aspects, creating a road safety issue. Motion video content on the proposed sign could otherwise distract drivers, reducing the attention given to road conditions, signal displays, and other localised hazards.

TfGM raise concern that the junction is complex and there is another junction just downstream from the sign. They note this is a highly trafficked turn (a traffic count from 2021 has 1710 vehicles making the turn from 0700-1800) where the risk of a vehicle getting distracted by a moving sign increases, as well as the difficulty / level of concentration required driving through the city centre. For vehicles making the right turn a moving image on the sign would be highly distracting as they will be concentrating on what the traffic is doing downstream at Oldham Road/Addington Street from the corner of Great Ancoats Street onto Oldham Road.

Both Highway Services and TfGM raise the concern over the impact on pedestrian distraction at a busy crossing system. The proposed sign would be positioned within the sight-line of pedestrians crossing northbound at the Oldham Road signalised pedestrian crossing and would also be visible from several other crossing points within the immediate area. Highways is concerned that the use of motion video content could divert pedestrian attention away from the green-man signal and reduce awareness of approaching traffic. This potential distraction poses a safety risk for users of these facilities, particularly for vulnerable pedestrians. TfGM echoes this concern, noting full motion would present a greater distraction to pedestrians compared to the current static images. A full motion video by its nature is designed to attract attention and as such

may be more likely to cause a distraction to pedestrians, who may be viewing the display rather than the focussing on the signals and carriageway.



(Billboard directly in front of busy crossing to north side of Oldham Road)

It is acknowledged that the applicant has provided an analysis of the long-term pattern of accidents in the vicinity of the proposed display location. The provided report indicates that in the 12-month period immediately following the initial installation of the existing LED display, there was a slight increase in the number of accidents at this location. Notwithstanding this, the report states that the number of accidents per year has generally been consistent with the pattern observed over the three-year period immediately prior to the installation of the digital display, at 1 to 2 accidents per year.

The report concludes that there is no inherent increased risk of accidents associated with the presence of the existing LED display. The Council is concerned that no relevant evidence is then provided for what further impact motion may have on vehicular accidents in this location. All the applicant provides in this regard is the assertion that

It is considered unlikely that the proposed introduction of full motion images at this site will result in an increased risk of accidents occurring due to driver distraction.

A number of case studies assessing the impact of similar advertisements in various locations outside the City Authority are otherwise cited. The Council views that these cases are in their own particular circumstances. Assessing the proposal on the basis of the information submitted for this site, the Council shares Inspector and consultee concerns regarding the specific impact motion advertisement would have in this location.

As such, the proposal would have an unacceptable risk to road safety, failing to comply with the Town and Country Planning (Control of Advertisements) Regulations 2007 as it relates to the highway safety; as well as the material provisions of Places for Everyone Policies JP-C5 and JP-P1; Core Strategy Policies SP1, CC5, T1 and DM1, Saved Unitary Development Plan Policies DC15.1 and DC15.2; as well as Section 12 of the NPPF.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation:

Refuse

Reasons for recommendation to refuse

1. The proposed LED motion display screen would result in an intensified and unduly prominent form of advertisement in a highly visible location adjacent to radial entry routes into and throughout the City Centre to the detriment of the street scene, the residential character of the regenerating area and pedestrian experience along the route. It would form an obtrusive and dominant modern element seen in conjunction with the Grade II listed Former Midland Bank and detract from its significant architectural style and detailing. The proposal therefore fails to comply with the Town and Country Planning (Control of Advertisements) Regulations 2007 where it relates to the general characteristics of the locality and historic interest, and would be contrary to the material provisions of development plan including Places for Everyone policies JP-Strat2, JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1; EN3; T1 and DM1; saved policies E3.3, DC15.1, DC15.2, DC18 and DC19 of the Unitary Development Plan for Manchester; and fail to meet the requirements set out in sections 12 and 16 of the National Planning Policy Framework.
2. The proposed LED motion display screen would by virtue of the screen's siting adjacent to a signalised junction with associated pedestrian crossing facilities on Oldham Road, and distracting full motion display, would have an unduly harmful impact upon highway and pedestrian safety. It would therefore be contrary to Town and Country Planning (Control of

Advertisements) Regulations 2007; the material provisions of Places for Everyone Policies JP-C5 and JP-P1; Core Strategy Policies SP1, CC5, T1 and DM1, Saved Unitary Development Plan Policies DC15.1 and DC15.2; as well as Section 12 of the NPPF.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Serviced Apartment 4, 8 Cable Street, Manchester, M4 5EG
Flat 3, 8 Cable Street, Manchester, M4 5EG
Serviced Apartment 2, 8 Cable Street, Manchester, M4 5EG
Serviced Apartment 1, 8 Cable Street, Manchester, M4 5EG
Flat 1, 4 Swan Street, Manchester, M4 5JN
6 Swan Street, Manchester, M4 5JN
Crown And Kettle, 2 Oldham Road, Manchester, M4 5FE
St Vincent House, 15 Oldham Road, Manchester, M4 5EQ
Basement And Ground Floor, 2 Swan Street, Manchester, M4 5JN
2 - 4 Swan Street, Manchester, M4 5JN
First Floor And Second Floor, 2 - 4 Swan Street, Manchester, M4 5JN
4 Oldham Road, Manchester, M4 5FE

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL