



TOWN PLANNING SERVICES

Planning Statement

Proposed erection of 1 no. digital advertisement display to replace 1 double sided 96 sheet, 2 no. double sided 48 sheets, 2 no. car park signage together with associated boundary improvements

Applicant: Steve Smith, City Outdoor Media Ltd

ECP Car Park, Aytoun Street, Manchester, M1 3DT

November 2021

1 Introduction

- 1.1 This statement has been produced to support an advertisement application submitted by Steve Smith of City Outdoor Media Ltd to introduce a single digital advertisement display to replace 1 no. double sided 96 sheet, 2 no. double sided 48 sheets, 2 no. car park signs and associated boundary improvements at the ECP car park, Aytoun Street, Manchester, M1 3DT. The author of this document is planning consultant Susan Jones BA(hons) BPL MRWI. Mrs Jones has provided planning advice to City Outdoor Media Ltd in excess of 10 years and has a career spanning over 40 years, including specialising in planning and outdoor advertisement control.
- 1.2 The document considers the amenity and transport safety issues associated with the proposal as well as relevant planning policy.

2 The Proposed Digital Advertising Display

- 2.1 The proposed digital display would have the same dimensions as the proposed single sided Mega 96 illuminated hoarding which was granted temporary consent in 2014 by way of application 106884/AOH/2014/C2, namely 18.6 x 4.65 x 0.265 metres. That application was granted consent on 23rd October 2014 and a copy of the decision notice and associated officer's report are attached to this statement as Appendix A. The decision notice included condition 3 which confirmed that the express consent was for a period of 39 months beginning on 18th December 2014. The expiry date of the express consent was confirmed to be 19th March 2018. The reason given for the condition was as follows:

"To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, EN3, CC9, T1 and SP1 of the adopted Core Strategy for the City of Manchester and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester."

It is confirmed that this consent was not implemented because the proposal was not deemed viable by the Applicant given the short period of consent given. Therefore, the existing three advertising hoardings which were proposed to be replaced by the approved display remained on site together with the 2 car parking signs and the blue hit and miss fencing which bounds the eastern side of the subject car park (see submitted images IMG1 and IMG3).

- 2.2 The proposal now before the council involves the replacement of the same advertisements/signage as previous application 106884/AOH/2014/C2. Furthermore, the existing hit and miss fence would be replaced with a low level close boarded fence (painted black) and the existing metal railings which bound the northern side of the car park would also be painted black. Furthermore, it also includes the potential to introduce an area of feature paving and public art

on the corner of the site in front of the proposed display, close to the junction where Aytoun Street meets Minshall Street. The Applicant is keen to involve a local artist in this scheme which would be submitted for approval by the council. The Applicant would not be opposed to the inclusion of the following condition or a similar wording with any grant of consent:

"A proposed hard landscaping scheme shall be submitted for approval to the LPA prior to the implementation of the proposed display and it's subsequent implementation shall be completed on site no later than 9 months from the proposed advertisement display first coming into use."

- 2.3 The supporting Transport Issues Statement dated September 2021 sets out at paragraph 2.3.4 how the proposed digital display would operate involving a seamless change of advertisements no more than ever 10 seconds. There would be no moving images and in the event of a problem it would default to a blank screen. There would therefore be no flashing images. It is confirmed that the Applicant would not be opposed to the inclusion of the following condition or a similar wording with the grant of advertisement consent:

"The advertisements displayed shall not change more frequently than once every ten seconds, nor shall they contain any moving (or apparently moving) images or text."

- 2.4 The illumination of the proposed display would automatically adjust to the ambient light level surrounding and during the hours of darkness would not exceed 600cd/M2. It is confirmed that the Applicant would not oppose the inclusion of a condition similar to that of condition 5 of application 106884/AOH/2014/C2 or a similar wording with the grant of advertisement consent:

"At any time when the street lighting on the section of Aytoun Street adjacent the application site is illuminated, the maximum luminance of the advertising panel shall not exceed 600cd/Sqm".

- 2.5 The technical specification for the proposed display forms Appendix B to this statement.

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

- 3.1 It is confirmed that the existing advertisements on the Application Site benefit from deemed consent by way of Class 13 of Schedule 3 Part 1 Of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and this was not disputed by the council in its consideration of aforementioned application 106884/AOH/2014/C2. Furthermore, it is noted that although that application was approved in 2014 and the permission expired on 19th March 2018 no discontinuance measures have been introduced by the council to seek the removal of the existing advertisements which enjoy deemed consent.

- 3.2 The Town and Country Planning (Control of Advertisements) (England) Regulations require the Local Planning Authority, in exercising its powers in the determination of this advertisement application in the interests of amenity and public safety, taking account of the provisions of the development plan as far as they are material and any other relevant factors.

4 Amenity

- 4.1 The Application Site forms part of a surface car park which is owned by ECP and managed by Eurocarparks. It is confirmed that ECP has no intention in the foreseeable future to redevelop the car park site. It's use as a public car park continues to be a viable one. Since 2014, when the aforementioned previous advertisement application was approved, the area surrounding the car park has been the subject of change involving the introduction of significant development to the SW of Minshull Street (see photographs taken in 2014 and 2021 respectively at Appendix C). This new development comprising tall buildings forms a strong visual backcloth to views of the existing advertisements when viewed from the junction where Auburn Street meets Aytoun Street. The author of this document, who was also involved in the aforementioned application in 2014, is of the opinion that with the presence of the tall buildings to the west and east of the subject car park, the car park, including the existing vegetation on its western boundary, now provides some visual relief to the area and continues to assist in allowing unrestricted views (across the site) towards the Grade II* listed Manchester Crown Courts from various directions.
- 4.2 It is acknowledged that the Application Site has a tired appearance and would benefit from the proposed upgrading measures which form part of the proposal. Furthermore, the proposal would result in the loss of 62.97m² of advertising space and although the proposed digital display would be larger than the existing largest hoarding it would be set back from the site boundary than that display and would reduce the impact on pedestrians using the adjoining footpath. As the submitted images (IMG 1-4) illustrate with the removal of the existing hoardings, views of the listed court building would be opened up significantly and this would therefore represent an enhancement to the setting of the listed building.
- 4.3 As demonstrated with the events relating to the aforementioned advertisement approval, the process of granting temporary consent for a short period to bring about the removal of the existing hoardings and upgrading of the car park was not viable. This proposal would involve considerable investment by the Appellant and in order for that to be realistic it would have to involve a permanent permission. What is proposed would make a significant improvement to the environment surrounding the listed courthouse and would complement the surrounding new development which has recently been introduced. The view is taken therefore that there are no visual amenity reasons why advertisement consent should not be forthcoming.
- 4.4 In the aforementioned application 106884/AOH/2014/C2 consideration was also given by the planning officer in her report (see Appendix A) to residential

amenity given the proximity to residential accommodation as well as hotel and office uses. It was concluded that with the restriction of illumination to 600 cd/m² the proposal would be acceptable. The same illumination restriction is also now proposed and therefore it is considered that the display would be acceptable likewise.

5 Highway Safety

- 5.1 A Transport Issues Statement dated September 2021 and prepared by Croft Edisons has been submitted in support of this application. The document involved a detailed analysis of the proposal in the light of the planning history of the site, highway circumstances on the ground including relevant accident statistics and relevant guidance. Paragraph 5.1.3 of the report concluded as follows:

“ In conclusion, the proposals would not have an adverse effect in terms of highway safety and should be granted consent”

In the light of the Applicant's highways consultant's detailed analysis and conclusion there would not appear to be any reason why this proposal should be resisted for highway safety reasons.

6 Relevant Planning Policies

- 6.1 In the planning officer's report relating to the aforementioned application 106884/AOH/2014/C2 reference is made at Section 6 to a number of relevant planning policies at national and local level. The conclusion was reached by the officer that none would be prejudiced by the proposal. The relevant policies at local level still appear to be relevant and at national level, although there have been some minor amendments to the NPPF, nothing has materially changed since that decision to justify a different approach now. In conclusion therefore the view continues to be that where planning policies are relevant the proposal now before the Council would be in keeping with them.

7 Conclusions

- 7.1 In conclusion, the view is taken by the author of this document that there are no reasons why, in the interests of amenity and highway safety, advertisement consent should not be forthcoming for the proposed advertisement display.

Appendix A



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

Advertisement Consent

Applicant

Mr Steve Smith
City Outdoor
C/o Lancashire County Cricket Club
Talbot Road
Manchester
M18 0PX

Agent (if used)

Mrs Susan Jones
Ads-Plan Ltd
Birch Bank
Waste Lane
Cuddington
CW8 2TD

Part 1 – Particulars of the application/development

Proposal: Display of 1no. backlit 'Mega 96 sheet' advertising hoarding measuring 18.6m x 4.65m x 0.265m following the removal of 3no. existing advertising hoardings and 2no. car park signs together with replacement of existing boundary treatment.

Location: ECP Car Park, Aytoun Street, Manchester, M1 3DT

Date of application: 23 October 2014

Application number: 106884/AOH/2014/C2

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Article 31 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. This has included ongoing negotiations regarding design and advice about the information required to be submitted to support the application.

Condition(s) attached to this decision

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

3037 01 rev A stamped as received by the City Council as local planning authority on 19th September 2014

3037 03 rev B, 04 rev B (proposed only), 05 rev B stamped as received by the City Council as local planning authority on 23rd October 2014

The letters from Ads Plan dated 16th September 2014 (the information within point 5 only) and 23rd October 2014 (points 4 and 5 only)

The email from Susan Jones dated 4th December 2014

The email from Stuart Bickley dated 9th October 2014

The email from Stephen Smith dated 11th December 2014

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 12.6 and 2.20 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

3) (a) The express advertisement consent hereby granted is limited to a period of 39 months starting on 18th December 2014.

(b) On the date of the expiry of the express consent period on 19th March 2018 as specified in (a) above; the advertisement hoardings and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

4) The advertisement hereby approved shall not be installed unless and until the existing advertisements as detailed within the letter from Ads Plan dated 16th September 2014 and shown on the drawing referenced 3037 04 rev B have been

permanently removed from site and the existing fence has been replaced with the proposed fence as shown on the drawing referenced 3037 04 rev B.

Reason - In the interests of visual amenity, pursuant to Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

5) At any time when the street lighting on the section of Aytoun Street adjacent the application site is illuminated, the maximum luminance of the advertising panel shall not exceed 600cd/sq.m. The advertisement shall not be illuminated during daylight hours.

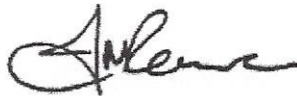
Reason - In order to protect amenity within the area, pursuant to policy DM1 of the Core Strategy and saved policies DC15.1 and 15.2 of the Unitary Development Plan.

Informatives

There are no informatives attached to this decision.

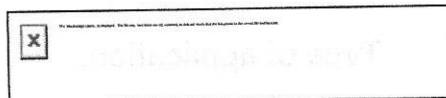
Date: 15 December 2014

Signed:



Julie Roscoe
Head of Planning, Building Control & Licensing

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



Planning Division

Growth & Neighbourhoods Directorate

Officer Report for Delegated Application

Application number: 106884/AOH/2014/C2
Date of application: 23 October 2014
Proposal: Display of 1no. backlit 'Mega 96 sheet' advertising hoarding measuring 18.6m x 4.65m x 0.265m following the removal of 3no. existing advertising hoardings and 2no. car park signs together with replacement of existing boundary treatment.
Location: ECP Car Park, Aytoun Street, Manchester, M1 3DT
Ward(s): City Centre Ward
Applicant: Mr Steve Smith, City Outdoor, C/o Lancashire County Cricket Club, Talbot Road, Manchester, M18 0PX
Agent: Mrs Susan Jones, Ads-Plan Ltd Birch Bank, Waste Lane, Cuddington, CW8 2TD
Case officer: Emily Booth
Tel: 0161 234 4193
Fax:
Email: e.booth@manchester.gov.uk
Recommendation: Temporary approval
Date of recommendation: 11 December 2014

1. Application detail

Type of application: Advertisement Hoardings Consent

Development Type: Advertisements

Date of Site Visit: 11 November 2014

Standard Consultations:

Printed: 31 October 2014 Expired: 21 November 2014

Neighbour notifications:

Printed: 31 October 2014 Expired: 21 November 2014

Site Notice:

Posted: 11 November 2014 Expired: 2 December 2014

Reason(s) for notice: Affecting a Listed Building

Other Development of Public Interest

Press Advert:

Published: 11 November 2014 Expired: 2 December 2014

Reason(s) for advert: Affecting a Listed Building

Other Development of Public Interest

Departure from Development Plan: No

Environmental Impact Assessment: Not required

2. Description of site/building

Listed Building: Not applicable

Conservation Area: Not applicable

Tree Preservation Order: Not applicable

3. Description of area

This application relates to an existing surface car park bounded by Auburn Street, Aytoun Street and Minshull Street. The site isn't within a conservation area, but is adjacent to the Grade II* Listed Manchester Crown Courts.

Within the car park there are 2no. 48 sheet (6.1m (h) x 3m (w) and 1no. 96 sheet (12.3m (h) x 3.1m (w) static backlit advertising hoardings and 2no. non illuminated advertising panels with car park signage (1.2 (h) x 3.7 (w) and 2.1 (h) x 2.2 (w). There are also 3no. non illuminated advertising panels on the rear of the 3no. hoardings. The height of the advertisements including their support structures from pavement level ranges between 4.6m and 5.8m and the distance of the existing advertisements from the boundary between the car park and the pavement ranges from 0.2m to 2.8m. The applicant states that these hoardings benefit from deemed consent and has provided some information to support this statement.

The car park is also surrounded by a combination of an unsightly yellow and blue fence and a brick wall.

The site is opposite a recent modern development at 4 Piccadilly Place. This development was part of a successful redevelopment of a brownfield site, which includes offices, a hotel, restaurant, bar, landscaped public courtyard and public access via bridge link to Piccadilly Station. The paving on Aytoun Street adjacent the development was upgraded as part of this.

The surrounding uses include hotel, shop, office, education, residential, café, bar and restaurant uses.

4. Description of development

Advertisement Consent is sought for the installation of a static backlit 'Mega 96 sheet' advertising hoarding measuring 4.65m (h) x 18.6m (w) x 0.265m (d) within existing surface car park. The hoarding would be installed at an angle to the pavement and would be between 1.8m and 4.4m from the boundary between the car park and the pavement. The advertisement including support would measure 6.3 (h) x 18.6m (w) and between 0.265m and 5.5m (d).

The above described existing signs would be permanently removed from the site and the existing yellow and blue fence would be replaced with a black fence.

5. Consultations & notifications

Publicity – The application was advertised in the local press as affecting the setting of a listed building and being of public interest. A site notice was displayed on site and letters were sent to surrounding occupiers. No responses were received.

Highway Services – Advised that it is understood that the proposed sign is not digital and is also located on unadopted highway and supported by an acceptable maintenance strategy and as such highways have no objection to the proposals.

City Centre Regeneration - No comments received

Greater Manchester Police - No comments received

English Heritage (NW Region) - Advised that the application should be determined in accordance with national and local policy guidance, and on the basis of the City Council's specialist conservation advice.

6. Issues

The main issues for consideration relate to the impact of the advertisements on visual amenity, in particular the character and appearance of the listed building, residential amenity and public safety. The main policies that relate to the proposals are Sections 7 (Requiring Good Design) and 12 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, policies EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), CC9 (Design and Heritage), SP1 (Spatial Principles), T1 (Sustainable Transport) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester, paragraphs 12.6 and 2.20 of the Guide to Development in Manchester SPD and saved policies E3.3 (To Enhance the City's Environment), DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Public Safety

The Head of Highway Services have confirmed that they are happy with the proposed maintenance strategy. There are no further issues to consider in relation to public safety.

Given the above, the retention of the advertisements is considered to be in accordance with Section 7 of the NPPF, policies T1 and DM1 of the Adopted Core Strategy for the City of Manchester, paragraph 2.20 of the Guide to Development in Manchester SPD and saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The proposals would significantly improve the appearance of the site, by removing the current advertisement clutter and replacing the existing fence with one that is a more neutral colour.

The proposed advertisement would be larger than the largest existing advertisement, but the total on site advertising would be reduced by 62.97 sq.m. and advertising would be limited to one hoarding in place of the eight existing advertisements. The hoarding would be installed in the location of the largest hoarding, but would be set further back from the site boundary to reduce the impact on pedestrians using the adjacent pavement.

The proposed hoarding would be within the setting of the Grade II* Listed Manchester Crown Court, but would be located further from the building than two of the existing double sided hoardings and the car park signage. The removal of the existing advertisements would also open up views of the listed building and remove the clutter currently affecting its setting.

However, the City Council doesn't consider this acceptable as a permanent feature given the continuing improvements and investment likely to be made in the locality and its location within views of the Grade II* Listed Manchester Crown Court, which would be improved by alternative development. Given this, we have agreed with the applicant that a temporary consent of three years would be applied to the approval, which could be renewed in the future.

The significance of the improvements is considered to justify the approval of this application on a temporary basis.

Given the above, the proposals are considered to be in accordance with Sections 7 and 12 of the National Planning Policy Framework, policies EN1, EN3, CC9, SP1, T1 and DM1 of the Adopted Core Strategy for the City of Manchester, paragraph 12.6 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and DC15.2 and DC19.1 of the Unitary Development Plan for the City of Manchester.

Residential Amenity

It is possible that the advertisement could be viewed from the nearest residential property although this would not be directly adjacent. Given this and its location close to hotel and office accommodation it is considered necessary to limit illumination to those existing.

The applicant has confirmed that the current luminance levels are a maximum of 600 cd/m and would be willing to accept a condition that limits luminance to this existing level.

Given the above, the application is considered to be in accordance policies DM1 and SP1 of the Adopted Core Strategy for the City of Manchester and saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

Contribution to Regeneration

In order to continue to attract the quality of development and investment that has previously resulted in the recent high quality development completed in this area, it is extremely important that the visual amenity of this area is safeguarded. The improvements to the site would in turn improve the surrounding environment and assist the realisation of this aim.

Given the above, the application is considered to be in accordance policy SP1 of the Adopted Core Strategy for the City of Manchester as the retention of the sign would have positive implications for regeneration in Manchester.

7. 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 Head of Planning 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 approval of the application is proportionate to the wider benefits of approval and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

8. Recommendation Temporary approval

Article 31 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. This has included ongoing negotiations regarding design and advice about the information required to be submitted to support the application.

Conditions to be attached to the decision

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

3037 01 rev A stamped as received by the City Council as local planning authority on 19th September 2014

3037 03 rev B, 04 rev B (proposed only), 05 rev B stamped as received by the City Council as local planning authority on 23rd October 2014

The letters from Ads Plan dated 16th September 2014 (the information within point 5 only) and 23rd October 2014 (points 4 and 5 only)

The email from Susan Jones dated 4th December 2014

The email from Stuart Bickley dated 9th October 2014

The email from Stephen Smith dated 11th December 2014

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 12.6 and 2.20 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

3) (a) The express advertisement consent hereby granted is limited to a period of 39 months starting on 18th December 2014.

(b) On the date of the expiry of the express consent period on 19th March 2018 as specified in (a) above; the advertisement hoardings and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 12.6 and 2.20 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

4) The advertisement hereby approved shall not be installed unless and until the existing advertisements as detailed within the letter from Ads Plan dated 16th September 2014 and shown on the drawing referenced 3037 04 rev B have been permanently removed from

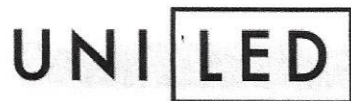
site and the existing fence has been replaced with the proposed fence as shown on the drawing referenced 3037 04 rev B.

Reason - In the interests of visual amenity, pursuant to Policies DM1, EN1, EN3, CC9, T1 and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 12.6 and 2.20 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan for Manchester.

5) At any time when the street lighting on the section of Aytoun Street adjacent the application site is illuminated, the maximum luminance of the advertising panel shall not exceed 600cd/sq.m. The advertisement shall not be illuminated during daylight hours.

Reason - In order to protect amenity within the area, pursuant to policy DM1 of the Core Strategy and saved policies DC15.1 and 15.2 of the Unitary Development Plan.

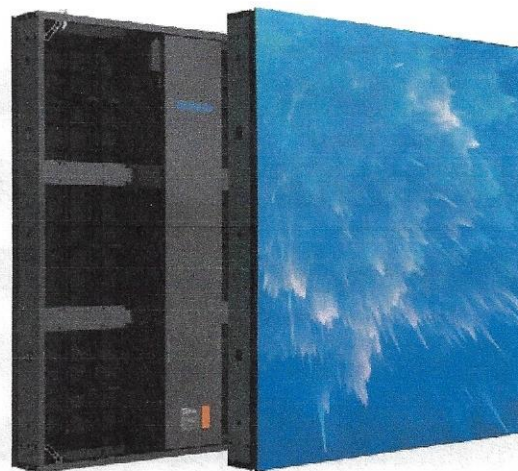
Appendix B



UseriesIII8

800 x 900 Outdoor

Waterproof Type Fixed LED Display Unit



Wide Viewing Angle



Energy Saving



High Brightness



High Resolution



Front & Rear Maintenance

Main Technical Specifications:

Parameter	Value	
Pixel Pitch	8.3mm	
LED Type	3-in-1 SMD	
LED Configuration	1Red , 1Green, 1Blue	
Brightness	6500cd/m ²	
Pixels Per Panel	96×108 Dots	
Pixel Density	14400 pixels/m ²	
Weight	28kg/m ²	24kg/m ²
Module Size	W400mm×H 300mm	
Cabinet Size	W800mm×H 900mm×D 96mm	
Maintenance	Front	Rear
Aspect Ratio	8:9	
Area	0.72 m ²	
Recommended Viewing Distance	≥8.3 m	
Material	Profile aluminum	
Environment	Outdoor	
Ingress Protection	IP 65/IP54	
Operating Temperature/Humidity	-20℃ ~+50℃ /10-90%RH	
Storage Temperature/Humidity	-30℃ ~+60℃ /10-95%RH	
Gap Between Modules	Seamless	
Horizontal Viewing Angle	140°	
Vertical Viewing Angle	120°	
Color Temperature	2000-9300K Adjustable	
Colors	4.4 Trillion	
Brightness Control	Manual/Automatic	
Contrast Ratio	10200:1	

Input Power < Max >	700W/m ²
Input Power < Typical >	234W/m ²
Driving Method	Constant Current Drive
Video Frame Rate	50/60 Hz
Refresh Rate	1920 Hz
Input Voltage	100~240VAC
Input Power Frequency	47~63 Hz
Input Signal	DVI/HDMI/VGA/SDI/DP/AV/SVideo, etc
LED Life Time	≥100,000 Hours
LED Wavelength	R:620~630nm G:520~535nm B:465~475nm
Standard Mounting Configuration	Fixed
Professional Services	Design, configuration, install and service available
Data Interconnection	Network Cable (≤ 100m); multi-mode fiber (≤ 300m); single mode fiber (≤ 15km)

Note: Specifications are for reference only and are subject to change without notice.
Power consumption tolerance: ±1 5%, according to the actual situation

Cabinet Drawing:

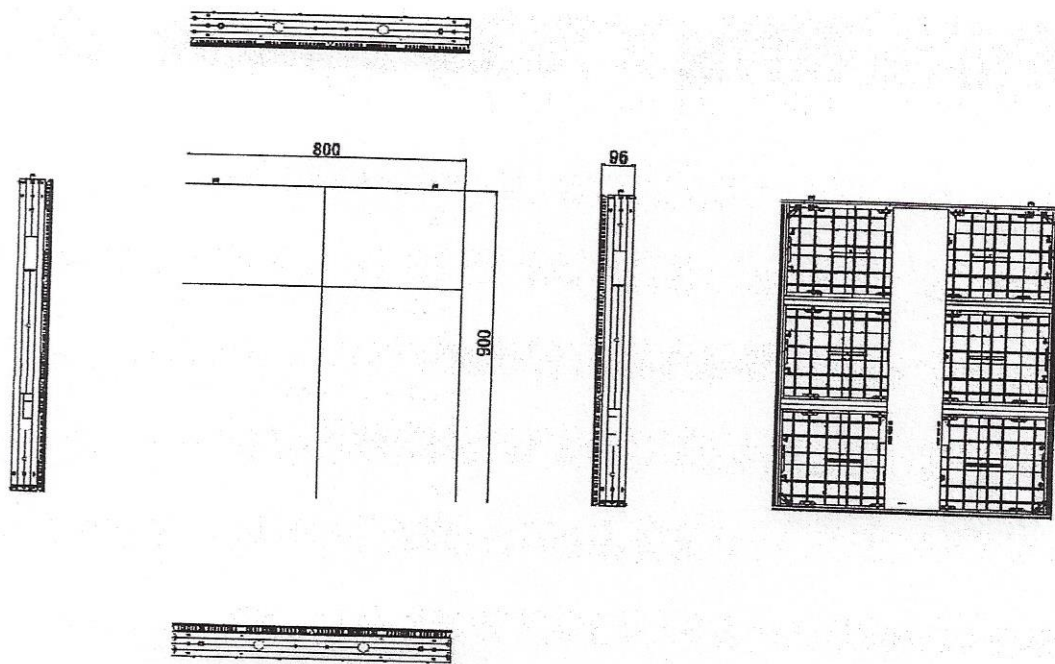


Figure 1 Drawing of Rear Maintenance Cabinet

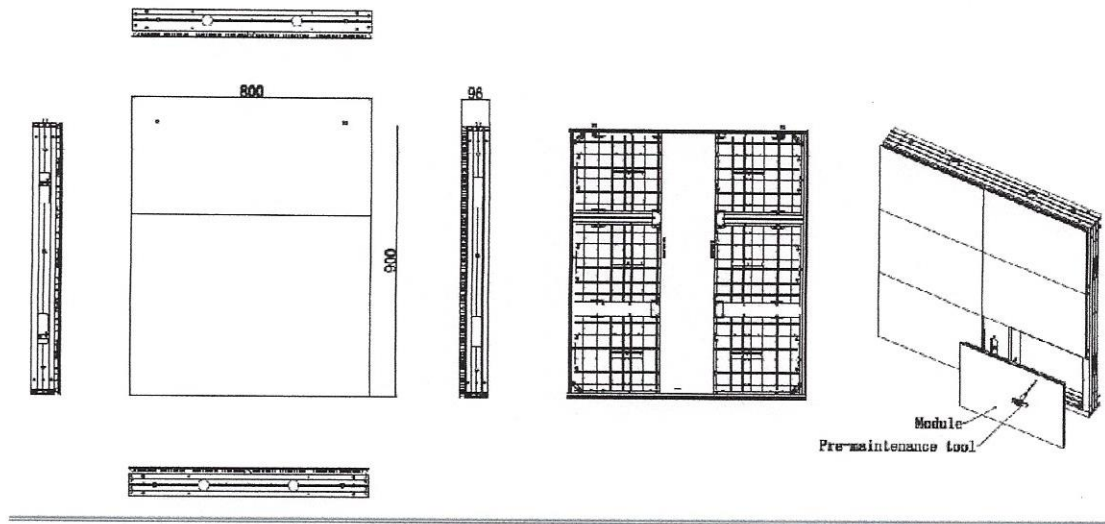
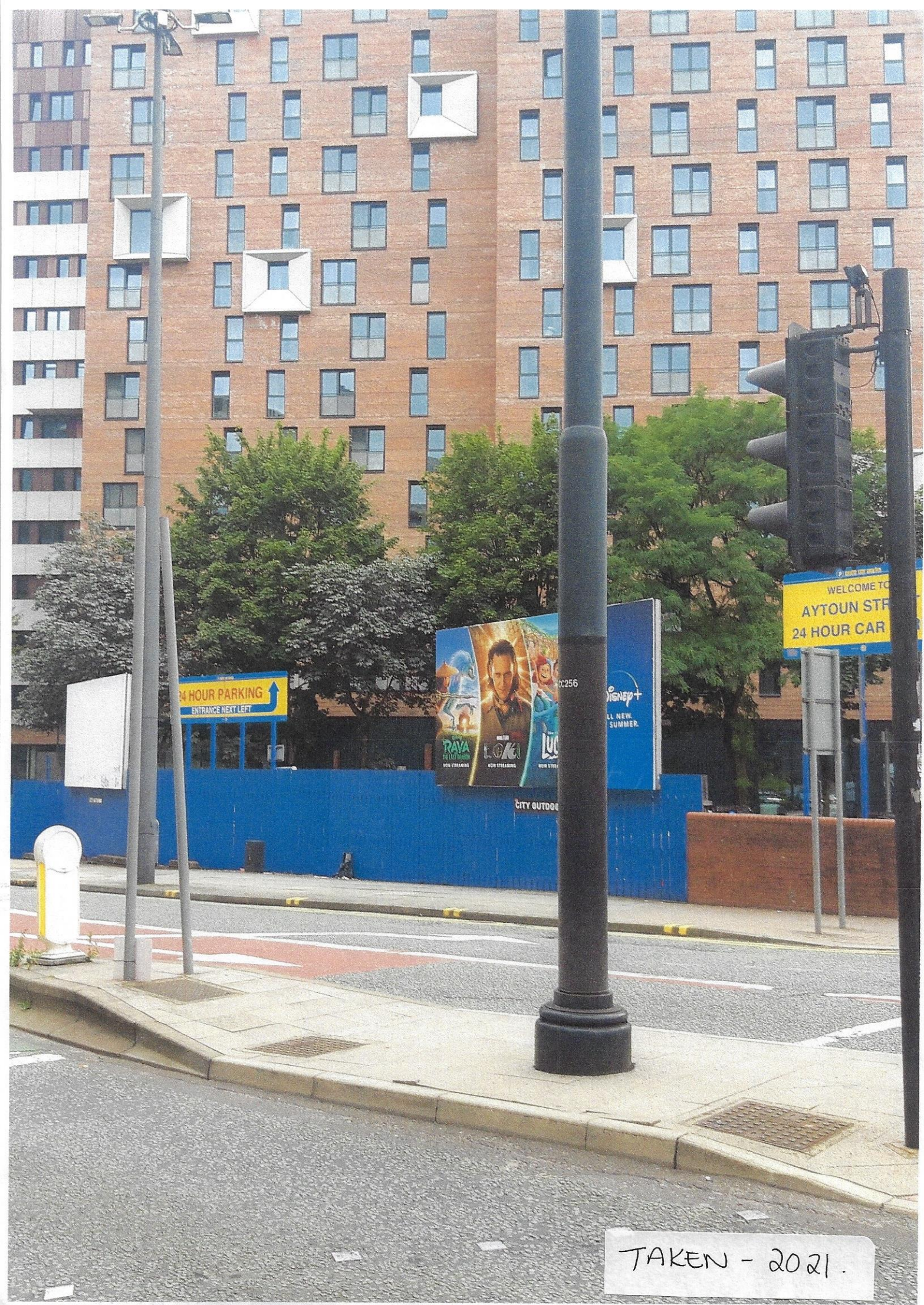


Figure 2 Drawing of Front Maintenance Cabinet

Appendix C



TAKEN - 2014.



TAKEN - 2021.