

**Planning**

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PO Box 532 Town Hall

Manchester M60 2LA

## Application for consent to display an advertisement(s).

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

**Publication of applications on planning authority websites.**

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

**1. Site Address**

|                                                                          |                                         |
|--------------------------------------------------------------------------|-----------------------------------------|
| Number                                                                   | <input type="text"/>                    |
| Suffix                                                                   | <input type="text"/>                    |
| Property name                                                            | <input type="text"/>                    |
| Address line 1                                                           | <input type="text"/>                    |
| Address line 2                                                           | <input type="text"/>                    |
| Address line 3                                                           | <input type="text"/>                    |
| Town/city                                                                | <input type="text" value="MANCHESTER"/> |
| Postcode                                                                 | <input type="text" value="M1 1BY"/>     |
| Description of site location must be completed if postcode is not known: |                                         |
| Easting (x)                                                              | <input type="text" value="384510"/>     |
| Northing (y)                                                             | <input type="text" value="398368"/>     |
| Description                                                              |                                         |

THIS APPLICATION RELATES TO 15 EXISTING ADVERTISED SITE WITHIN THE CORE CITY CENTRE AT THE FOLLOWING LOCATIONS;

1LEVER ST IFO 1930 M AFT BACK PICCADILLYM1 1BY  
2NEWTON ST OPP 25JUNCT DALE STM1 1FZ  
3MOSLEY STREET20 M AFT PARKER STREETM1 4AH  
4PARKER ST, PICCADILLY10 M BEF PORTLAND STM1 1RG  
5PORTLAND STOPP AYTOUN STM1 1RN  
6PICCADILLY IFO 1112 M BEF LENA STM1 2HY  
7PICCADILLY28 M BEF DUCIE STM1 2PL  
8PICADILLY 13 M AFT GORE STM1 3AY  
9AYTOUN STREET OPP 3110 M AFT AUBURN STM1 3BG  
10LONDON ROAD OPP 1450M AFT DUCIE STREETM1 3BG  
11PORTLAND ST15 M BEF PARKER STM1 3HU  
12PORTLAND ST IFO 35/472 M AFT MINSHULL STM1 3HU  
13PORTLAND ST OPP 35/47JUNCT WITH YORK STM1 3LA  
14MOSLEY ST IFO 6/830 M AFT & OPP PARKER STM2 3AN  
15BOOTH ST IFO 3210 M AFT WEST MOSLEY STM2 4AB

**2. Applicant Details**

|            |                                       |
|------------|---------------------------------------|
| Title      | <input type="text" value="Mr"/>       |
| First name | <input type="text" value="Martin"/>   |
| Surname    | <input type="text" value="Stephens"/> |

2. Applicant Details

|                |                     |
|----------------|---------------------|
| Company name   | JCDecaux            |
| Address line 1 | 991 Great West Road |
| Address line 2 |                     |
| Address line 3 | Brentford           |
| Town/city      | Middlesex           |
| Country        | UK                  |
| Postcode       | TW8 9DN             |

Are you an agent acting on behalf of the applicant? ☐ Yes ☒ No

|                  |  |
|------------------|--|
| Primary number   |  |
| Secondary number |  |
| Fax number       |  |
| Email address    |  |

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Freestanding double sided Forum CIP.  
The advertising screens are 6 sheet portrait orientated illuminated displays that show static images in sequence.

Please select the type(s) of advertising you are proposing:

- ☐ Fascia sign(s)
- ☐ Projecting or hanging sign(s)
- ☐ Hoarding(s)
- ☒ Other type(s)

Other type(s): Please add details of each proposed advertisement

|                                                                                                            |                                                    |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| Other type(s): 1                                                                                           |                                                    |
| What is the height from the ground to the base of the advertisement?                                       | 0.75 metre(s)                                      |
| What is the maximum projection of the advertisement from face of building?                                 | 0 metre(s)                                         |
| Dimension:                                                                                                 | Height: 2.11 x Width: 1.34 x Depth: 0.255 metre(s) |
| What materials will the sign be made of?<br>Steel and alloy outer casing with glass facing to each screen  |                                                    |
| What is the maximum height of any of the individual letters and symbols?                                   | 0 cm                                               |
| The colour of text and background<br><br>Not applicable - Advertising images will change every ten seconds |                                                    |
| Will the sign be illuminated?                                                                              | Yes                                                |
| Will the sign be illuminated internally or externally?                                                     | Internally Illuminated                             |
| Illuminance levels                                                                                         | 600 cd/m2                                          |

#### 4. Type of Proposed Advertisement(s)

|                                                  |              |
|--------------------------------------------------|--------------|
| Will the illumination be static or intermittent? | Intermittent |
|--------------------------------------------------|--------------|

  

|                                                                                                            |                                                    |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| Other type(s): 2                                                                                           |                                                    |
| What is the height from the ground to the base of the advertisement?                                       | 0.75 metre(s)                                      |
| What is the maximum projection of the advertisement from face of building?                                 | 0 metre(s)                                         |
| Dimension:                                                                                                 | Height: 2.11 x Width: 1.34 x Depth: 0.255 metre(s) |
| What materials will the sign be made of?<br>Steel and alloy outer casing with glass facing to each screen  |                                                    |
| What is the maximum height of any of the individual letters and symbols?                                   | 0 cm                                               |
| The colour of text and background<br><br>Not applicable - Advertising images will change every ten seconds |                                                    |
| Will the sign be illuminated?                                                                              | Yes                                                |
| Will the sign be illuminated internally or externally?                                                     | Internally Illuminated                             |
| Illuminance levels                                                                                         | 600 cd/m2                                          |
| Will the illumination be static or intermittent?                                                           | Intermittent                                       |

Please describe each of the 'Other type(s)' of advertising proposed

Purpose built Forum CIP Unit

#### 5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? ☒ Yes ☐ No ☐ Not Applicable

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

Existing double sided freestanding advertising structure that will be replaced with the Forum CIP unit

Will the proposed advertisement(s) project over a footpath or other public highway? ☒ Yes ☐ No

#### 6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

|      |            |
|------|------------|
| From | 01/06/2021 |
| To   | 31/05/2031 |

#### 7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ☐ Yes ☒ No

#### 8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? ☒ Yes ☐ No

## 8. Site Visit

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent  
☒ The applicant  
☐ Other person

## 9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☒ Yes ☐ No

**If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):**

**Officer name:**

|            |                          |
|------------|--------------------------|
| Title      | Mr                       |
| First name |                          |
| Surname    |                          |
| Reference  | Various virtual meetings |

Date (Must be pre-application submission)

08/04/2021

Details of the pre-application advice received

This proposal forms part of the City Council's roadside estate and concerns to upgrade and replacement of 86 of the 90 existing advertised locations across the City. The proposal formed the basis of a competitive tender process and since the contract award the applicant has undertaken various meetings with Planning, Highways and Regeneration and Public Realm teams to agree the locations and form of display. The planned units will all be the same Forum CIP unit with 22 of the 86 featuring inbuilt Smart City technology.

The Proposals for the City have been separated into six Groups as follows

1. Group 1 ~ Core City Centre ~ 11 Forum CIP units with Smart City Technology and capable of showing subtle motion advertisements,
2. Group 2 ~ Core City Centre ~ 10 Forum CIP units with Smart City Technology and showing static only advertisements,
3. Group 3 ~ Core City Centre ~ 6 Forum CIP units showing subtle motion advertisements,
4. Group 4 ~ Core City Centre ~ 16 Forum CIP units showing static only advertisements,
5. Group 5 ~ Outer City Centre ~ 22 Forum CIP units showing static only advertisements,
6. Group 6 ~ Tertiary City Centre ~ 22 Forum CIP units showing static only advertisements.

This grouping and the detail for each site were presented to MCC offices and agree subject to the submission of the applications for express consent.

## 10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☐ Yes ☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☒ Yes ☐ No

## 11. Authority Employee/Member

**With respect to the Authority, is the applicant and/or agent one of the following:**

- (a) a member of staff  
(b) an elected member  
(c) related to a member of staff  
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

☐ Yes ☒ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

## 12. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. ☒

## 12. Declaration

Date (cannot be pre-application)

13/05/2021