



Planning

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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	
Suffix	
Property name	
Address line 1	
Address line 2	
Address line 3	
Town/city	MANCHESTER
Postcode	M1 1AJ
Description of site location must be completed if postcode is not known:	
Easting (x)	384630
Northing (y)	398501
Description	

THIS APPLICATION RELATES TO 22 EXISTING ADVERTISED SITES WITHIN THE OUTER CITY CENTRE AREA AT THE FOLLOWING LOCATIONS;

1LEVER ST (R H SIDE OF ROAD)7 M AFT FARADAY STM1 1AJ
2LEVER ST (R H SIDE OF ROAD) OPP 6920 M BEF HOULDSWORTH STM1 1AJ
3WHITWORTH STREET, CITY15 M BEF AYTOUN STREETM1 3BR
4FAIRFIELD ST ADJ 11A8 M AFT AYTOUN STM1 3GW
5OXFORD ST, CITY ADJ 3427 M AFT CHEPSTOW STM1 4BH
6GREAT BRIDGEWATER STREET OPP 127OPP CHEPSTOW STM1 5JF
7LOWER MOSLEY STREETO/S G-MEXM1 5LE
8OXFORD RD ADJ 70JUNCT WHITWORTH STM1 5NH
9WHITWORTH STREET WEST OPP 1410 M BEF ALBION STM1 5NZ
10WHITWORTH STREET WEST30 M AFT ALBION STREETM1 5JB
11PORTLAND ST20 M AFT DICKINSON STM1 6DW
12WHITWORTH ST OPP 7312 M AFT ATWOOD STM1 6FT
13WHITWORTH STREET IFO 5015 M AFT BEAVER STM1 6LS
14WHITWORTH STREET IFO 6721 M AFT PRINCESS STM1 6NF
15PRINCESS ST OPP 8820 M AFT GRANBY ROWM1 7DL
16QUAY ST IFO 2340 M AFT BYROM STM3 4AS
17DEANS_GATE38 M BEF CAMP STM3 4HH
18BRIDGEWATER VIADUCT, KNOTT MILL80M AFT WHITWORTH STM3 4LA
19WHITWORTH STREET WEST ADJ 34170 M BEF DEANS_GATEM3 4LG
20DEANS_GATE30M AFT BRDIGEWATER STM3 4LQ
21ALBION STREET30 M BEF LITTLE PETER STM15 4QJ
22WHITWORTH STREET WEST OPP 34112 M BEF CENTURY STM3 4LY

2. Applicant Details

Title	Mr
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2. Applicant Details

First name	Martin
Surname	Stephens
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? 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 Not applicable - Advertising images will change every ten seconds	

4. Type of Proposed Advertisement(s)

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

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? 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 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

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. ☒

Date (cannot be pre-application)

21/05/2021