



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 1AF
Description of site location must be completed if postcode is not known:	
Easting (x)	384314
Northing (y)	398214
Description	

THIS APPLICATION RELATES TO 6 EXISTING ADVERTISED SITES WITHIN THE CORE CITY CENTRE AT THE FOLLOWING LOCATIONS;
1PARKER ST, PICCADILLY100 M BEF PORTLAND STREETM1 1AF
2PICCADILLY GARDENS30M AFT PICCADILLYM1 1LT
3ST MARY'S GATE IFO 1CORNER OF DEANSGATEM1 1PX
4ST MARY'S GATE IFO 6 - 1236.5 M BEF DEANSGATEM1 1PX
5PARKER ST90M BEF PORTLAND STM1 3HU
6TODD ST, CITY CENTRE IFO 161.8M AFT AND OPP LONGMILLGATEM3 1NX

2. Applicant Details

Title	Mr
First name	Martin
Surname	Stephens
Company name	JCDecaux
Address line 1	991 Great West Road
Address line 2	

2. Applicant Details

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 are able to show subtle motion and 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	
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

4. Type of Proposed Advertisement(s)

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)	13/05/2021
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