

## **Important – Planning permission & notices of consent**

### **Compliance with conditions**

- Your planning approval or consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Some conditions will require action before you start development and it is imperative that you seek to have these discharged before any work commences.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of planning control and this may lead to enforcement action.
- Failure to comply with conditions may also result in the development not being lawful.
- It is in your interests to demonstrate that conditions have been complied with. Failure to do so may cause difficulties if the property is sold or transferred.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email [planning@manchester.gov.uk](mailto:planning@manchester.gov.uk)

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

### **Advertisement Consent**

#### **Applicant**

Network Rail  
C/o Agent

#### **Agent (if used)**

Mr Sam Beresford  
Tetra Tech  
Quay West  
Media City  
Trafford Wharf Road  
Manchester  
M17 1HH

### **Part 1 – Particulars of the application/development**

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**Proposal:** Installation of 48 sheet digital LED billboard following the removal of existing hoarding

**Location:** Land At Hyde Road 85 Metres From The Junction With Thornbury Way, Manchester

**Date of application:** 15 March 2022

**Application number:** 133180/AOH/2022

### **Part 2 – Particulars of decision**

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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 35 Declaration**

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### **Condition(s) attached to this decision**

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1) The authorised advertisement and associated display structures must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) 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.

3) a) The express advertisement consent hereby granted is limited to a period of 5 years starting on the date of the commencement of the display of the advertisement hoarding.

(b) Written notice shall be given to the Council of the date of commencement of the display of the advertisement hoarding within 7 working days of that commencement.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) 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 saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy for the City of Manchester.

4) The development hereby approved shall be carried out and maintained in accordance with the following drawings and documents as stamped as received by the City Council as local planning authority on 10 March 2022, 30 March 2022 and 19 May 2022, including advertising design and material specifications and siting details:

Application forms to display advertisements

Drawings (as amended by Tetra Tech email of 28 April 2022 confirming site address as : Railway Embankment opposite Belle Vue Station)

Site location plan Ref: YZ020301464501\_001\_C

Existing site elevation Ref: YZ020301464501\_002\_C

Proposed site elevation Ref: YZ020301464501\_003\_C

Existing and proposed sign specification Ref: YZ020301464501\_004\_C

Photomontage Ref: YZ020301464501\_005\_C

Letter from Tetra Tech dated 3 March 2022 Ref: 784-B032514 / YZ020301359001, detailing the operational specification of the LED signage.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

5) a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

(b) No individual advertisements shall be displayed for duration of less than 10 seconds.

(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

- (e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
- (f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 600cd/m<sup>2</sup> during daylight hours and 300cd/m<sup>2</sup> during non-daylight hours / inclement weather.

Reason - In the interests of pedestrian and highway safety and in order to safeguard the amenities of the area pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and policy DC15 of the Saved Unitary Development Plan.

6) For the avoidance of doubt, the advertising consent hereby granted relates to the installation of a single sided, illuminated digital advertising display unit and related supporting structures as detailed in drawings referenced:

Drawings (as amended by Tetra Tech email of 28 April 2022 confirming site address as : Railway Embankment opposite Belle Station)  
Site location plan Ref: YZ020301464501\_001\_C  
Existing site elevation Ref: YZ020301464501\_002\_C  
Proposed site elevation Ref: YZ020301464501\_003\_C  
Existing and proposed sign specification Ref: YZ020301464501\_004\_C  
Photomontage Ref: YZ020301464501\_005\_C  
Letter from Tetra Tech dated 3 March 2022 Ref: 784-B032514 / YZ020301359001, detailing the operational specification of the LED signage.

Reason - In the interests of visual and residential amenity and the character of the streetscene pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and policies E3.3 and DC15 of the Saved Unitary Development Plan.

7) The existing 48 sheet advertising signage shall be removed upon implementation of the advertising consent hereby granted.

Reason - In the interests of visual and residential amenity and the character of the streetscene pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and policies E3.3 and DC15 of the Saved Unitary Development Plan.

## **Informatives**

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The applicant is advised that any requirements for temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

No removal or other work to trees and or hedges shall be undertaken in the main bird breeding season (March to July inclusive), unless nesting birds are found to be absent, by a suitably qualified person.

Protected species can be found in unexpected places and the granting of advertising consent does not negate the need to observe laws that safeguard biodiversity. The applicant that ecological advice should be sought, if it is found or suspected that the proposals may impact on protected species.

Guidance for developers can be found via the following link:  
[http://www.manchester.gov.uk/info/500207/planning\\_and\\_regeneration/1962/additional\\_planning\\_guidance/3](http://www.manchester.gov.uk/info/500207/planning_and_regeneration/1962/additional_planning_guidance/3)

Date: 23 May 2022

Signed: 

Julie Roscoe  
Director of Planning, Building Control & Licensing

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

## Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that is available through the gov.uk website at [www.gov.uk/appeal-planning-inspectorate](http://www.gov.uk/appeal-planning-inspectorate). The Inspectorate will publish details of your appeal on the internet.

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.