

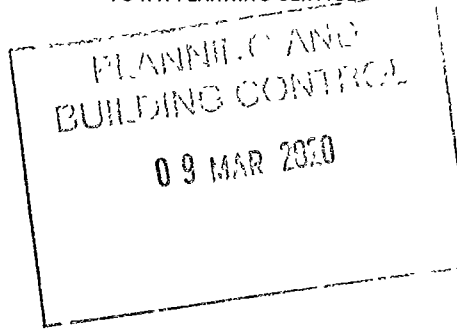
SAJ/A393C

5 March 2020

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

THE
Susan Jones
CONSULTANCY

TOWN PLANNING SERVICES



Dear Sir/Madam,

**Discharge of condition 8 of advertisement application 112693/AOH/2016/N1 by
City Outdoor Media Ltd, Land bounded by Rochdale Road, Addington Street
and Cable Street, Manchester**

Please find enclosed four copies of a completed discharge of condition application form in connection with the above together with the decision notice relating to application 112693/AOH/2016/N1, a report by Uni Led entitled "*Digital Screen Operation*" and a cheque for £116 to cover the planning fee.

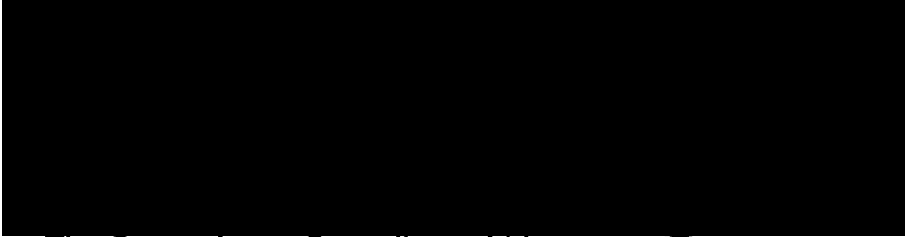
The Uni Led report supersedes the D3 report which formed Appendix A of the Planning Statement which was submitted in support of the original application. Uni Led has now been taken on by the Applicant to deal with all maintenance and software issues associated with its digital screens and therefore they will be operating the approved screen which is intended to be erected shortly, once pre commencement condition 8 has been discharged. The new report does not change the way in which the Applicant intends to operate the approved digital screen from that put forward in support of the proposed advertisement at the time of the original application. It does however deal on the final page of the report with the issue raised in the aforementioned condition 8 which requires the following:

"Before the advertisement hereby permitted is installed, details of the controls that shall be in place all times to ensure smooth, uninterrupted transition of images displayed on the panel shall be submitted to and approved in writing by the City Council as local planning authority. The transition of images shall at all times be in accordance with the approved details."

Under the heading of "*Content Management System*" (CMS), it is confirmed that it is intended to apply a 1 second cross fade to ensure a slow and smooth transition between advertisements. Furthermore, the report confirms that this approach is the common transition applied throughout the UK digital advertising hoardings industry.

The view is taken that the information provided within the report satisfies the requirements set out by aforementioned condition 8 and we can see no reason therefore why the council should not approve the document and discharge the condition.

If you have any queries whatsoever then please do not hesitate in contacting Susan Jones.



Consultancy

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