



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

Advertisement Consent

Applicant

Mr Steve Smith
City Digital Media Ltd
Edward House
North Mersey Business Centre
Woodward Road
Knowsley Industrial Park
Liverpool
L33 7UY

Agent (if used)

Mrs Susan Jones
The Susan Jones Consultancy
76 King Street
Manchester
M2 4NH

Part 1 – Particulars of the application/development

Proposal: Installation of LED digital display sign to replace existing advertisement hoarding

Location: Land Bounded By Rochdale Road, Addington Street And Cable Street.

Date of application: 4 July 2016

Application number: 112693/AOH/2016/N1

Part 2 – Particulars of decision

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

Officers have worked with the applicant/agent to conclude this Application. In this instance, no negotiations were necessary, but appropriate conditions have been attached to the approval.

Condition(s) attached to this decision

1) 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.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Advertisement Application form, received 4/7/16

Planning Statement, received 4/7/16

Transport Issues Statement, received 4/7/16

Drawings 074 05 Rev C, 074 06 Rev C, 074 01 Rev A, and 074 03 Rev D, received 4/7/16

Reason - To ensure the development is carried out in accordance with the approved plans, pursuant to Manchester's Core Strategy, including policy DM1, and saved policies DC15 and DC18 of the Unitary Development Plan for the City of Manchester.

3) At any time when the street lighting on the section of Rochdale Road surrounding the Application site is illuminated, the maximum luminance of the advertising panel shall not exceed 600 cd/m².

Reason - In the interests of amenity and public safety, pursuant to the National Planning Policy Framework, and policy DM1 of Manchester's Core Strategy, including saved UDP policies DC15.

4) The display panel shall at all times be fitted with a light sensor to adjust the brightness in response to changes in ambient light levels.

Reason - In the interests of amenity and public safety, pursuant to the National Planning Policy Framework, and policy DM1 of Manchester's Core Strategy, including saved UDP policies DC15.

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

Reason - In the interests of amenity and public safety, pursuant to the National Planning Policy Framework, and policy DM1 of Manchester's Core Strategy, including saved UDP policies DC15.

6) No individual advertisements shall be displayed for a duration of less than 8 seconds.

Reason - In the interests of amenity and public safety, pursuant to the National Planning Policy Framework, and policy DM1 of Manchester's Core Strategy, including saved UDP policies DC15.

7) A mechanism shall be in place at all times so that if the installation breaks down it defaults to a blank screen to avoid any flashing error messages or pixilation.

Reason - In the interests of amenity and public safety, pursuant to the National Planning Policy Framework, and policy DM1 of Manchester's Core Strategy, including saved UDP policies DC15.

8) Before the advertisement hereby permitted is installed, details of the controls that shall be in place at 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.

Reason - In the interests of amenity and public safety, pursuant to the National Planning Policy Framework, and policy DM1 of Manchester's Core Strategy, including saved UDP policies DC15.

Informatives

There are no informatives attached to this decision.

Date: 12 September 2016

Signed:



Julie Roscoe
Head of Planning, Building Control & Licensing

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

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