MANCHESTER CITY COUNCIL
Planning
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PO Box 532 Town Hall
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	Advertising Site on the north side of
Address line 1	Hyde Road junction with Belle Vue Street
Address line 2	
Address line 3	
Town/city	Manchester
Postcode	M12 5PR

Description of site location must be completed if postcode is not known:

Easting (x)	387561
Northing (y)	396392

Description

ADVERTISING SITE AT HYDE ROAD AND BELLE VIEW STREET COMPRISING 3 X 96 SHEET AND 1 X 48 SHEET DISPLAY

2. Applicant Details

Title	Mr
First name	Martin
Surname	Stephens
Company name	JCDecaux
Address line 1	J C Decaux UK Ltd
Address line 2	991 Great West Road
Address line 3	
Town/city	BRENTFORD

2. Applicant Details

Country	United Kingdom
Postcode	TW8 9DN
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ○ Yes ◉ No

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Removal of four existing advertising displays, three of which measure 12m x 3m and one is 6m x 3m, and the installation of one display structure with back to back internally illuminated digital advertisements, each measuring approximately 6m x 3m, supported by a specially designed leg designed by Jean Michel Wilmotte.

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?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3.1 x Width: 6.2 x Depth: 0.415 metre(s)
What materials will the sign be made of? Steel and Aluminium	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Not applicable, images change every ten seconds	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)

4. Type of Proposed Advertisement(s)

Other type(s): 2	
Dimension:	Height: 3.1 x Width: 6.2 x Depth: 0.415 metre(s)
What materials will the sign be made of? Steel and aluminium structure and LED modules	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Not applicable, images changes every ten seconds	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Please describe each of the 'Other type(s)' of advertising proposed

Bespoke designed structure by Jean Michel Wilmotte which is unique to JCDecaux and features a cantilevered leg and beam support

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

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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 26/10/2019

To 26/10/2029

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

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed? ◉ 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) 26/09/2019