

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- 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 the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- 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

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

Advertisement Consent

Applicant

IONITY GmbH
7 Albemarle Street
London
W1S 4HQ

Agent (if used)

Miss Victoria Whelan
BNP Paribas Real Estate
Halo
Counterslip
Bristol
BS1 6AJ

Part 1 – Particulars of the application

Proposal: Installation of various signage including 1 x non illuminated totem and 2 x illuminated totem signs and 4 x pole mounted flag signs

Location: Land Between Wall Way And Hyde Road, Manchester, M18 7WY

Date of application: 1 September 2025

Application number: 143796/AO/2025

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part 1 are **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

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 display of advertisement signage hereby approved shall be carried out in accordance with the details of the following drawings received by the City Council as local planning authority on 21 August 2025 and referenced:

Application forms to display advertisements

Proposed site layout Ref: MANC EAST_001 /D/Rev A

Entrance Totem Ref:XC50600923 Ind.0

Brand Totem Ref: 11B 25159 A 05 00 0 PF

Totem 980 x 3040 with display 55 inch Ref: 206-001 900 Sheet 1

Totem 980 x 3040 with display 55 inch Ref: 206-001 900 Sheet 2

Photomontage detailing the appearance of flags and associated poles.

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.

- 3) (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 150 cd/m².

Reason - In the interests of pedestrian and highway safety and to safeguard the amenities of the area pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and saved policies DC15.1, DC15.2 and DC15.3 of the Unitary Development Plan.

4) Upon installation the authorised flag pole and Brand Totem advertisement signage shall be externally illuminated to levels not exceeding 150 cd/m² as stated on the advertisement consent forms received by the City Council as local planning authority on 21 August 2025. The approved illumination level shall not be exceeded at any time whilst the signage is in operation.

Reason - In the interests of the amenity of the area and highway safety pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and Unitary Development Plan saved policies Dc15.1, DC15.2 and DC15.3.

Informatives

There are no informatives attached to this decision.

Date: 27 October 2025

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 (as amended) 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 to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 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 can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.