ARDENTLAND

PROPERTY & PLANNING CONSULTANTS

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Development Management
Manchester City Council
PO Box 532
Manchester
M60 2LA

11 August 2025

Dear Sir / Madam

**Application for Express Advertisement Consent.**

**Pedestrianised area at Lime Square Shopping Centre.**

**Ashton Old Road, Openshaw, Manchester, M11 1DA.**

Please find enclosed our client's application for Consent to Display Advertisements under Regulation 9 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

This application seeks the following:

*Installation of 3 x two-sided 'D6' outdoor digital display units*

The application comprises the following documents and drawings:

- Express Consent Application Form
- Drawing no. T4908 A4 050 rev – Site Location Plan
- Drawing no. T4908 A4 051 rev – Site Plan
- Drawing no. T4908 A4 066 rev – Elevations Sheet
- Appendix 1 - Schedule of suggested special conditions
- Appendix 2 – Aerial view of the proposed site area
- Appendix 3 – Images of existing units at locations A & C (to be replaced)
- Appendix 4 – Photographs of a similar unit

The fee has been paid via the Planning Portal.

**Proposal**

This application seeks to consent to install three no small format double-sided advertising totems at the Lime Square Shopping Centre which will each incorporate two digital display faces along with space for a name plate to serve the Centre itself.

The digital component will show a range of electronically delivered content both static and animated for both commercial and non-commercial users (e.g. charity) and others such as public information, news headlines and weather forecasts.

The proposal is for three totems along the main walk-way, designed to be chiefly visible to pedestrians while within the Centre; the units being of small format, human scale proportions while utilising modern digital sign technology.

At locations A & C, the existing totems will be removed.

This proposal is part of a national shift towards the use of digital displays by the retail & signage industry, positively contributing towards the desire for a sustainable, relevant, and flexible signage estate.

**The Application Site**

The application site is part of the private pedestrianised area of the Centre.

The proposal is readily accommodated on the host site, with no loss of retail or leisure space, employment opportunity, parking, or material impact on circulation space.

**Application Site Planning History**

The wider host site has a range of consents in place, including for signage, commensurate with its active commercial use.

**Adjacent Land Uses**

The application site is surrounded by commercial occupiers and as is typical of locations such as such as this; adjoining premises have their own signage in a variety of styles and positions.

**Background to the Application & Advantages**

The applicant wishes to improve the delivery of advertising and other placemaking content to the Centre and so facilitate sustainable, relevant, locally focused messaging and in a location that can readily host a scheme such as this.

Elsewhere in the Country and across the Region we have seen the benefit of this flexibility which can include public messages and the more ready display of non-commercial content (such as charity appeals) during void periods.

The units would present a range of content including public information (such as weather), advertising, and promotions as well as animated content that could include news or sporting headlines.

**Planning Policy**

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material.

The National Planning Policy Framework (December 2024) at paragraph 141 reiterates the need for assessment to conduced only in the interests of amenity and public safety, taking account of cumulative impacts. The NPPF goes on to state that the regime for advertising consent should simple, efficient & effective.

Local Plan policy is not at odds with this approach.

As such, we consider this proposal to be aligned to and supportive of both Local Plan & National Policy as set out below.

**Amenity**

As explored above, the proposal is located within the walkway of the established Shopping Centre and is designed to serve those within or visiting the scheme, as such, the totems are viewed in the context & expectation of overt commercial activity.

The position is therefore within the setting of the active, commercial entrance to and pedestrian areas of the host site.

In general amenity terms, the proposal is contained by nearby buildings and development, no part of the proposal creates a skyline feature, cuts across any existing open view or obscures any nearby building of historical or architectural interest.

The scale of the proposal matches its surroundings and is designed to be at human scale. Levels of illumination are suggested to match Institute of Lighting Professionals guidelines.

The unit's location in a lit, active commercial area will result in their slim, simple design being readily absorbed into the host site.

Further, signage within retail led locations is supportive of the promotion of commercial activity to assist in the promotion of the centre and by extension, the local economy.

There are no other signs of the type proposed in the same view with existing occupiers' own signage being visually separate. As such, the potential for harm from clutter or cumulative impact is low.

The proposal is therefore intended to enhance this commercial setting though both the benefits of advertising and the opportunity to display of content that has local relevance, adding colour and interest to this part of the host site.

Recognising the illuminated nature of the proposal, we look to adopt levels recommended by the Institute of Lighting Professionals ('Professional Lighting Guide 05/23); that report recommends a maximum luminance level of 600 candelas/sqm in urban & suburban areas at night (and 5,000 cd/m2 during the day) and we have suggested a Special Condition to match this.

**Public Safety**

National & Local Policy seeks to protect Public Safety.

The proposal is contained entirely on its own land with no part on or over the highway network.

Site construction and maintenance would be completed from private land.

The proposed units are orientated to those approaching or within the Centre on foot, with content unlikely to be readily visible to others.

We therefore consider it unlikely that any issue of public safety or harm to highway users will arise from the routine use of the proposed signage with compliance to ILP guidelines safeguarding broader Environmental Health considerations.

**Summary**

The principle of digital totems for the use of advertising and other content at shopping centres such as this is well established and in-keeping with the Centres function and appearance.

Our clients consider that this proposal allows the advertising offering to the area to be delivered in a modern, forward-thinking and sustainable way by taking advantage of digital sign technology and in a location that is set off the public highway and in the context of retail-led views.

We therefore consider that the display of signage on the pedestrian area of this privately owned centre; surrounded by the trappings of its broad retail and related offerings would not cause any automatic harm to public safety or amenity.

Suggested Special Conditions are advanced to safeguard the operation of the proposal.

Should you have any queries in respect of this application or require additional detail we would be happy to discuss this with you.

Yours faithfully.

**Stuart Wellman MRICS**
Director
stuart@ardentland.com
07414 101 273

Appendix 1

Schedule of Suggested Special Conditions

1. Illumination shall not exceed 600cd/m2 at night & 5,000 cd/m2 at day.

Appendix 2

Aerial view of proposed site area

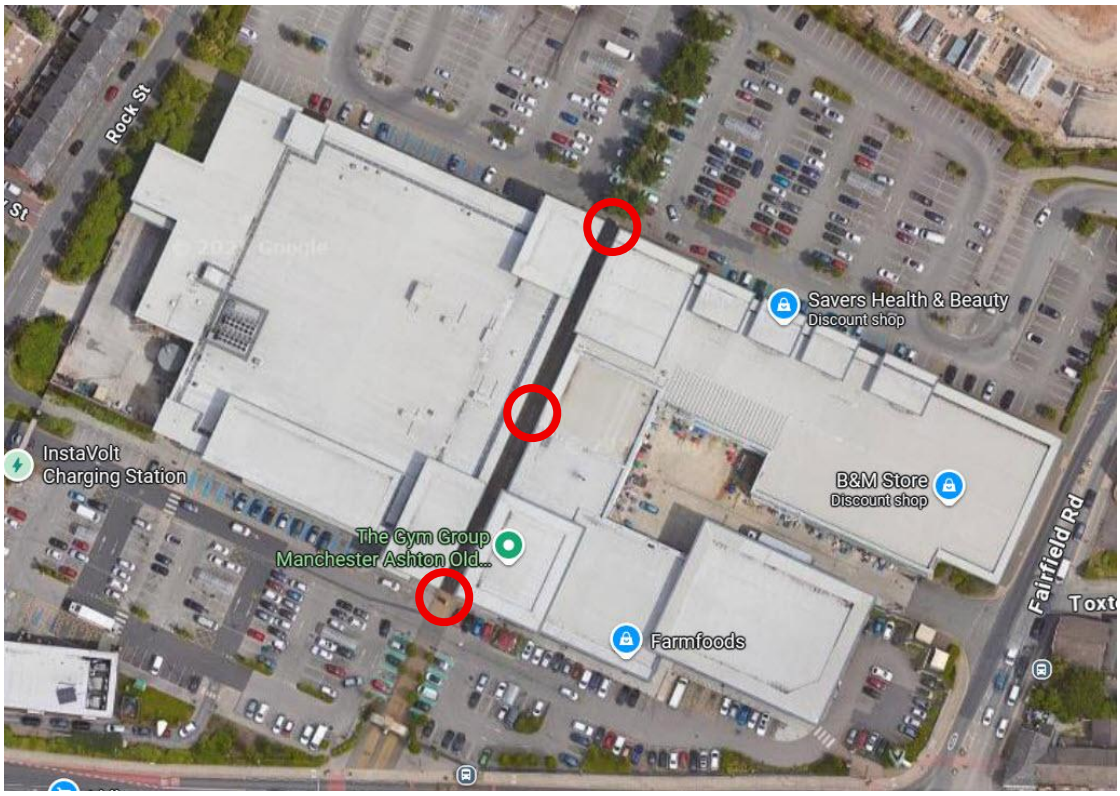



Image acknowledgement & copyright googlemaps.com 2025

= proposed totem (indicative)

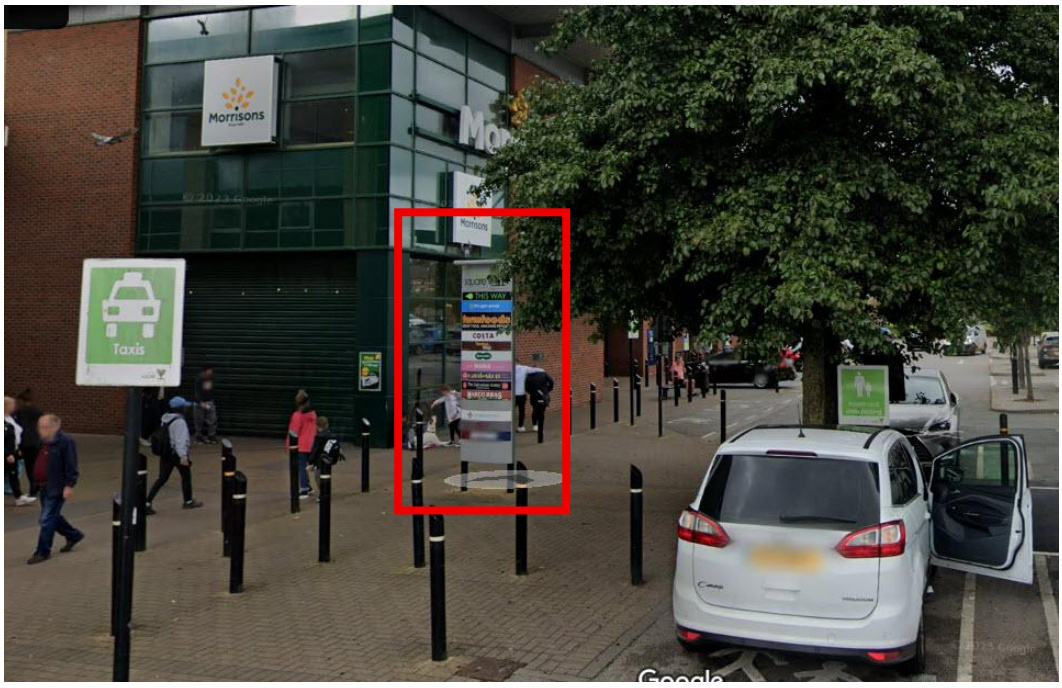
Appendix 3

Images of existing units at locations A & C (to be replaced)

Location A, near unit 18 / Costa



Location C, near unit 17 / Greggs



Appendix 4

Photographs of a similar unit in situ (for reference)





