



GROUNDS OF APPEAL

Land and buildings on the south side of
Ashton Old Road
Ardwick
Manchester
M12 6LP

18 June 2025

Prepared for:
Wildstone Estates Limited

Prepared by:
Stantec UK Limited

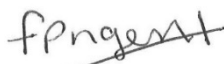
Project Number:
33313187100

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For and on behalf of Stantec UK Limited

Approved by:

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1 Introduction

- 1.1 The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- 1.2 These grounds of appeal have been prepared by Stantec UK Limited in support of an appeal against the Manchester City Council's ("the Council") refusal of an application for Advertisement Consent (ref: 142466/AOH/2025) by Wildstone Estates Limited ("the Appellant") for the installation of 2no. internally illuminated 48-sheet 'D-Poster' advertisement hoardings ("the Proposal") on land and buildings to the south side of Ashton Old Road, Ardwick, Manchester, M12 6LP ("the Appeal Site"), as illustrated in **Figure 1** below.



Figure 1: Appeal Site

- 1.3 Copies of the application submitted to the Council, the decision notice and any supporting documents are enclosed separately with this submission.
- 1.4 The Proposal was refused under Officer's delegated powers on grounds of the alleged harm to the visual amenity of the area. The Council's Reasons for Refusal is:

"1. The proposed advertisement display by reason of its size, location, design, appearance, elevated position, means of illumination and method of display, would create an unduly obtrusive and over-dominant feature in the street-scene, and would form an incongruous feature within the street scene. The proposed display would thereby

appear out of context with its location, on a busy radial route to/from Manchester City Centre and would have an unacceptable and detrimental impact on the visual amenity of the area, contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policies E3.3, DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

- 2. The positioning of the displayed advertisement signage in relation to the application site combined with the associated site signage and other nearby business, free standing and large display panels, would produce visual clutter around the site and its context. The proposed advertisement signage would thereby have a harmful affect upon the character and streetscene and the visual amenities of the area contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policies E3.3, DC15.1 and DC15.2 of the Unitary Development for the City of Manchester."*

- 1.5 The Appellant considers the Council's Reasons for Refusal to be unjustified having not had proper regard to the Appeal Site, the context of the surrounding area and ability to limit the impact of the advertisement through the use of conditions.

2 Appeal Site & Surroundings

- 2.1 The Appeal Site is located adjacent to a car wash and self-storage facility, located on land to the south of Ashton Old Road. The Appeal Site is bound to the north by Ashton Old Road, to the east by car wash facility, to the south by land for the storage of vehicles and to the west by vegetation beyond which a financial consultancy.
- 2.2 The proposed D-Posters will be positioned on a green verge, in an elevated position, adjacent to Ashton Old Road. The position of these displays is to be similar to the historic displays that were previously present on the Appeal Site from July 2008 – June 2023 (see **Appendix 2**), albeit the proposed displays are to be positioned slightly higher.
- 2.3 The Appeal Site is surrounded by industrial properties due to Midland Street Industrial Estate forming the surroundings of the Appeal Site and so it is located in a predominantly commercial area. Industrial properties surround the Appeal Site to the west, south and east. North of the Appeal Site is a car dealership, beyond which is North Ridge Recreation Area. To the east of the park and on the opposite side of Ashton Old Road from the Appeal Site, are residential properties. The proposed displays are not in close enough proximity to these residential properties to be visible. South of the Appeal Site is Ardwick train station, which is a stop before Manchester Piccadilly station and so the Appeal Site's wider surrounding area is predominantly commercial in nature.
- 2.4 The surrounding areas of the Appeal Site are shown in **Figures 2, 3 and 4** below.



Figure 2



Figure 3



Figure 4

- 2.5 As demonstrated above, Ashton Old Road has been a location deemed suitable for large-scale advertising for a long time, and as such, the proposed advertising display is well suited in commercial terms, and in keeping with the character of the local area.
- 2.6 The Appeal Site is located in an area that benefits from streetlighting and bus-stop advertising displays during the nighttime period which form part of the character and appearance of the

local area. Due to the Appeal Site's industrial and commercial character, it is common-place to see advertisements and business related signage in the area.

- 2.7 The Appeal Site does not contain any statutory landscape or historic designations and is not located within a Conservation Area. It is also not within the curtilage of a listed building. The nearest listed building, is Manchester Piccadilly train station (ref. 1283014), approximately 1km west of the Appeal Site. Therefore, there would be no impact on any heritage assets.

Site Planning History

- 2.8 The Appeal Site currently hosts an internally illuminated advertising display, approved under ref. 061822/AO/NORTH2/01, in June 2001, as demonstrated in **Figure 5** below.



Figure 5

- 2.9 Two larger advertising displays, assumed to have fallen under ref. 061822/AO/NORTH2/01, with the same dimensions as the Proposal were present on the Appeal Site. Google Street View demonstrates that these displays were present from at least 2008 to 2023. This is shown in **Appendix 2**.

Other Relevant Planning History

- 2.10 The below advertisement consents are also located within Manchester, in a similar context to the Appeal Site, and are considered of relevance in this case:



- 122506/AOH/2019 – Hyde Road, Manchester, M12 4RA
- 110400/AOH/2015/N1 – 123/125 Rochdale Road, Manchester, M4 4HZ
- 131479/AOH/2021 – 170 Waterloo Road, Manchester, M8 8BT
- 128095/AO/2020 – Downing Street, Ardwick, Manchester, M13 9XE
- 127518/AOH/2020 – 14-18 Hyde Road, Manchester, M12 6BW

2.11 Details of the above comparison sites can be found in **Appendix 3**.

3 The Proposal

- 3.1 The Appellant seeks to install 2no. digital advertising displays (“D-Poster”) on the Appeal Site. They will display multiple static advertisements on rotation.
- 3.2 The Appeal Site has previously support large format advertising displays and so is well located in commercial and planning terms. The development of sites of this type will facilitate the removal of less well-located sites elsewhere in Manchester and the UK.
- 3.3 The Proposal has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.061m(d) and both displays will be positioned 5m above ground. One display will face east along Ashton Old Road and the other will be placed back-to-back and face westwards along Ashton Old Road.
- 3.4 Full details of the proposed advertisements are included amongst the application documentation listed in **Appendix 1**.
- 3.5 The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. In most instances, the erection of a D-poster can be achieved at a similar speed to traditional posting, with minimal structural work. The quality of the image produced will mimic that of a traditional poster, as illustrated in the comparison images contained within **Appendix 4**.
- 3.6 The Appellant and the industry body “Outsmart” have been working to establish best practice for the control of displays both at night and during the day. The D-Poster displays operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at nighttime, with lower thresholds set on more sensitive sites. Example sites operating in accordance with Institute of Lighting Professionals (ILP) Guidance during different times of the day are included at **Appendix 5** for information.



4 Benefits of Digital Advertising

4.1 The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- High quality and robust designs;
- Tidy and well-maintained sites;
- Uplift in business rates to spend on public services;
- Reduction in waste involved in the poster production process;
- Greater flexibility to enable better access to advertising displays for local businesses;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

4.2 In addition to the above, the Proposal will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds. The Proposal is submitted as part of a nation-wide project to upgrade traditional advertising hoardings to a modern digital format, which will see an overall reduction in adverts, as multiple advertising campaigns can be supported by single panels. This will result in the consolidation of “multi-panel” sites into single panels. As can be seen in **Figure 6**, below, there has been an overall reduction in the volume of advertising panels over an extended period of time, even though the number of digital sites is increasing.

4.3 At present, there are over 1,300 digital 48-sheet advertisements across the UK, which is up from just 45 in 2015. However, over the same period the number of poster and paste 48 sheets has more than halved, from 18,519 to 8,910. This is a total reduction of 8,335 panels Nationwide, demonstrating a clear pattern of rationalisation and decluttering associated with digital upgrades. Since this project began the Appellant has obtained consent for over 700 consents for digital advertisements across the UK.

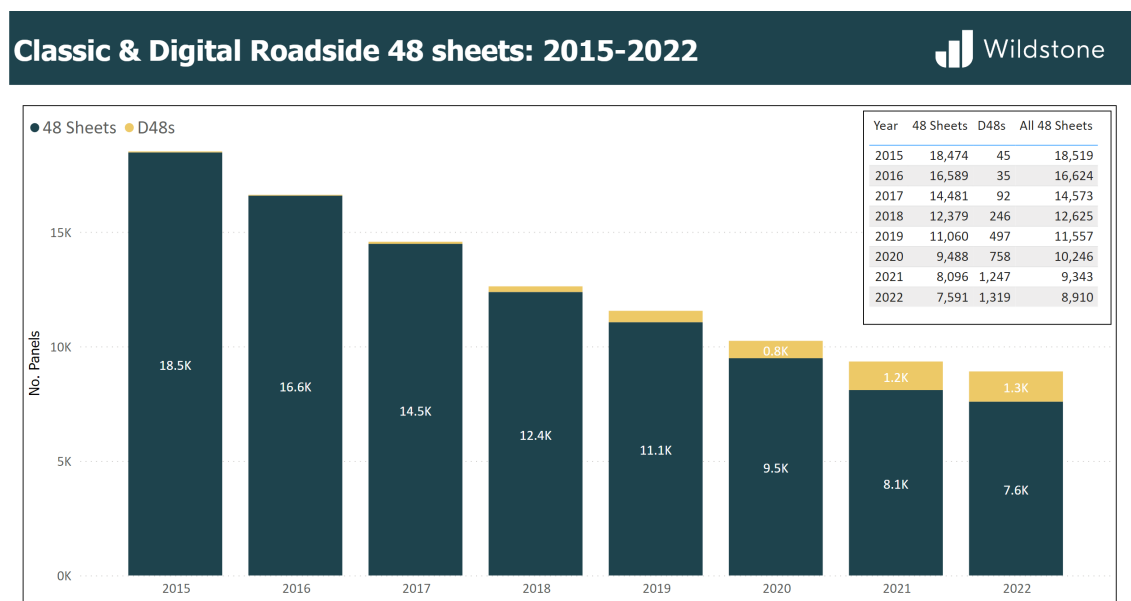


Figure 6: Reduction in 48-sheet advertising 2015-2022

- 4.4 As well as removing clutter, this consolidation has additional benefits, such as the reduction in vehicle trips and association noise, air quality and climate considerations to repost adverts every two weeks, as this can now be done remotely.
- 4.5 These are benefits that will not be achieved by maintaining the status quo.

5 Conditions

- 5.1 All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety. The Appellant is happy to accept these conditions and has recreated them in **Appendix 6** for the Inspector’s convenience.
- 5.2 The Appellant and the industry body “Outsmart” have been working to establish best practice for the control of displays both at night and during the day. The displays operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professionals (ILP) guideline figure at nighttime, with lower thresholds set on more sensitive sites. Brightness would be 300 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions, in line with ILP Guidance. Examples of sites operating in accordance with ILP Guidance during different times of the day are included at **Appendix 5** for information.
- 5.3 The ILP Guidance includes a set of model conditions which can be applied to advertisement consents going forwards. The model conditions are set out within Appendix 1 of Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23) and are included within **Appendix 6** of this statement for clarity.

6 Planning Regulations & Policy

The Regulations

- 6.1 The legislative framework for the control of display of advertisements is controlled by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (“the Advertisement Regulations”). Regulation 3 of the Advertisement Regulations states a local planning authority shall exercise their powers in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far they are material, in addition to any other relevant factors.

National Policy & Guidance

- 6.2 The National Planning Policy Framework 2025 (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The overarching theme of the document is sustainable development and seeks to achieve positive improvements in the quality of the built, natural and historic environment.
- 6.3 Paragraphs 131, 135 and 141 of the NPPF explains that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The Development Plan

- 6.4 The parts of the Council's Development Plan relevant to this Appeal comprise the Manchester Core Strategy (“the Core Strategy”), which was adopted on 11 July 2012, and the saved policies of the Unitary Development Plan for the City of Manchester (“the UDP”) adopted in 1995. The Council cites Policies EN1, SP1 and DM1 of the Core Strategy, Policies DC15.1, 15.2 and E3.3 of the UDP in its Reasons for Refusal.
- 6.5 Although Policies EN1, SP1 and DM1 of the Core Strategy and E3.3 of the UDP offer no specific requirements relevant to advertisement applications, they do set out overarching



parameters relating to the management of the built and natural environment, delivering high quality design as well as protecting the character and amenities of an area.

- 6.6 Policy DC15 of the UDP sets out specific policy guidance relevant to advertisement proposals. It is split into three sections and includes various criteria to be used in the consideration of a range of advertisement proposals. Table 1, below, sets out the relevant criteria within sections DC15.1 to 15.3 that is relevant to the Proposal.

TABLE 1: RELEVANT DEVELOPMENT PLAN POLICIES
Extracts from Policy 15 - Advertisements, hoardings and posters of the Unitary Development Plan
<u>Section DC15.1</u> The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests: a) The general location of the proposed advertisements and the effect of visual amenity; j) The number of advertisements in the locality and their cumulative effect on visual amenity. <u>Section DC15.2</u> In assessing the interests of amenity and safety the Council will take account of the following criteria: a) developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use; b) they should be in scale with the locality and relate properly to the site on which they stand; c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value; d) a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted. <u>Section DC15.3</u> Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Matters of Concern to the Council

- 6.7 The Council's delegated officer's report confirms that the Council is not concerned about highway safety. The Appellant also notes that the reasons for refusal do not indicate concerns



over the light emitting from the Proposal into any particular residential property. If these were matters of concern to the Council, the reasons for refusal would have mentioned this.

6.8 The Council is only concerned that the Proposals, by reason of its size, location, design, appearance, elevated position, means of illumination and method of display would:

- Create an unduly obtrusive and over-dominant feature in the street-scene;
- Form an incongruous feature within the street-scene;
- Appear out of context with its location, on a busy radial route; and
- Position of the display in relation to the application site combined with the associated site signage and other nearby business, free standing and large display panels, would produce visual clutter around the Appeal Site and its context.

6.9 The Appellant disagrees with the Council's conclusion for the reasons set out in Section 7.0 of this Statement.

7 Planning Considerations

- 7.1 Having regard to the Regulations, the Council's reasons for refusal and the contents of the Council's delegated officers' report, the issues relevant to the determination of this Appeal is the effect of the Proposals on 'amenity'.
- 7.2 'Amenity' is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Paragraph 079 of the NPPG recognises that the meaning of amenity can be wide ranging but in the context of assessing advertising it is usually defined as being the impact on visual or aural amenity in the immediate neighbourhood. Paragraph 079 goes on to highlight if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.
- 7.3 The character and setting of the Appeal Site, streetscene and surrounding area, is predominantly commercial in character, as demonstrated in **Figures 2, 3, 4 and 5** above, populated by:
- Commercial businesses;
 - Roads and car parking areas;
 - Traffic signs and bus stops with digital advertising displays;
 - Business signage at ground and first floor levels;
 - Free-standing totem signage;
 - Streetlamps; and
 - Traffic lights, crossing points and wayfinding signs.
- 7.4 The Appeal Site is not located within a Conservation Area, nor is it attached to or within the setting of statutorily listed buildings. Accordingly, the immediate neighbourhood to the Appeal Site does not possess any built environment qualities that would merit special statutory or non-statutory protection as a heritage asset.
- 7.5 The context of the surroundings and approach to the Appeal Site means that the presence of business-related signage is commonplace and the nearby examples of advertisement displays establishes the Appeal Site as appropriate for an advertisement display of this type. As such, it is not considered that the Proposal would appear out of context with its location. In fact, it is commonplace to see digital advertising like the Proposal adjacent to major roads



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across the country. The Proposal would not appear out of context with its location, on a busy radial route. Given the commercial nature of the Appeal Site's surroundings, the Proposal would be in-keeping with the character of the area, as demonstrated in **Figures 2, 3, 4 and 5** above.

7.6 Advertising is commonplace in the immediate surroundings of the Appeal Site due to the industrial uses present. The Council cited in its reasons for refusal that it is concerned that the position of the display in relation to the Appeal Site combined with the associated site signage and other nearby business, free standing and large display panels would produce visual clutter around the Appeal Site and its context. However, the Council has failed to consider that the Appeal Site has historically supported 2no. advertising displays in this location between July 2008 and June 2023 and so this formed part of the character of the area, as demonstrated in **Appendix 2**.

7.7 In addition and as shown in **Figure 6** below, the street-scene is not overpopulated by advertising displays and business-related signage. It has the amount of advertising as you would expect to see in a commercial area. As such, the addition of 2no. displays would not add to visual clutter in the street-scene and would be in-keeping with the character of the area.



Figure 6

7.8 The proposed signage is the smallest form of large format outdoor advertising and is an industry standard measuring 6 metres by 3 metres. It will not form an unduly obtrusive and over-dominant feature in the street-scene. In addition, the displays are to be positioned at the exit of a car wash and are to be elevated above the ground set on a retaining wall. Therefore,



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the display would not be over-dominant in the street-scene as it is set back from the pavement and raised 5m above ground level, as shown in **Figure 7 & 8** below.



Figure 7



Figure 8

7.9 Advertisements (large and small) are evident throughout the UK. The Proposal is to be located in the same location as the historic displays on the Appeal Site, which formed part of the character of the area. It would be viewed in the context of other business signage when approaching the Appeal Site in both directions. As such, the Appeal Scheme will not detract

from the existing character and appearance of the Appeal Site, nor will it detract from the visual amenity of the street scene or wider area.

- 7.10 The use of contemporary high-quality materials will ensure that the display appears sleek and modern in this location. The Appeal Site and surrounding area is already subject to light spill from traffic and streetlamps. Accordingly, the Appeal Site is located within a well-lit area where one would expect to find advertisements such as the Proposal. As such, the Proposal will not be unduly obtrusive, an over-dominant feature, out of context nor will it be detriment of the visual amenities of the area.
- 7.11 The displays will be controlled by light sensors to vary the brightness of the screens according to the brightness of the day. It will be controlled in line with best practice guidance to ensure that there will be minimal impact on the visual amenity during the daytime.
- 7.12 At night, night-time illumination settings will ensure that the level of illumination is appropriate to the local area and is equivalent to a traditional externally illuminated advert, with a more even light spread (as demonstrated in **Appendices 4 and 5**). In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the Appeal Site falls within Environmental Zone 4 (EZ4) and so as such, the maximum night-time luminance of the display should be set at 300cd/m². Overall, a 10 second period between images is standard within the industry and would not be perceived as ‘constantly’ changing.
- 7.13 The Proposal for an illuminated advertisement in an area such as this is wholly appropriate and, subject to conditions controlling the Proposals (see **Appendix 6**), would complement the character and appearance of the area.
- 7.14 The illumination example images included in **Appendix 5** demonstrate that the level of illumination is not a bright light (like a lamppost), but more the matt finish of a computer screen or television. As such, the Proposal will not result in an unacceptable impact on the amenities.
- 7.15 The Appellant concludes that the latest Proposals will accordance with the ‘amenity’ objectives of paragraphs 131, 135 and 141 of the NPPF and the objectives of Policies EN1, SP1 and DM1 of the Core Strategy, Policies DC15.1, 15.2 and E3.3 of the UDP and JP-S1 of Places for Everyone.



Other considerations

7.16 The benefits of the Proposals and the wider national benefits of digital advertising, as described in Section 4 are to be afforded weight in the decision process, including:

- **Environmental benefits** by dramatically reducing the number of vehicle trips in the area to repost the site and reducing waste from the production process associated with posters and the discarded posters going to landfill. The lifecycle carbon cost attributed to the production of LED displays will also be spread out over an average lifetime of 10 years, whereas the production and delivery of posters is on a fortnightly basis. The use of LED ensures that the energy requirements are lower than the traditional external halogen lighting;
- **Social benefits** to the local area as the void periods can be used for non-commercial purposes such as charitable campaigns and public art etc. The upgrade to a digital poster could also act as a societal benefit by supporting emergency messaging; and
- **Economic benefits** as instances where displays are upgraded typically result in an uplift in rent, which in turn will significantly increase the business rates payable to the Council.

7.17 These are benefits that will not be achieved by maintaining the status quo.



8 Conclusion

- 8.1 In accordance with the NPPF and the Council's adopted policies, advertisements should only be resisted where they are harmful to 'amenity' or 'public safety'. The Council refused the application on 'amenity' grounds only.
- 8.2 Section 7 of these Grounds of Appeal demonstrate that the proposed installation of 2no. D-Poster displays will complement the character and appearance of this part of Manchester and would not be obtrusive, over dominant, result in visual clutter, nor would it detract from the existing character and appearance of the Appeal Site and the wider area. The Council's refusal of advertisement consent is not, therefore, justified and based upon little evidence.
- 8.3 The Appellant's assessment of the circumstances and context of the Appeal Site and surrounding area, and consideration of the conditional controls that could be imposed, demonstrates that the Appeal Scheme would not be incongruous feature within its context. It would complement the character, quality and function of the area.
- 8.4 For the reasons set out in this Statement, the Appellant requests that the appeal be allowed.



Appendix 1: Application material

Original Application Material:

Completed application forms prepared by Stantec;

Letter Statement prepared by Stantec;

Architectural drawings:

- *13782/PA/01 Site Location Plan*
- *13782/PA/02 Existing Site Plan*
- *13782/PA/03 Proposed Site Plan*
- *13782/PA/04 Existing Elevations*

Appeal Material:

Original Application Material (table above);

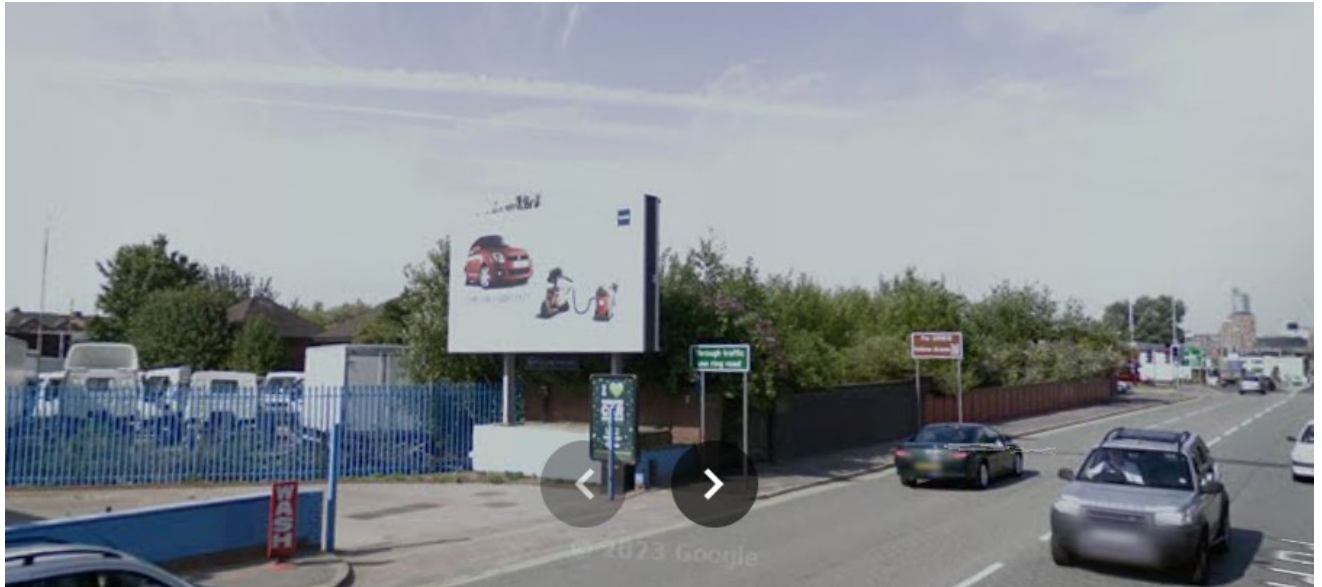
Decision Notice dated 13 May 2025;

Completed appeal forms prepared by Stantec;

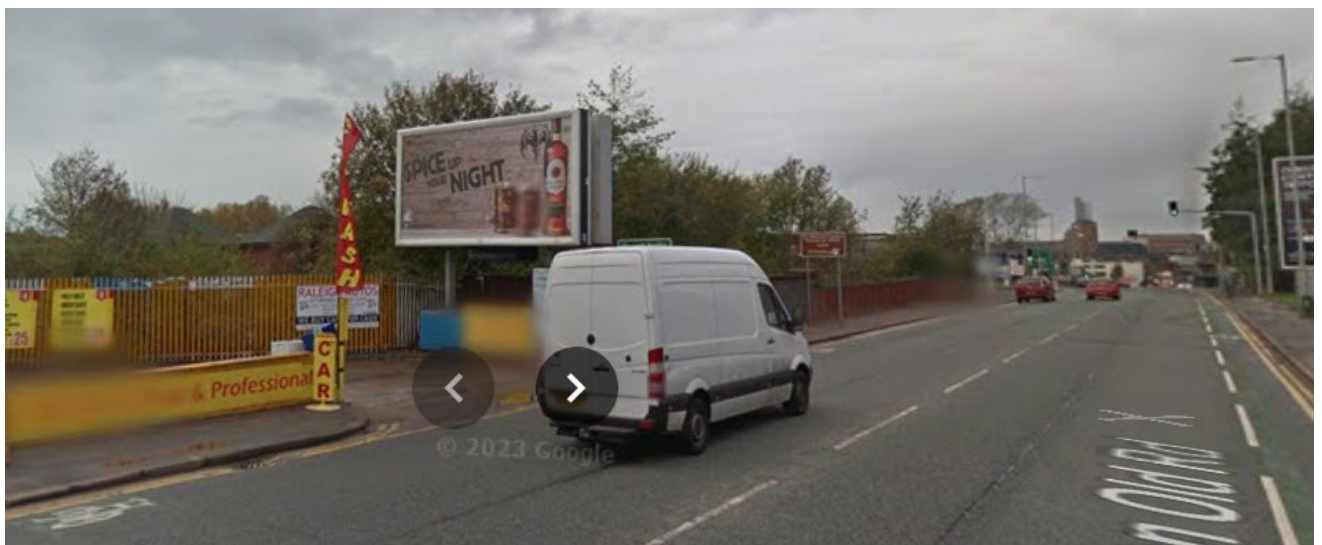
Grounds of Appeal and appendices prepared by Stantec.



Appendix 2: Historic display



July, 2008

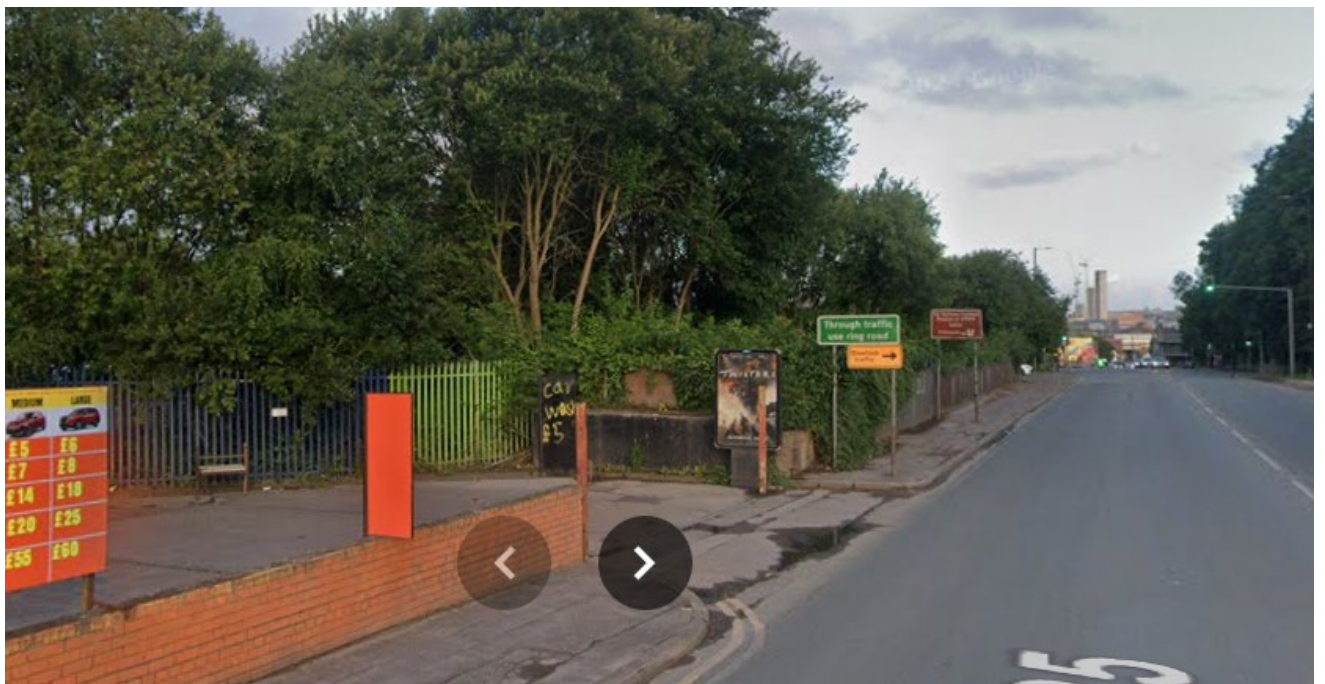


November, 2012





May, 2018



July, 2024



Appendix 3: Comparison Sites



URN 11604
Local Authority Manchester City Council
Site Address Hyde Road, Manchester, M12 4RA
LPA Reference 122506/A0H/2019
Panel Size D48
No. of Panels 2

<https://maps.app.goo.gl/JthXjvkF5KBmUGP7A>



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

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

Advertisement Consent

Applicant

Mr Richard Page
Insite Poster Properties
Barton Hall
29 Gloucester Street
Cirencester
GL7 2DJ

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Proposed installation of a replacement of 2 no. 48-sheet internally illuminated digital advertising displays to replace existing advertisement displays

Location: Land Adjacent To BOC Car Showroom 308 , Hyde Road, Manchester, M12 4RA

Date of application: 24 January 2019

Application number: 122506/AOH/2019

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

The proposal was assessed with regards to policies outlined in the National Planning Policy Framework, Unitary Development Plan Saved Policies, Local Development Framework Core Strategy Development Plan and other material considerations. Officers have worked with the agent in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the application, appropriate conditions to the approval have been attached.

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 permission shall expire on 1st March 2024.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

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

Site Location Plan T4392 A4 052

Site Layout Plan T4392 A4 053

Existing and Proposed Elevations T4392 A4 062 and 063

Cover letter from Insite Poster Properties Ltd

stamped as received from the Local Planning Authority on the 24th January 2019

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to Saved Unitary Development Plan Policies DC15 & E3.3, Policy DM1 & SP1 of Manchester's Local Development Framework: The Manchester Core Strategy and the National Planning Policy.

- 4) (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 600cd/m² during daylight hours and 300cd/m² during hours of darkness.

Reason- In the interest of visual amenity, and pedestrian and highway safety within the vicinity of the site Pursuant to saved policy DC15 and DM1 and TM1 of the Manchester Core Strategy.

Informatives

There are no informatives attached to this decision.

Date: 11 March 2019

Signed:

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written in a cursive style.

Julie Roscoe
Head 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 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 approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the Secretary of State in accordance with section 78 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 is available through the gov.uk website at www.gov.uk/appeal-planning-inspectorate. The Inspectorate will publish details of your appeal on the internet.

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.

Notes.
All details existing, unless marked proposed
Original drawing size A4
Scaled dimensions should not be taken from this
drawing unless authorised.
Licence number 100048623

Insite Poster Properties Ltd
Barton Hall
29 Gloucester Street
Cirencester
Gloucestershire, GL7 2DJ
Tel. 01285 658666 www.insite.co.uk

INSITE Ref:

11604

Project

Land at
Hyde Rd
Manchester
M12 4RA

Drawing Name

Elevations - Existing
and Proposed

Drawing Status

PLANNING

Revision

- First Formal Issue

KK

Date

23 November 2018

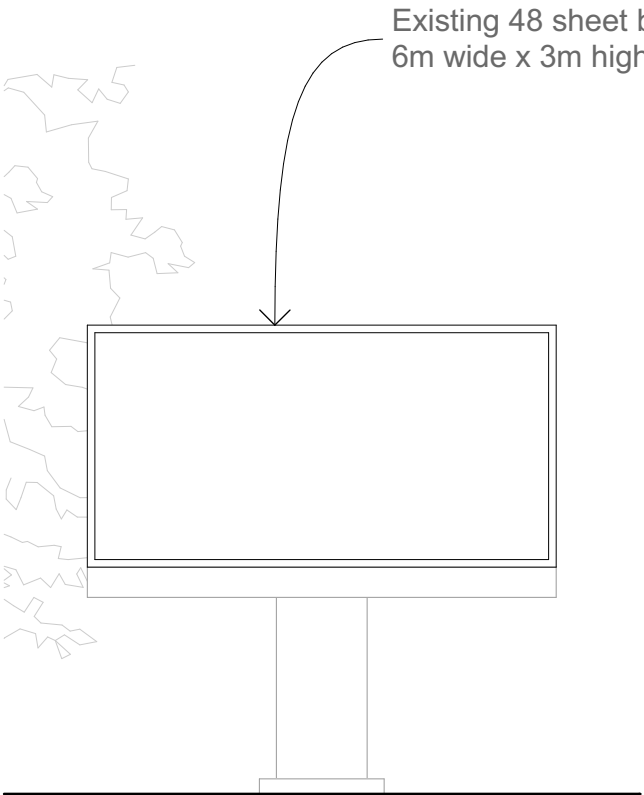
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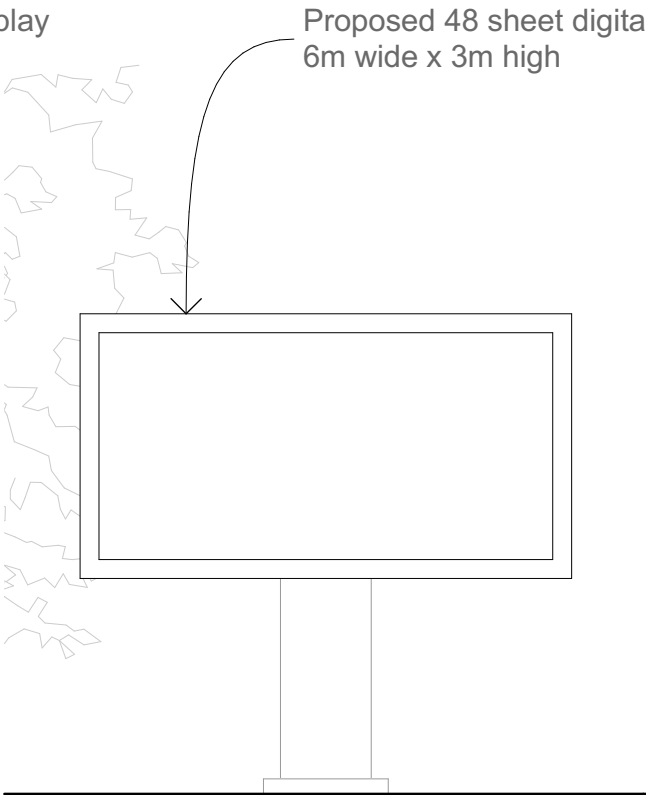
Layout ID

T4392 A4 062

Revision



Existing
South East Elevation



Proposed
South East Elevation



Insite Poster Properties Ltd
Barton Hall
29 Gloucester Street
Cirencester
Gloucestershire, GL7 2DJ
Tel. 01285 658666 www.insite.co.uk

INSITE Ref:

11604

Project

Land at
Hyde Rd
Manchester
M12 4RA

Drawing Name

**Elevations - Existing
and Proposed**

Drawing Status

PLANNING

Revision

- First Formal Issue

KK

Date

23 November 2018

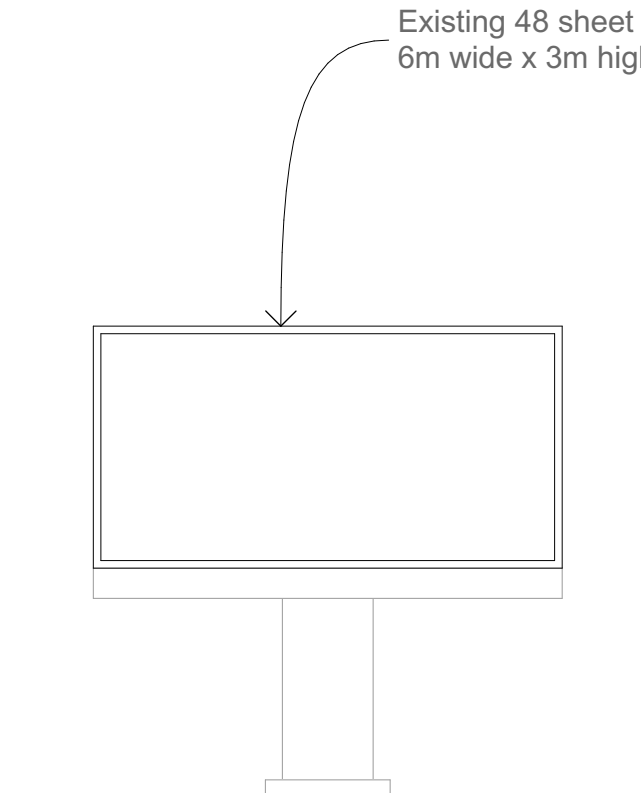
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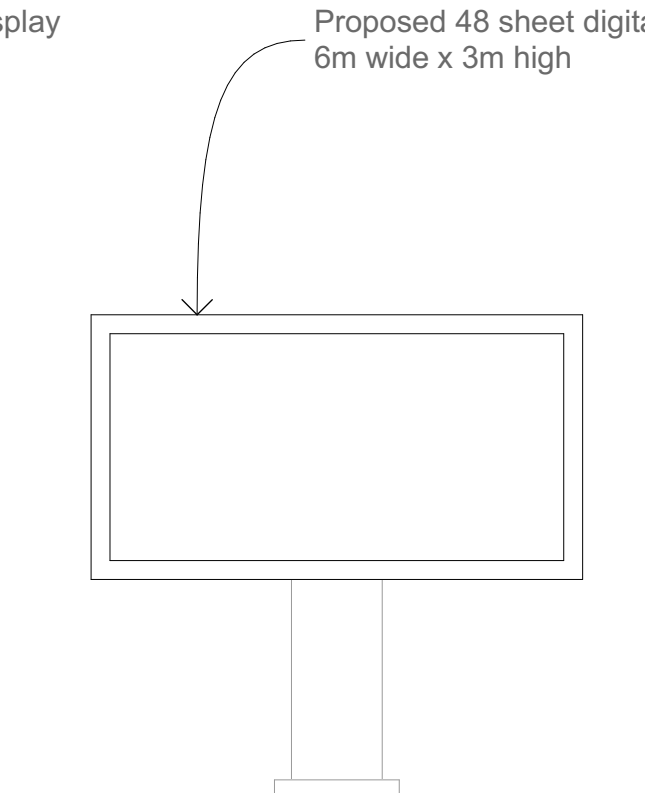
Layout ID

T4392 A4 063

Revision



Existing
North West Elevation



Proposed
North West Elevation



Notes.
All details existing, unless marked proposed
Original drawing size A4
Scaled dimensions should not be taken from this
drawing unless authorised.
Licence number 100048623

— Site Boundary
— Advert Location



Ordnance Survey © Crown Copyright 2018. All rights reserved. Licence number 100022432. Plotted at 1:1250

Promap
LANDMARK INFORMATION GROUP



insite

Insite Poster Properties Ltd
Barton Hall
29 Gloucester Street
Cirencester
Gloucestershire, GL7 2DJ
Tel. 01285 658666 www.insite.co.uk

INSITE Ref:

11604

Project

Land at
Hyde Rd
Manchester
M12 4RA

Drawing Name

**Location Plan -
Proposed**

Drawing Status

PLANNING

Revision

- First Formal Issue KK

Date

23 November 2018

Drawing Scale @ A4

1:1250

Layout ID

Revision

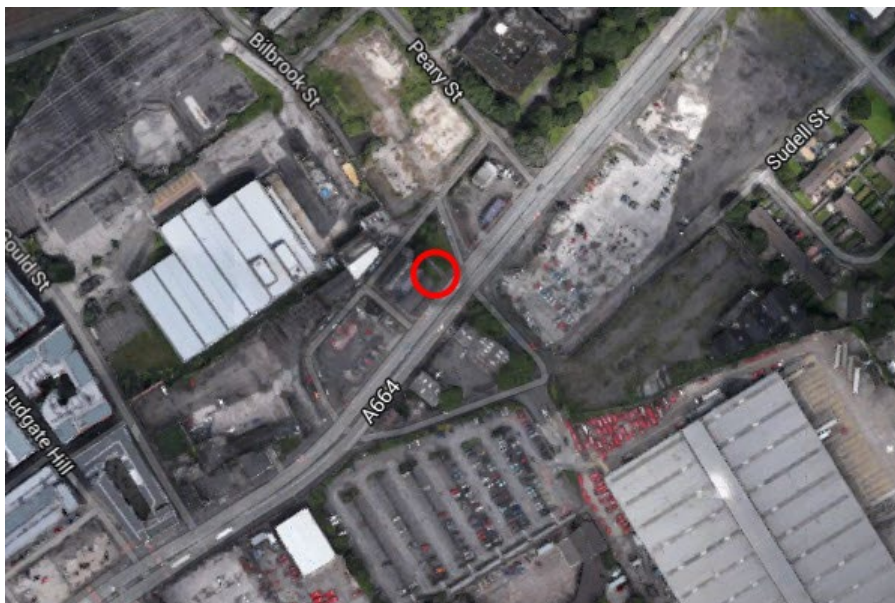
T4392 A4 052

Application Site



URN 11789
Local Authority Manchester City Council
Site Address 123/125 Rochdale Road, Manchester, M4 4HZ
LPA Reference 110400/AOH/2015/N1
Panel Size D48
No. of Panels 2

<https://maps.app.goo.gl/jRjbYVfsyVAXKRKA8>



Appeal Decision

Site visit made on 25th May 2016

by Alison Roland BSc DipTP MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 16 June 2016

Appeal Ref: APP/B4215/H/16/3144572

123-125 Rochdale Road, Manchester, M4 4HZ.

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against conditions imposed when granting express consent.
 - The appeal is made by Clear Channel UK Ltd against the decision of Manchester City Council.
 - The application Ref: 110400/AOH/2015/N1 dated 23 October 2015 for replacement of existing externally illuminated double sided 96 sheet advertisement unit with a new smaller double sided 48 sheet unit with an internally illuminated digital LED advertising unit and a conventional 48 sheet display on the rear, was granted consent by the Council on 22 December 2015.
 - The conditions in dispute are Nos 2(f) & 4 which state that:
Condition 2 (f): "The maximum luminance level of the advertisement displayed on the panel shall; not exceed 300cd/m2."
Condition 4: "The permission hereby granted is for a limited period only expiring on 21.12.2020 and the buildings, works and use comprising the development for which permission is hereby granted are required to be respectively removed and discontinued."
 - The reasons given for the conditions are:
Condition 2(f): "In the interest of visual amenity and pedestrian and highway safety within the vicinity of the site pursuant to saved Policy DC15 and DM1 and TM1 of the Manchester Core Strategy".
Condition 4: "To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with saved Policies DC15.1 and DC15.2 of the Unitary development Plan for the City of Manchester and Policies SP1 and DM1 of the Core Strategy."
-

Decision

1. The appeal is allowed and the advertisement consent Ref: 110400/AOH/2015/N1 for replacement of existing externally illuminated double sided 96 sheet advertisement unit with a new smaller double sided 48 sheet unit with an internally illuminated digital LED advertising unit and a conventional 48 sheet display on the rear, at 123-125 Rochdale Road, Manchester, M4 4HZ, granted on 22 December 2015 by Manchester City Council, is varied by deleting conditions 2(f) and 4 and substituting for them the following conditions:
 1. This consent shall expire on 21 December 2020.

2. The maximum luminance level of the advertisements displayed on the panel shall not exceed 600cd/m² during daylight hours and 300cd/m² during hours of darkness (official lighting up time).

Main Issue

2. The main issue in this appeal is whether the conditions are reasonable and necessary in the interests of amenity and public safety.

Reasons

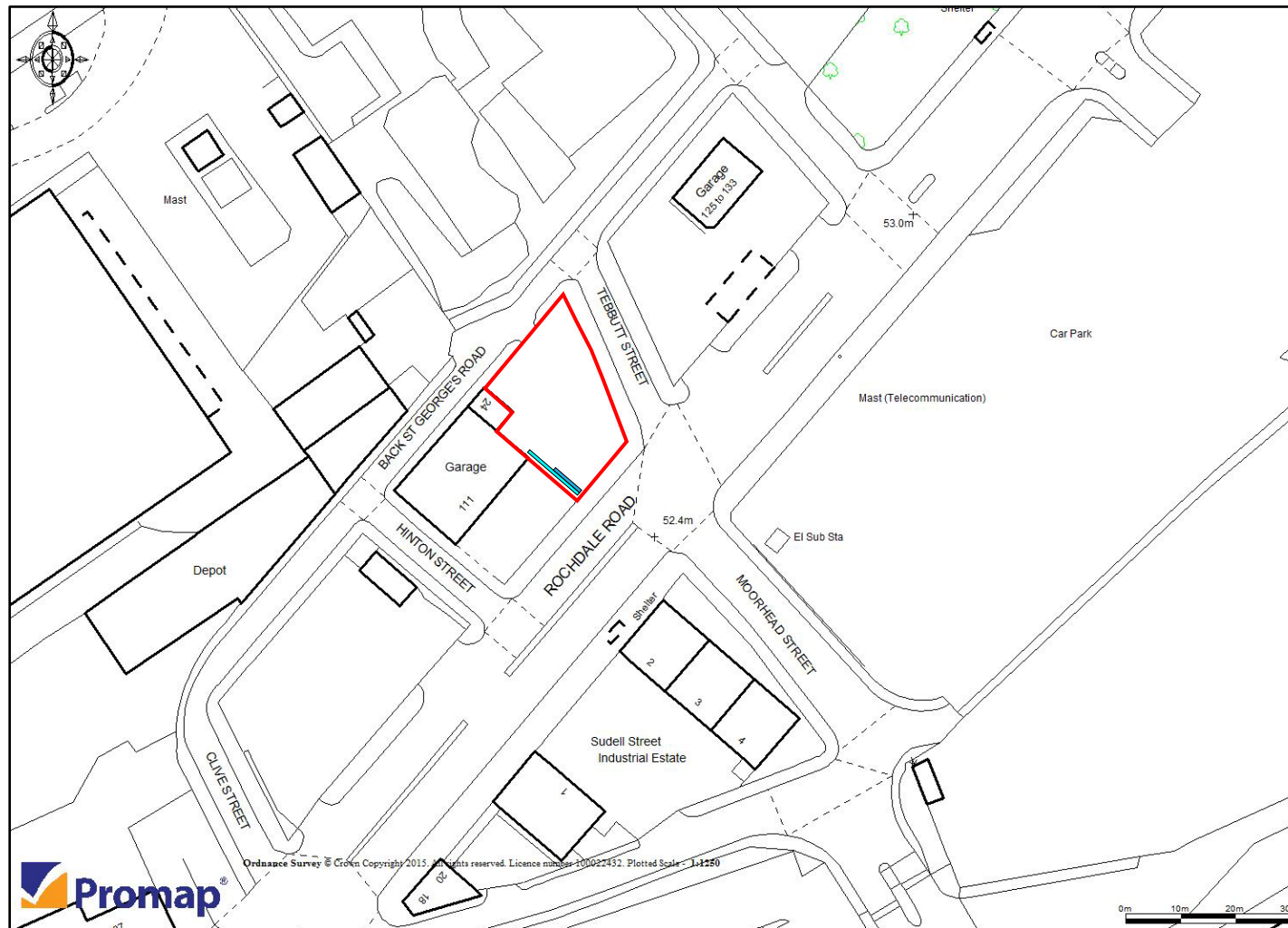
3. Condition 2(f) imposes a maximum luminance of 300cd/m² at all times. The appellant says that this would effectively render the display indistinct for a considerable portion of daylight hours, especially during conditions of bright daylight/sunlight and therefore fails the test of reasonableness. In support of this argument, the advice in the Institute of Lighting Professionals Lighting Guide PLG05 is cited. This specifies a maximum luminance of 300cd/m² during night time hours. Daytime luminance is only considered in Note 1, which cites a maximum luminance of 5,000cd/m².
4. The Council refer to the location of the appeal site adjacent to a busy main route with bus lanes on both sides of the carriageway and central pedestrian refuges. Luminance at the level proposed would they say, provide a distraction to drivers and pedestrians, to the detriment of public safety. However, they have provided no objective evidence to counter the advice in PLG05 or otherwise substantiate that assertion. Indeed, it seems to me that a dimly lit display could pose a potential safety hazard if drivers in particular, were forced to strain to see the display. Whilst the digital display would incorporate changing images, with a more assertive visual impact than a conventional hoarding, the effect would be counterbalanced somewhat, by its markedly smaller size compared to the current display. Forward visibility for drivers along Rochdale Road is also excellent, affording plenty of time for drivers to assimilate the information on the display. I have also been provided with no cogent evidence as to why a higher luminance level might possibly prejudice the safety of pedestrians.
5. I shall therefore amend the wording of condition 2(f) in the terms sought by the appellant, namely to permit a maximum luminance of 600cd/m² during daylight hours and 300cd/m² during hours of darkness.
6. The effect of condition 4 would be to remove the right conferred by Class 14 in Schedule 3 of the Regulations for the continued display of the advertisement on the expiry of the express consent. The Planning Practice Guidance makes it clear that if a local planning authority imposes additional conditions to the standard conditions in Schedule 2 of the Regulations, these must be supported by specific and relevant planning reasons. It goes on to state that they should never be imposed because the local planning authority wishes, as a matter of general policy, to prevent the operation of Class 14 in Schedule 3 in their area.
7. The Council say that the permission was granted for five years on the basis that this was the period sought by the applicant. Be that as it may, the effect of the condition goes well beyond the terms of the standard conditions insofar as it expressly requires the removal of the advertisement and supporting structures on the expiry of that time period. This clearly conflicts with the advice in the Planning Practice Guidance.
8. The Council say that they would wish to reassess the situation in the context of any changes in the area, but I have been provided with no compelling evidence

to suggest that the area in the vicinity of the appeal site would be likely to change in its character over the lifetime of the express consent. Whilst the site sits within Zone C of the Neighbourhood Development Framework for the Area of New Cross (adopted 2015), other than reference to strategic development opportunities therein, I have been provided with no information as to how the proposals for that area might specifically impact on the appeal site. In any event, there would be nothing in the absence of condition 4 to preclude the Council from taking discontinuance action, in the event there was a material change in the character of the surroundings in due course.

9. I am also satisfied that deleting conditions 2(f) & 4 and substituting revised wording as suggested by the appellant, would not conflict with saved Policies DC15, DC15.1, DC15.2 and E3.3 of the Unitary Development Plan (1995) or Policies SP1 and DM1 of the Manchester Core Strategy Development Plan Document (2012), which deal with advertisements, environmental improvement and protection, core development principles and general requirements for development management. Policy TM1 cited in the reason for the condition 2(f) has not been supplied and I am not therefore able to assess the proposal in relation thereto.
10. Overall on the main issue, I find the Council's case to be unsubstantiated in respect of both conditions 2(f) and 4. I shall therefore delete both and substitute revised wording along the lines suggested by the appellant.

ALISON ROLAND

INSPECTOR



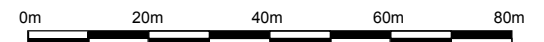
Site: 123-125 Rochdale Road,
Manchester M4 4HZ

Title: Location Plan

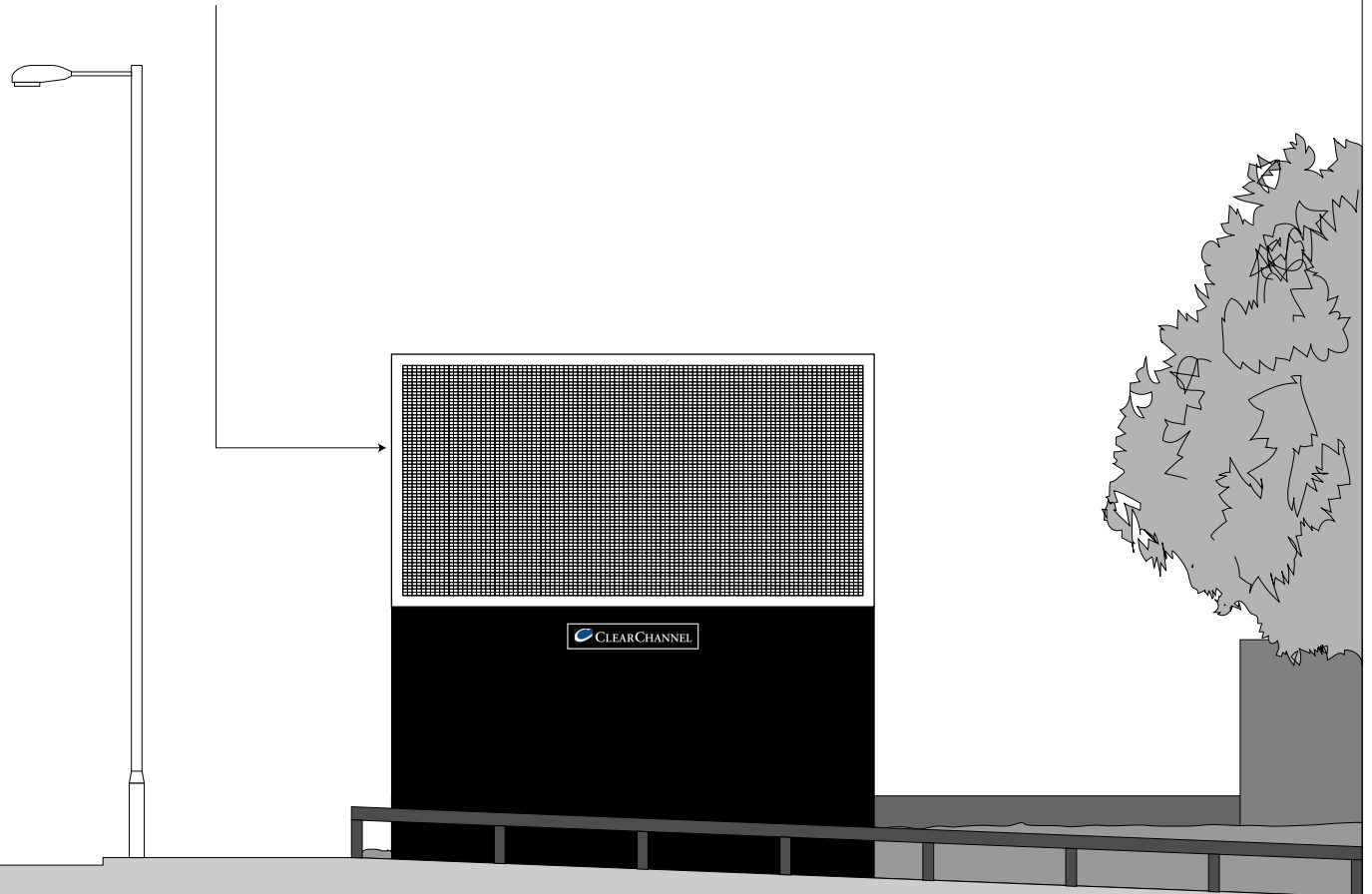
Date: 28 September 2015

Dwg. No: PY2463/001

Scale: 1:1250@A4



Proposed 48 Sheet LED Display



ROCHDALE ROAD

TEBBUTT STREET

Site:	123-125 Rochdale Road, Manchester M4 4HZ	Title:	Proposed North Elevation	Date:	28 September 2015	Dwg. No:	PY2463/006	Scale: 1:100@A4	0m 2m 4m 6m 8m
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Site:
123-125 Rochdale Road,
Manchester M4 4HZ

Title:
Proposed South Elevation

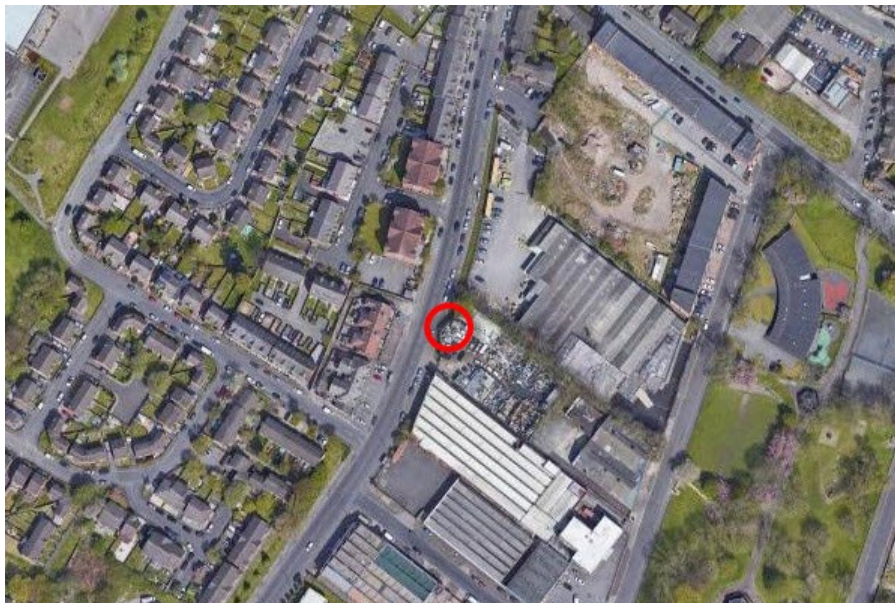
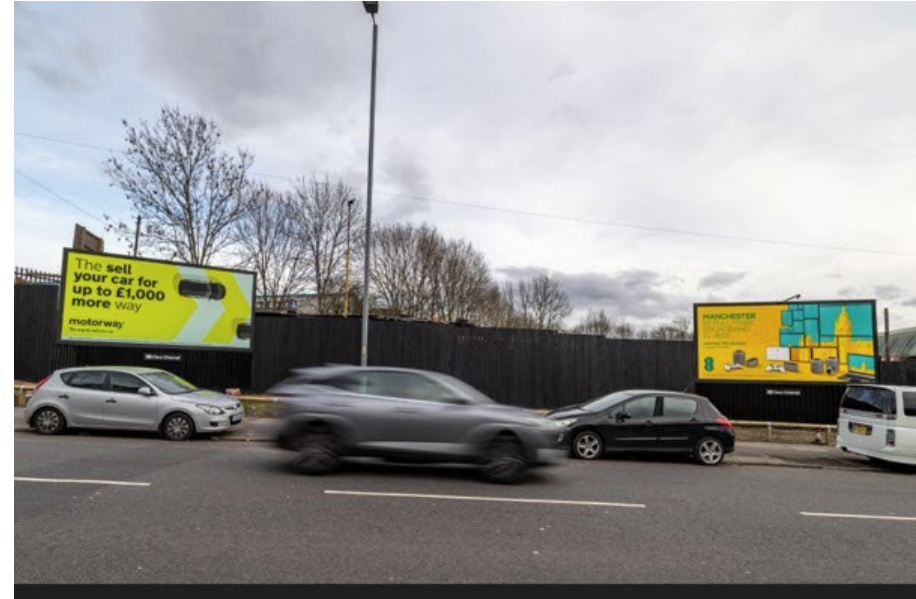
Date:
28 September 2015

Dwg. No:
PY2463/005

Scale: 1:100@A4
0m 2m 4m 6m 8m

URN 12745
Local Authority Manchester City Council
Site Address 170 Waterloo Road, Manchester, M8 8BT
LPA Reference 131479/A0H/2021
Panel Size D48
No. of Panels 2

<https://maps.app.goo.gl/U8vJxfEgDC2HAhCS7>



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

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

Advertisement Consent

Applicant

CCUK
C/o Agent

Agent (if used)

Mr Philip Allard
Wildstone Planning
22 Berghem Mews
Blythe Road
London
W14 0HN

Part 1 – Particulars of the application/development

Proposal: Replacement of 4 no. existing externally illuminated 48 sheet advertising panels with 2 no.48 sheet digital LED advertising display.

Location: Land And Buildings On The East Side Of Waterloo Road , Manchester, M8 8AE

Date of application: 24 August 2021

Application number: 131479/AOH/2021

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

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:

oApplication for consent to display an advertisement(s) form, stamped as received by the City Council, as Local Planning Authority on 24 August 2021.

oDrawing- Existing & Proposed- Plans and Elevations, numbered Drawing Pack, stamped as received by the City Council, as Local Planning Authority on 24 August 2021.

oDrawing- Location Plan, stamped as received by the City Council, as Local Planning Authority on 24 August 2021.

oCorrespondence- Covering Letter, stamped as received by the City Council, as Local Planning Authority on 24 August 2021.

oSupporting Information- Additional Information on Advertisement, stamped as received by the City Council, as Local Planning Authority on 3 September 2021.

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.

3) (i) 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.

(ii) No individual advertisements shall be displayed for duration of less than 10 seconds and the change between advertisements shall be instantaneous with no visual effect between each advertisement.

(iii) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(iv) 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.

(v) The maximum luminance level of the advertisements displayed on the panel shall not exceed 200 cd/m² during non-daylight hours / inclement weather

(vi) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

Reason - To safeguard the amenities of the occupiers of nearby properties and in the interests of pedestrian and highway safety and in order to safeguard the amenities of the area pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and policy DC15 of the Saved Unitary Development Plan.

Informatives

There are no informatives attached to this decision.

Date: 19 October 2021

Signed:



Julie Roscoe
Director of Planning, Building Control & Licensing

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

Notes

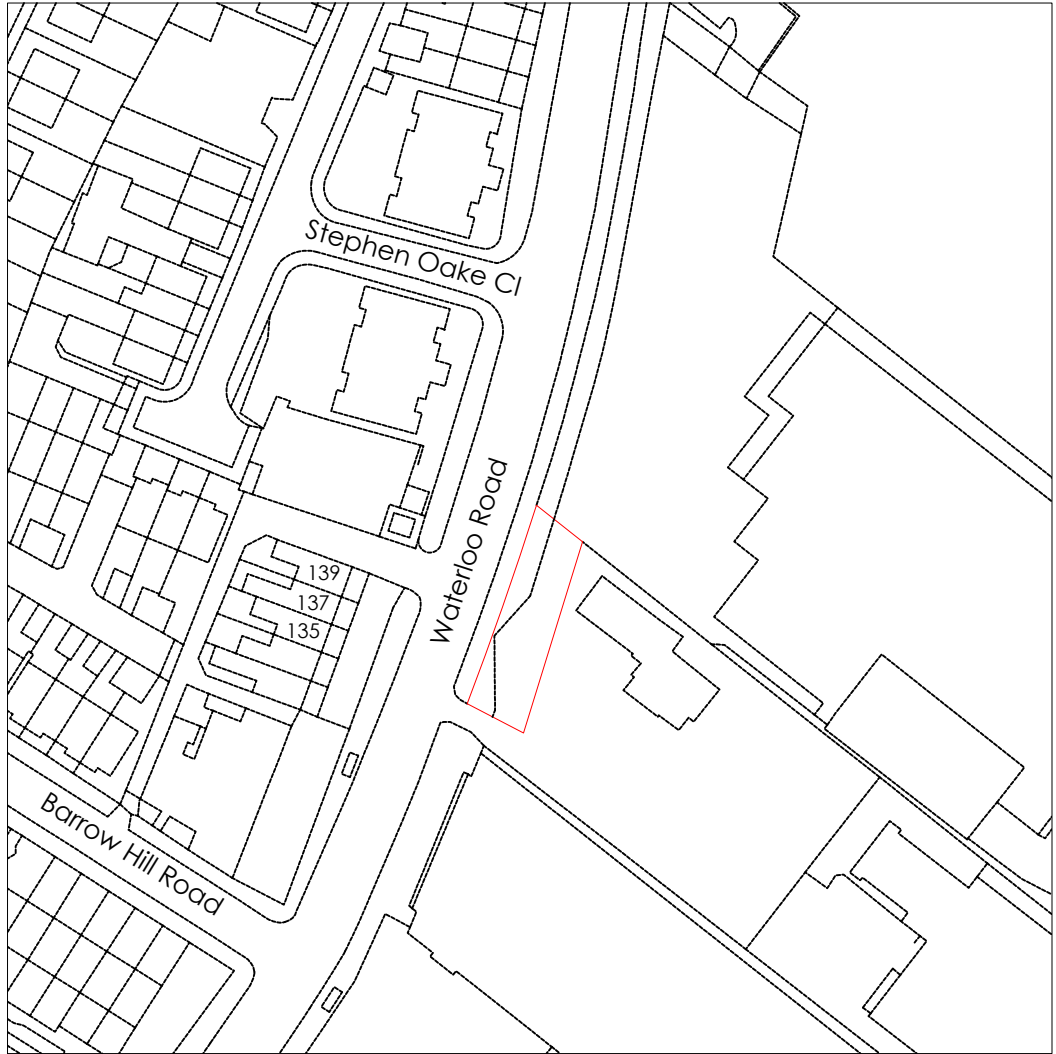
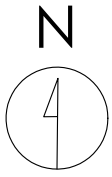
1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

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Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.



Crown copyright and database rights (2021) OS (100063368)



Title
Site Location Plan

Address
Land And Buildings On The East Side Of
Waterloo Road, Cheetham, M8 8AE

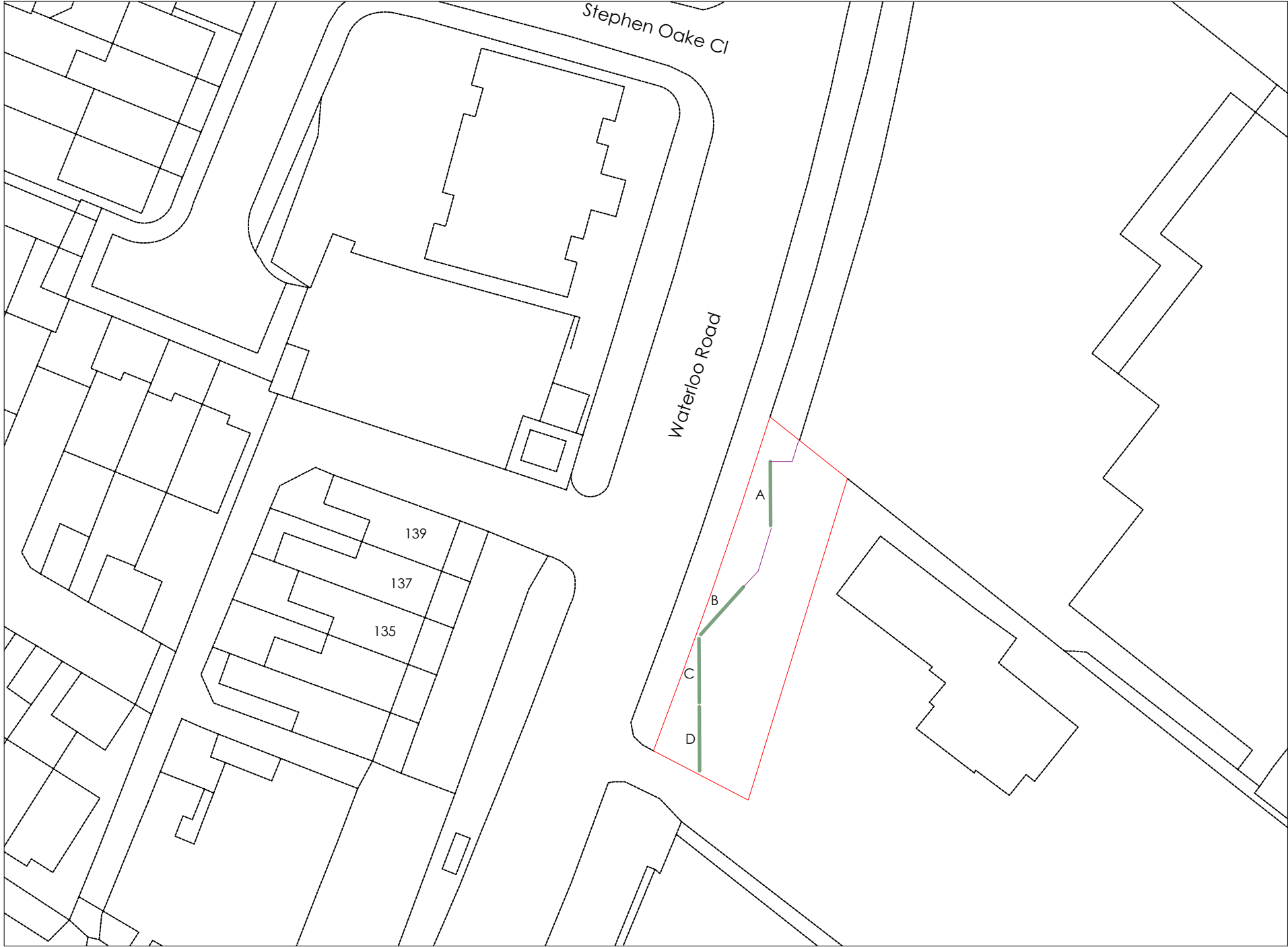
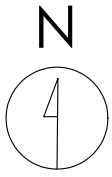
Client

Job No.	Issued
011-0203-0439	04/08/21

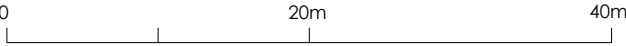
Scale
1:1250 @ A3

Key
1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Crown copyright and database rights (2021) OS (100063368)



Title
Existing Site Plan

Address
Land And Buildings On The East Side Of
Waterloo Road, Cheetham, M8 8AE

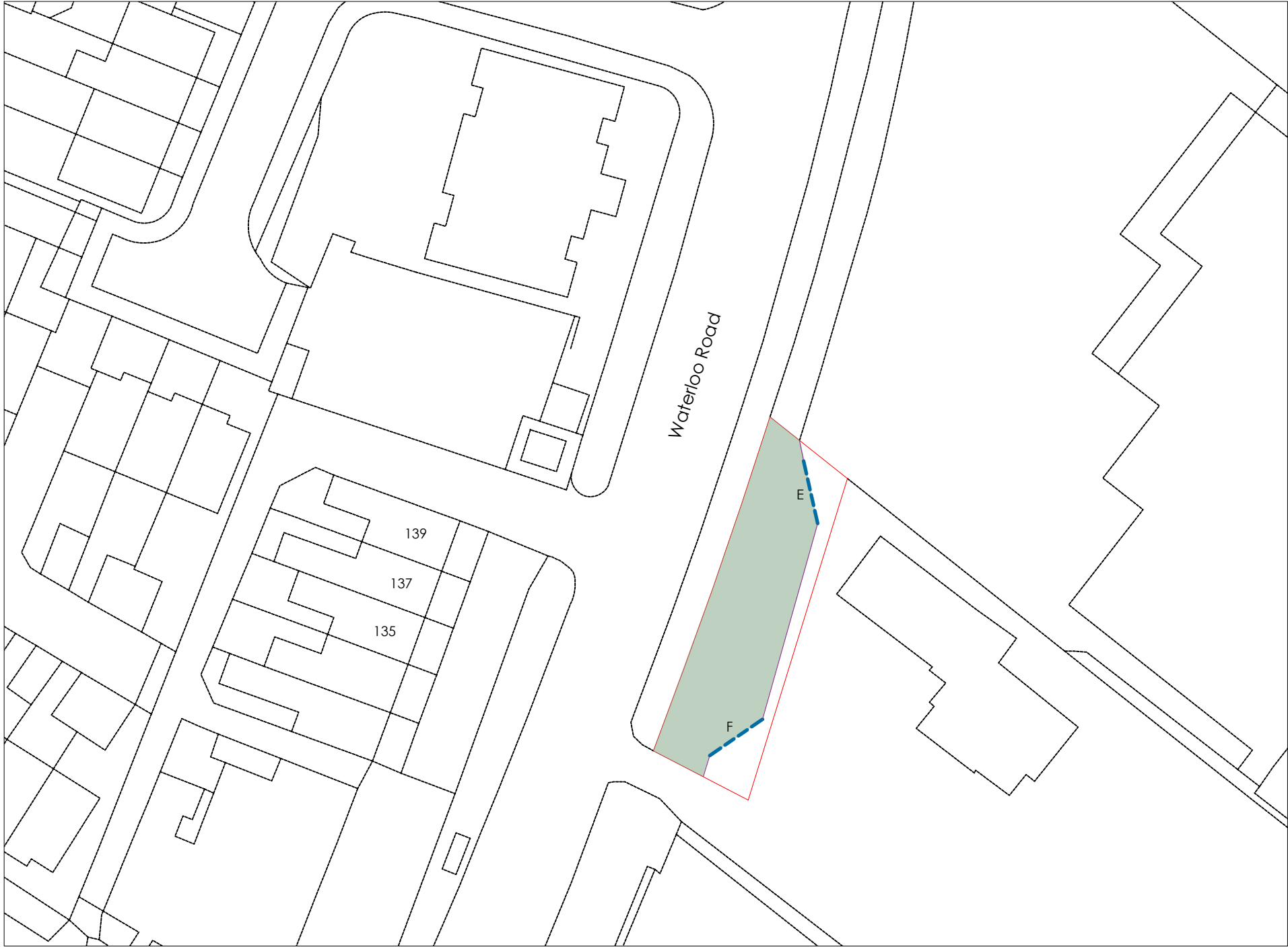
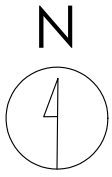
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Job No. 011-0203-0439
Issued 04/08/21

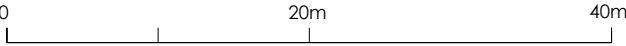
Scale
1:500 @ A3

- Key**
- 1. Site Boundary
 - 2. Existing Illuminated Advertising to be Removed
 - 3. Existing Fenceline

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Crown copyright and database rights (2021) OS (100063368)



Title
Proposed Site Plan

Address
Land And Buildings On The East Side Of
Waterloo Road, Cheetham, M8 8AE

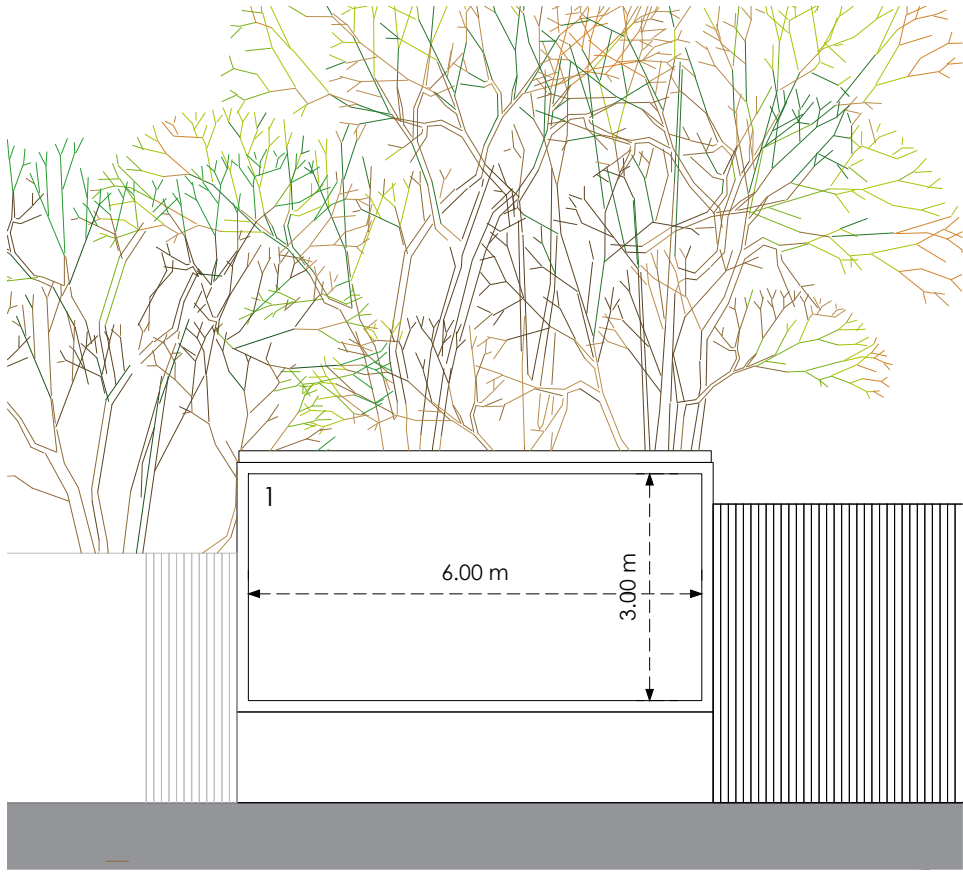
Client

Job No. 011-0203-0439 **Issued** 04/08/21

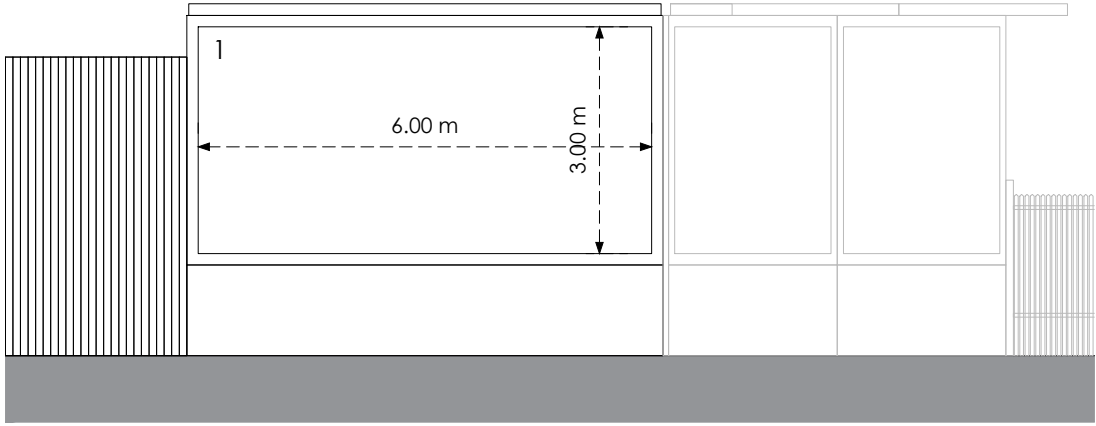
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- Key**
- 1. Site Boundary
 - 2. Proposed Media Screen
 - 3. Proposed Fenceline
 - 4. Meadow Planting

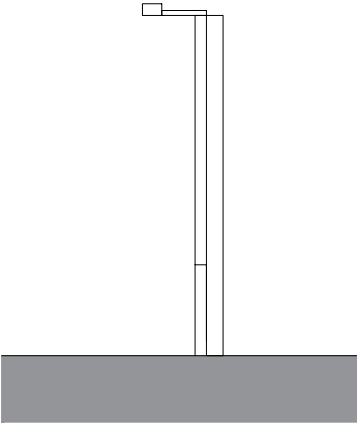
All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



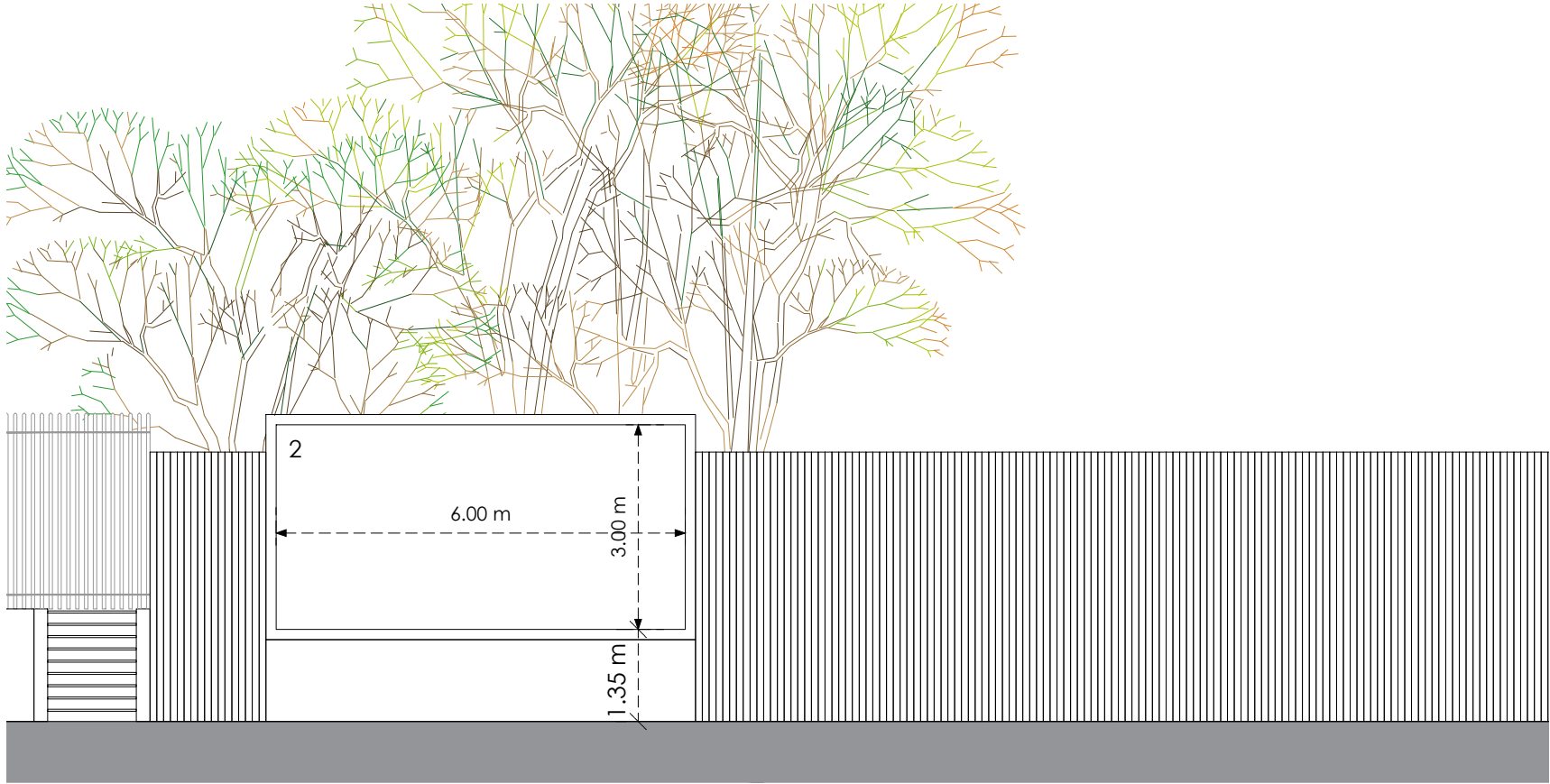
Front Panel A



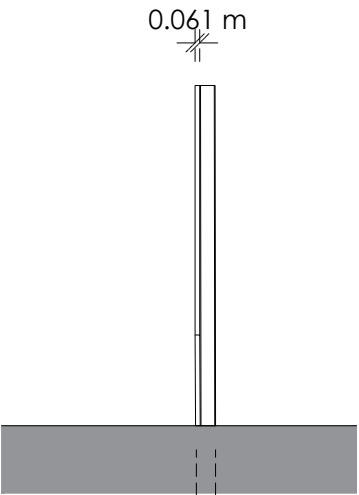
Front Panel B



Side
Existing



Front Panel E



Side
Proposed

0 4m 8m

Title
Existing and Proposed Elevations

Address
Land And Buildings On The East Side Of
Waterloo Road, Cheetham, M8 8AE

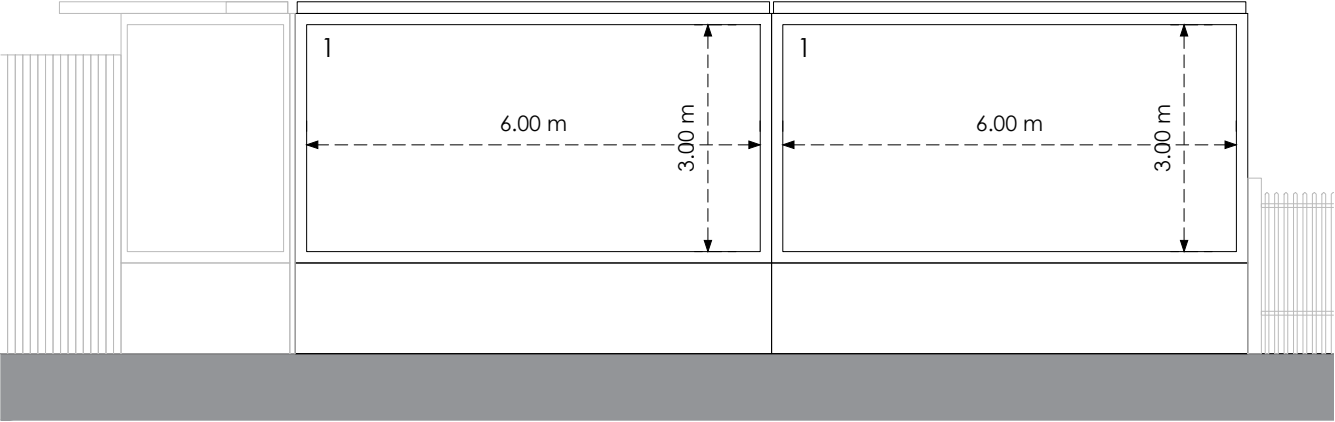
Client

Job No. 011-0203-0439 **Issued** 04/08/21

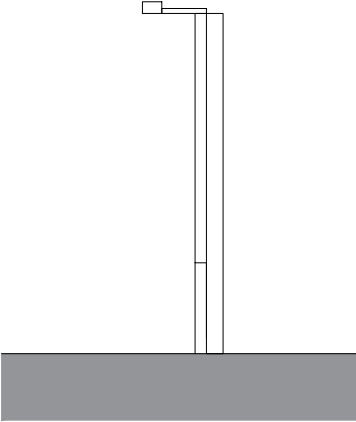
Scale
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Key
1. Existing Advertising Board
2. Proposed Media Screen

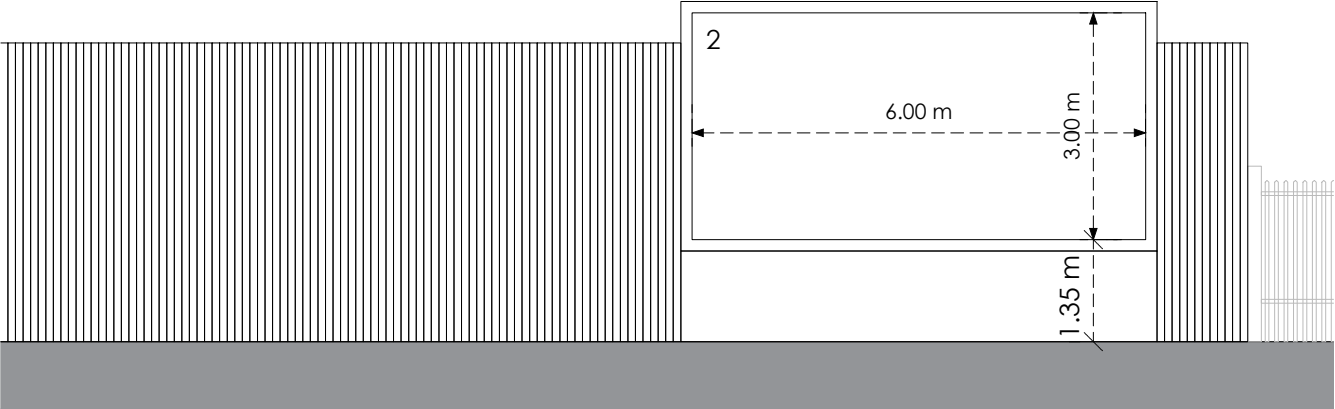
All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



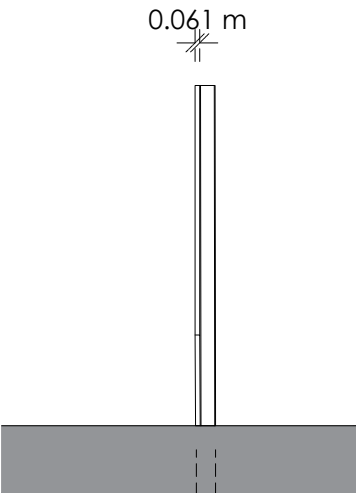
Front Panel C &D



Side
Existing



Front Panel F



Side
Proposed

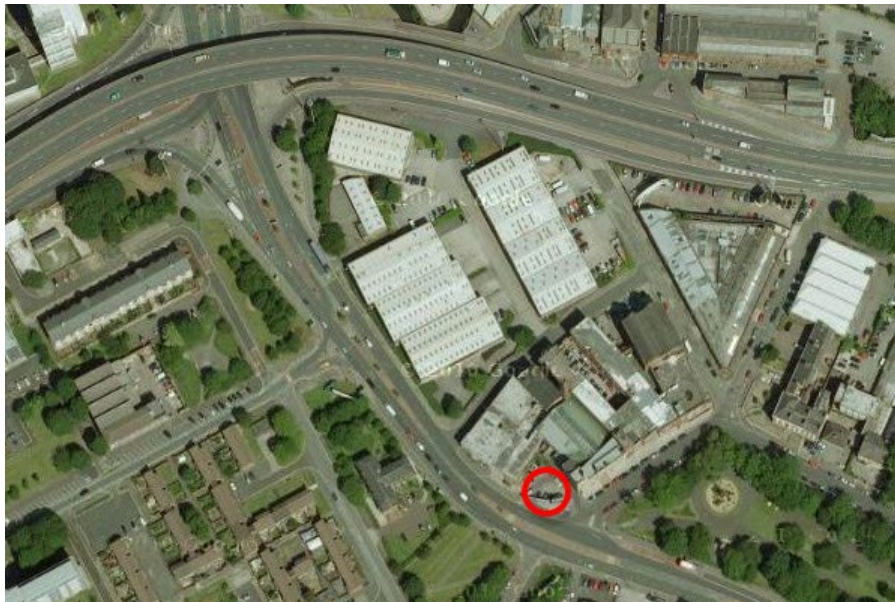
0 4m 8m

Title Existing and Proposed Elevations	
Address Land And Buildings On The East Side Of Waterloo Road, Cheetham, M8 8AE	
Client	
Job No. 011-0203-0439	Issued 04/08/21
Scale 1:100 @ A3	
Key 1. Existing Advertising Board 2. Proposed Media Screen	

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

URN 12951
Local Authority Manchester City Council
Site Address Downing Street, Ardwick, Manchester, M13 9XE
LPA Reference 128095/AO/2020
Panel Size D48
No. of Panels 2

<https://maps.app.goo.gl/8AMUNDQDjrvXWGCq6>



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

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

Advertisement Consent

Applicant

Mr Richard Page
Wildstone
Barton Hall
29 Gloucester Street
Cirencester
GL7 2DJ

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Replacement of 2 x existing digital displays with 2 x new digital displays: with new framing and support structure and support structure.

Location: Advertising Station On Forecourt 22 , Ardwick Green South, Manchester, M13 9XE

Date of application: 24 September 2020

Application number: 128095/AO/2020

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 in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. In particular negotiations took place in relation to the luminance of the signage. Appropriate conditions have been attached to the approval and it has been ensured that the applicant is satisfied with these conditions.

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 permission shall expire on 19 November 2025.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with saved policies E3.3, DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

- 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 600cd/m² during daylight hours and 300cd/m² during non-daylight hours / inclement weather.

Reason - In the interests of highway and pedestrian safety pursuant to policies T1 and DM1 of the adopted Manchester Core Strategy and saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

4) The development hereby approved shall be carried out in accordance with the drawings numbered 12951/PA/01, 12951/PA/02, 12951/PA/03, 12951/PA/04 and 12951/PA/05, stamped as received by the City Council, as Local Planning Authority, on 24 September 2020, and the email from Richard Page, dated 16 November 2020, which confirms that the displays would have maximum daytime luminance levels of 600 cd/m².

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14, DC15 and E3.3 of the Unitary Development Plan for the City of Manchester.

Informatives

Detail is sought on proposed installation arrangements from a highways perspective. The applicant is advised that any requirements for temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

Date: 17 November 2020

Signed:

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written in a cursive style.

Julie Roscoe
Director of Planning, Building Control & Licensing

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

Notes

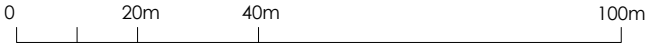
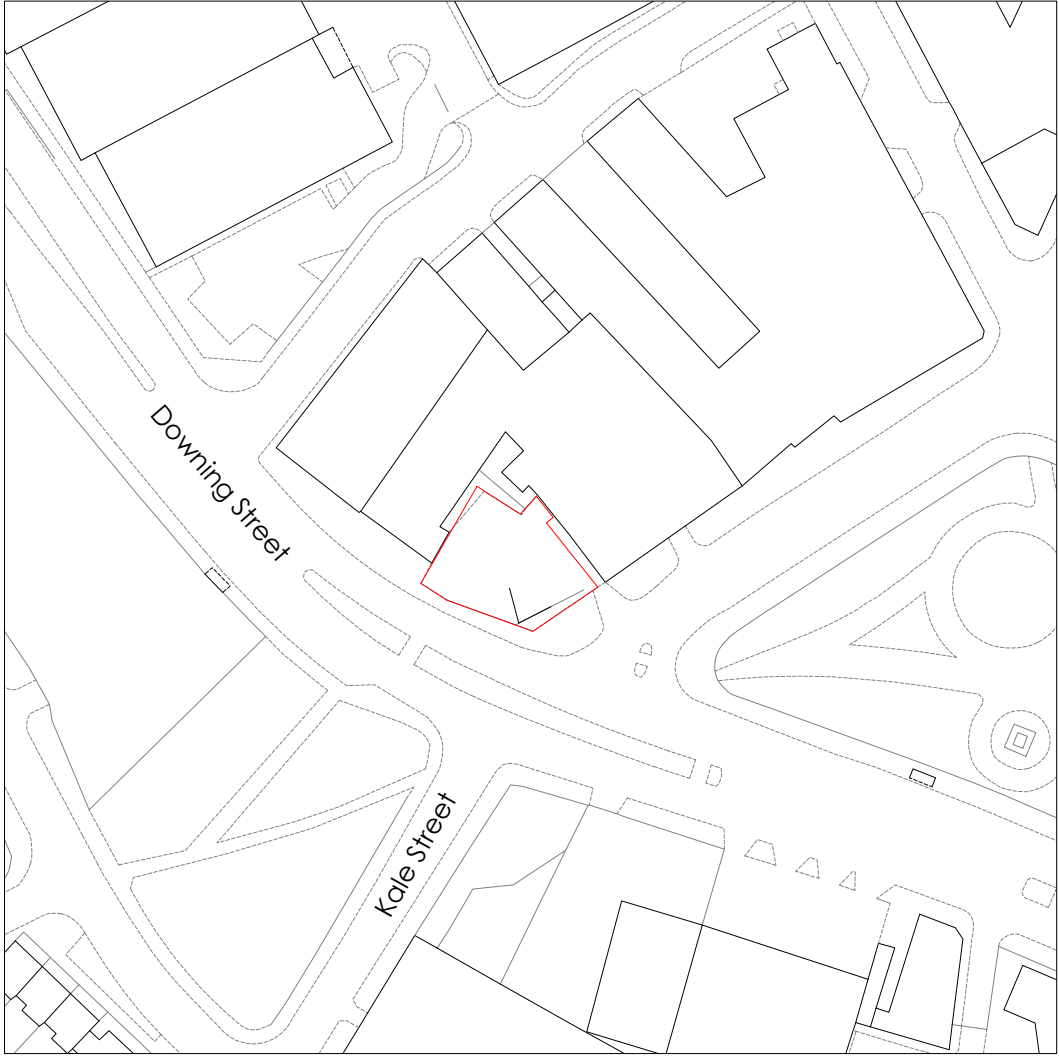
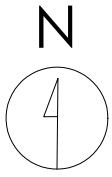
1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the Secretary of State in accordance with section 78 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 available through the gov.uk website at www.gov.uk/appeal-planning-inspectorate. The Inspectorate will publish details of your appeal on the internet.

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.



Title
Site Location Plan

Address
Land at Downing Street / Kale Street
(A6), Ardwick Green South,
Manchester, M13 9XG

Client
The Wildstone Group

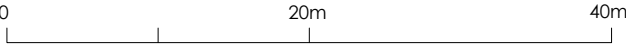
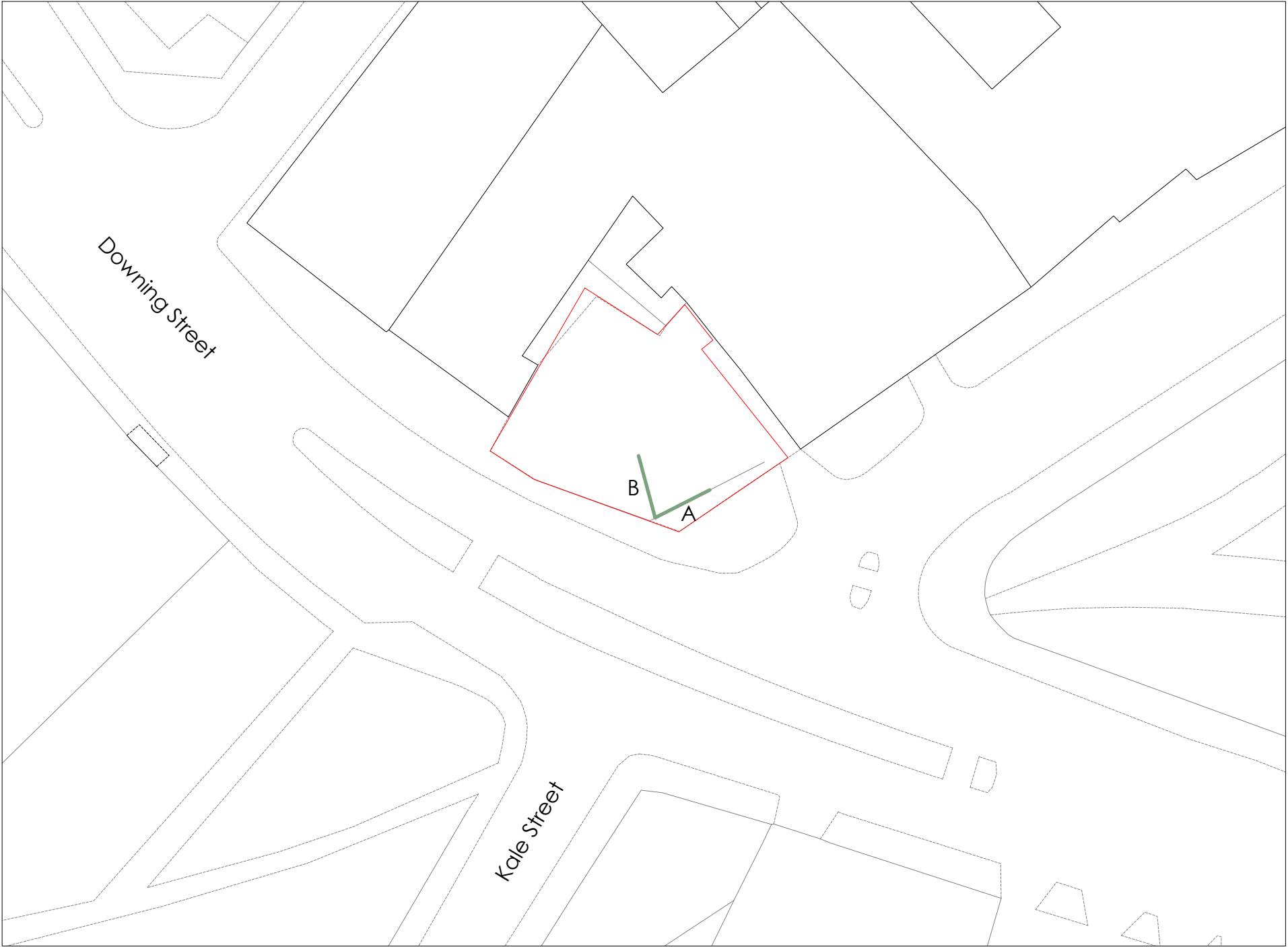
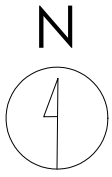
Job No.	Issued
12951	20/08/20

Scale
1:1250 @ A3

Key

	1. Site Boundary
--	------------------

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Title
Existing Site Plan

Address
Land at Downing Street / Kale Street
(A6), Ardwick Green South,
Manchester, M13 9XG

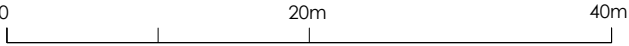
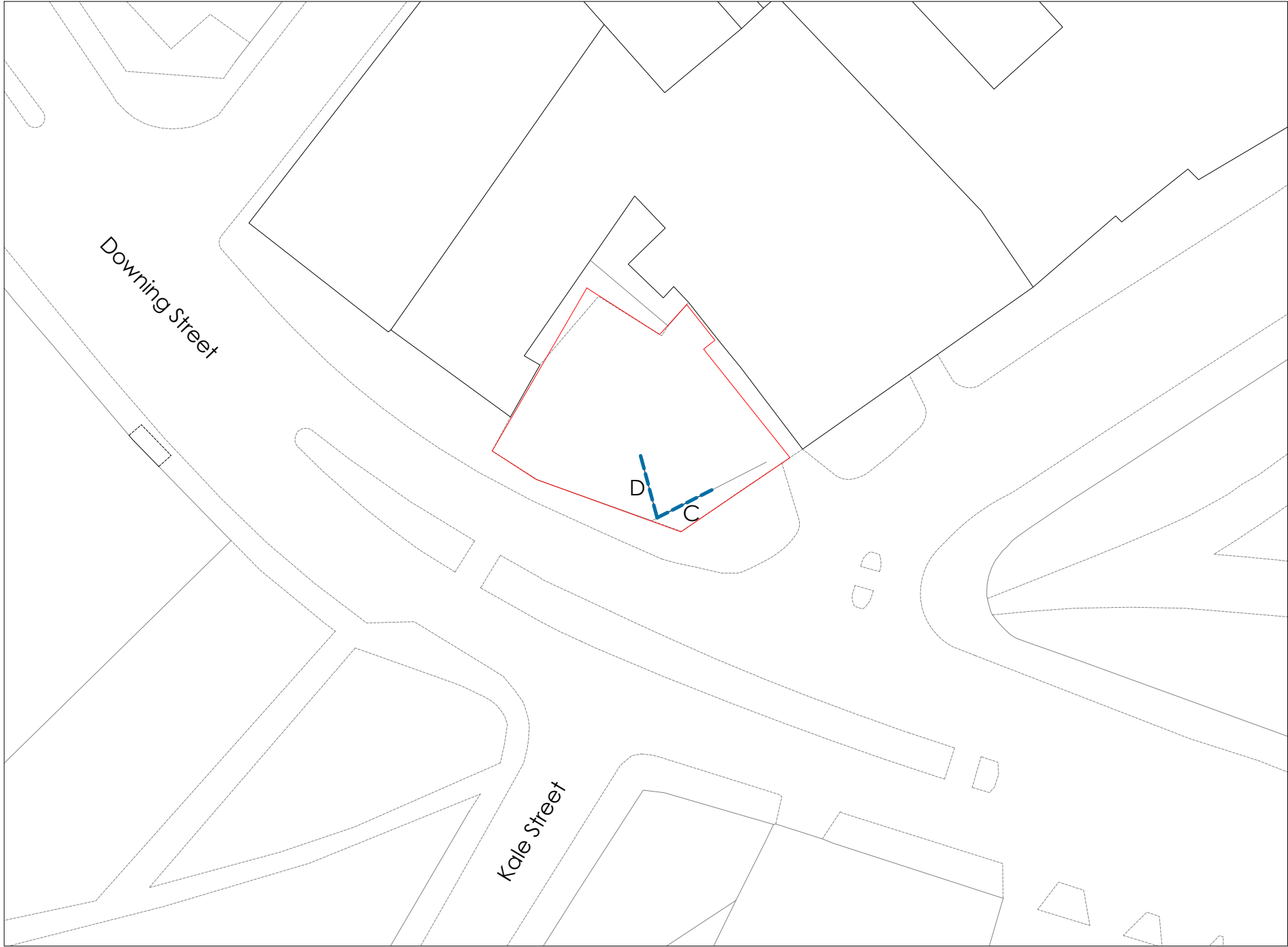
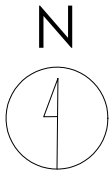
Client
The Wildstone Group

Job No. 12951
Issued 20/08/20

Scale
1:500 @ A3

- Key**
- 1. Site Boundary
 - 2. Consented Media Screens

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Title
Proposed Site Plan

Address
Land at Downing Street / Kale Street
(A6), Ardwick Green South,
Manchester, M13 9XG

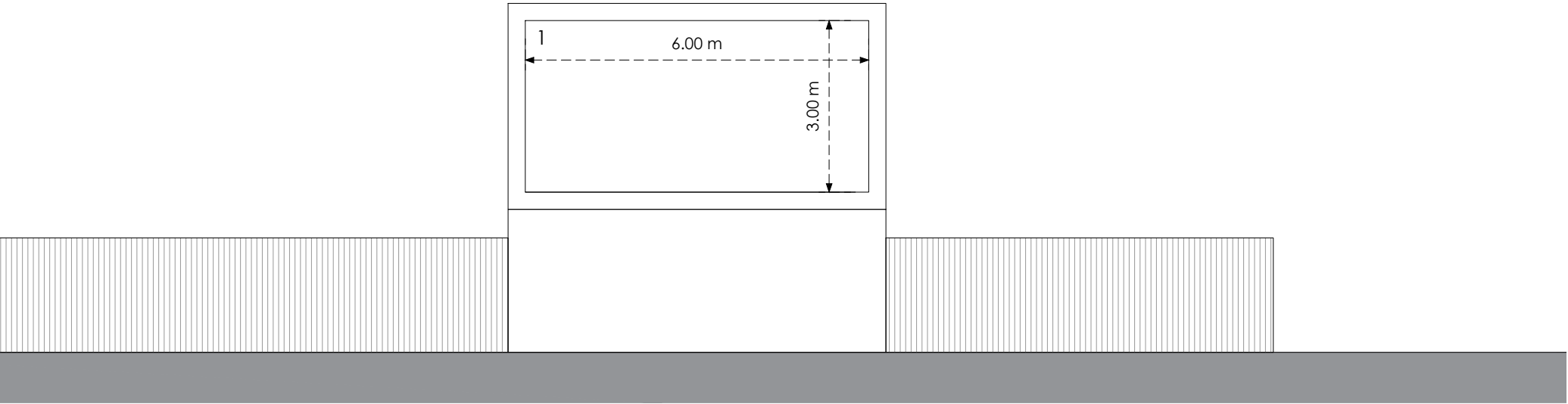
Client
The Wildstone Group

Job No. 12951
Issued 20/08/20

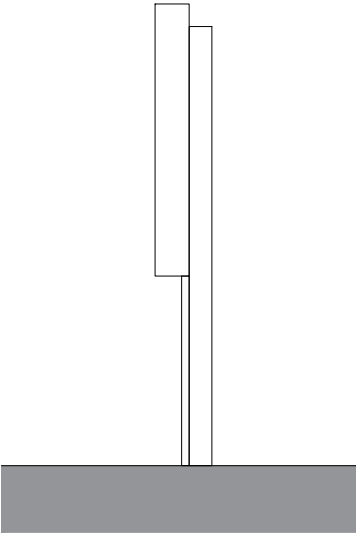
Scale
1:500 @ A3

- Key**
- 1. Site Boundary
 - 2. Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

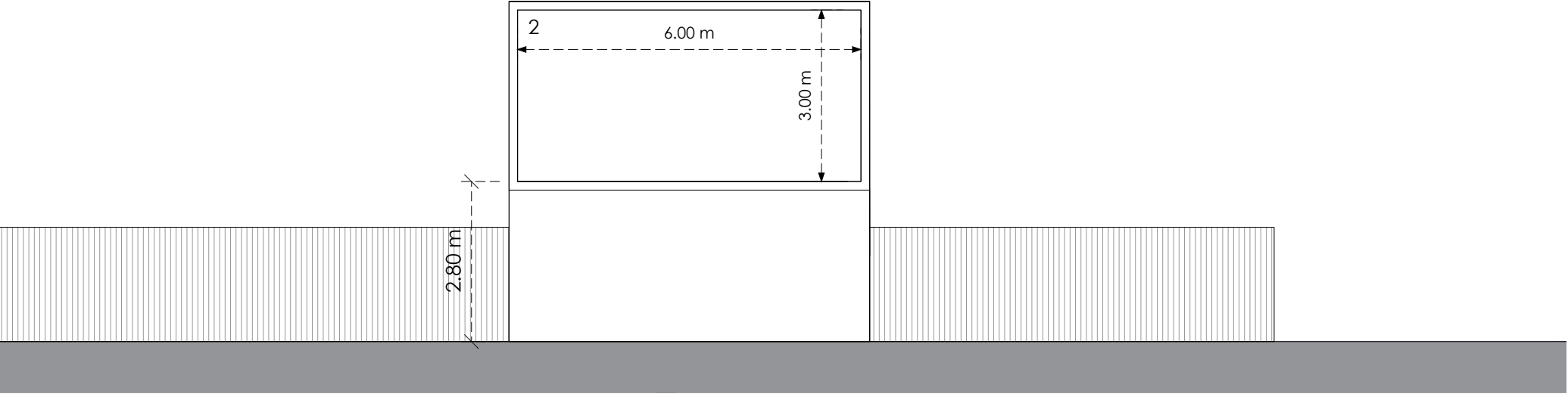


Front Panel A

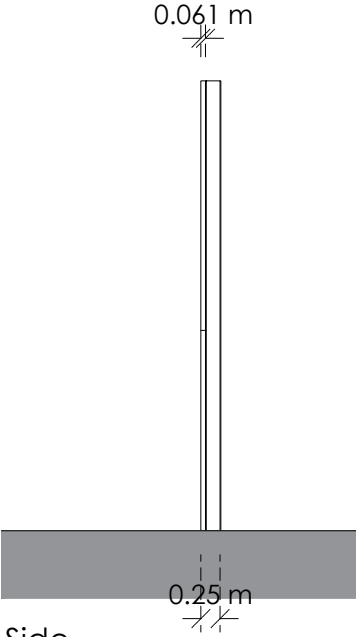


Side

Consented

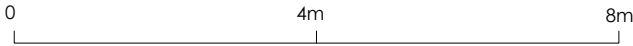


Front Panel C



Side

Proposed



Title
Existing and Proposed Elevations

Address
Land at Downing Street / Kale Street
(A6), Ardwick Green South,
Manchester, M13 9XG

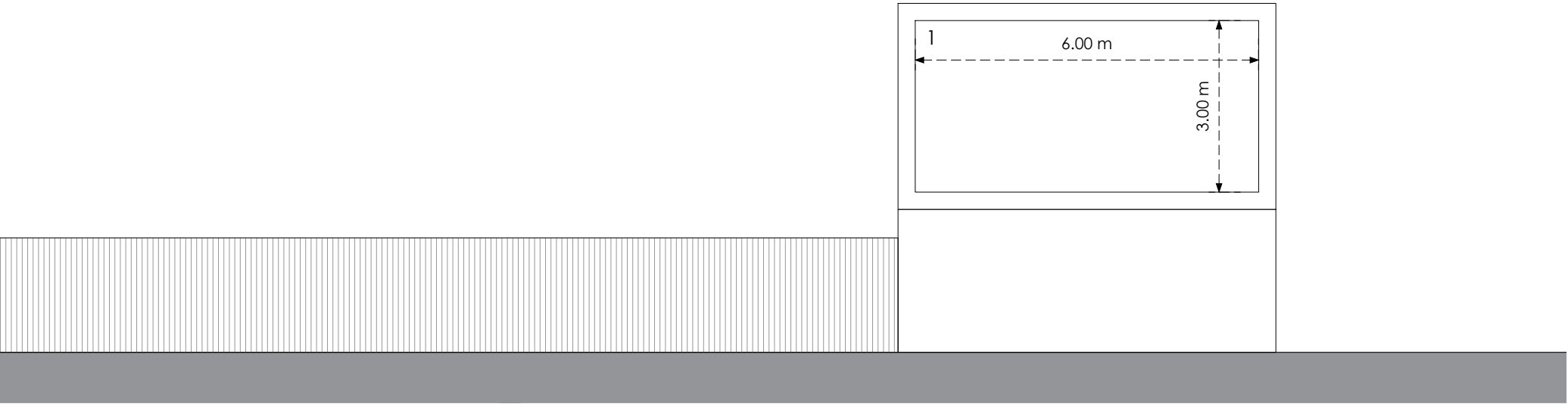
Client
The Wildstone Group

Job No. 12951 **Issued** 20/08/20

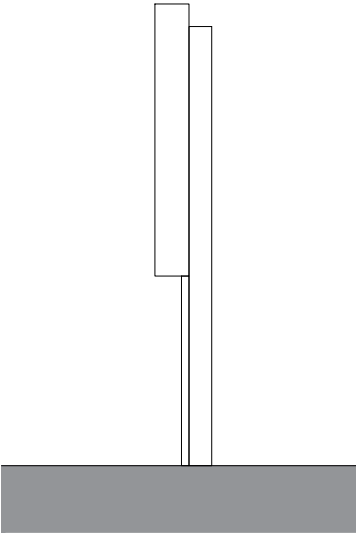
Scale
1:100 @ A3

- Key**
- 1. Consented Media Screen
 - 2. Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

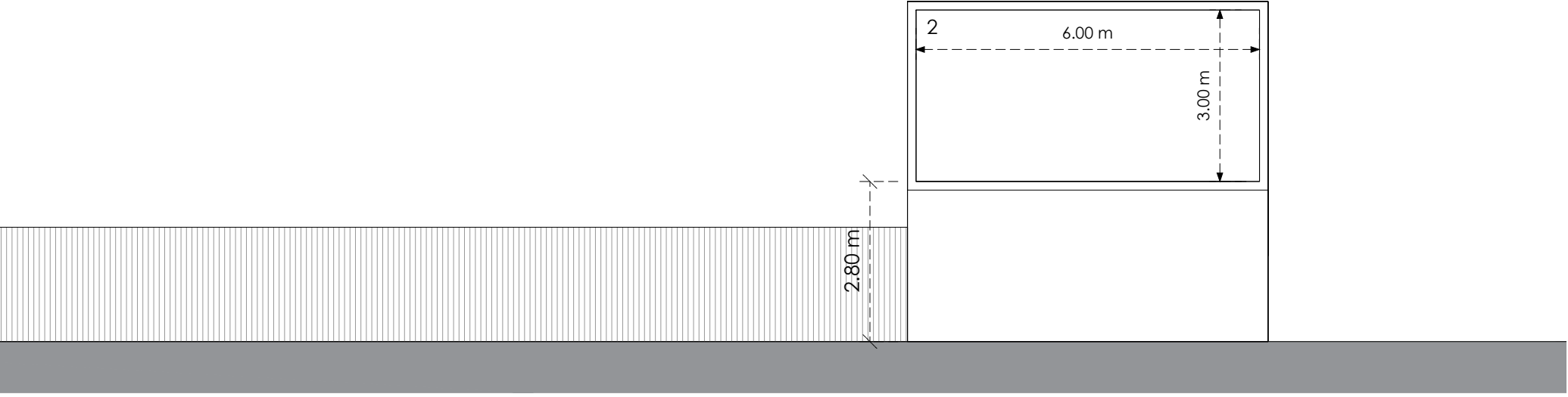


Front Panel B

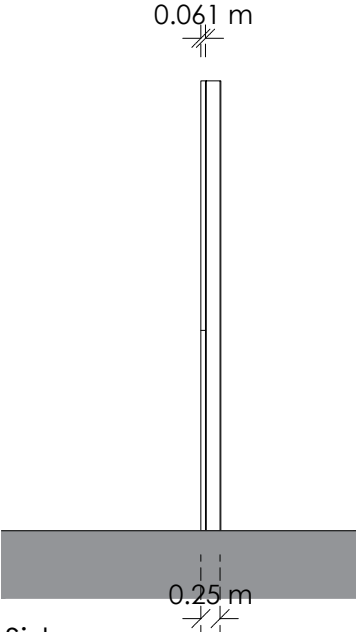


Side

Consented

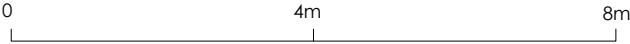


Front Panel D



Side

Proposed



Title
Existing and Proposed Elevations

Address
Land at Downing Street / Kale Street
(A6), Ardwick Green South,
Manchester, M13 9XG

Client
The Wildstone Group

Job No.
12951

Issued
20/08/20

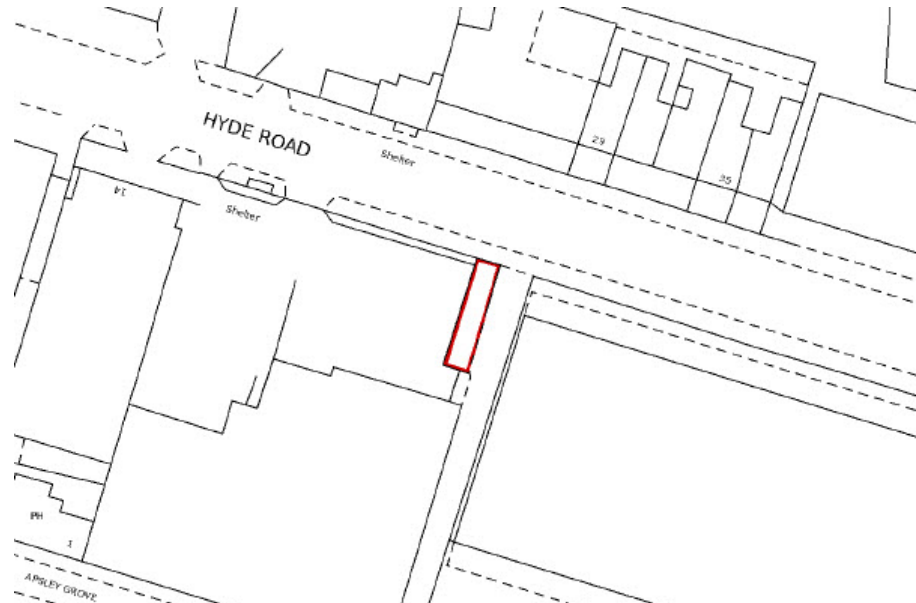
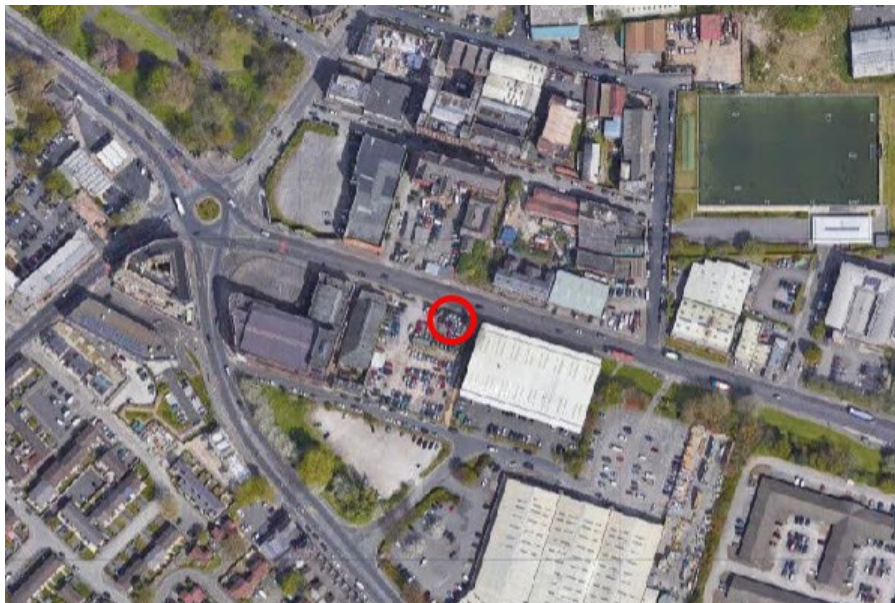
Scale
1:100 @ A3

- Key**
- 1. Consented Media Screen
 - 2. Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

URN 17974
Local Authority Manchester City Council
Site Address 14-18 Hyde Road, Manchester, M12 6BW
LPA Reference 127518/AOH/2020
Panel Size D48
No. of Panels 2

<https://maps.app.goo.gl/LF7akUevSnDjnvKp9>



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

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

Advertisement Consent

Applicant

Mr Jonathan Chandler
Wildstone Capital
C/o Agent

Agent (if used)

Mr Ben Kelly
Wildstone Planning
22 Berghem Mews
Blythe Road
Brook Green
London
W14 0HN

Part 1 – Particulars of the application/development

Proposal: Replacement of 1 no. 48 sheet poster display and 1no. 96 sheet poster display with 1 no. double-sided 48 sheet internally illuminated digital display and associated logo box.

Location: 18 Hyde Road, Manchester, M12 5AR

Date of application: 21 July 2020

Application number: 127518/AOH/2020

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 in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval and it has been ensured that the applicant is satisfied with these conditions.

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 permission shall expire on 15 September 2025.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with saved policies E3.3, DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

- 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 300 cd/m² during non-daylight hours / inclement weather.

Reason - In the interests of highway and pedestrian safety pursuant to policies T1 and DM1 of the adopted Manchester Core Strategy and saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

4) The development hereby approved shall be carried out in accordance with the drawings numbered 10927/PP/01, 10927/PP/02, 10927/PP/03, 10927/PP/04, 10927/PP/05, 10927/PP/06 and 10927/PP/07, stamped as received by the City Council, as Local Planning Authority, on 21 July 2020.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14, DC15 and E3.3 of the Unitary Development Plan for the City of Manchester.

Informatives

The applicant is advised that any requirements for temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004)

Date: 8 September 2020

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

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

Notes

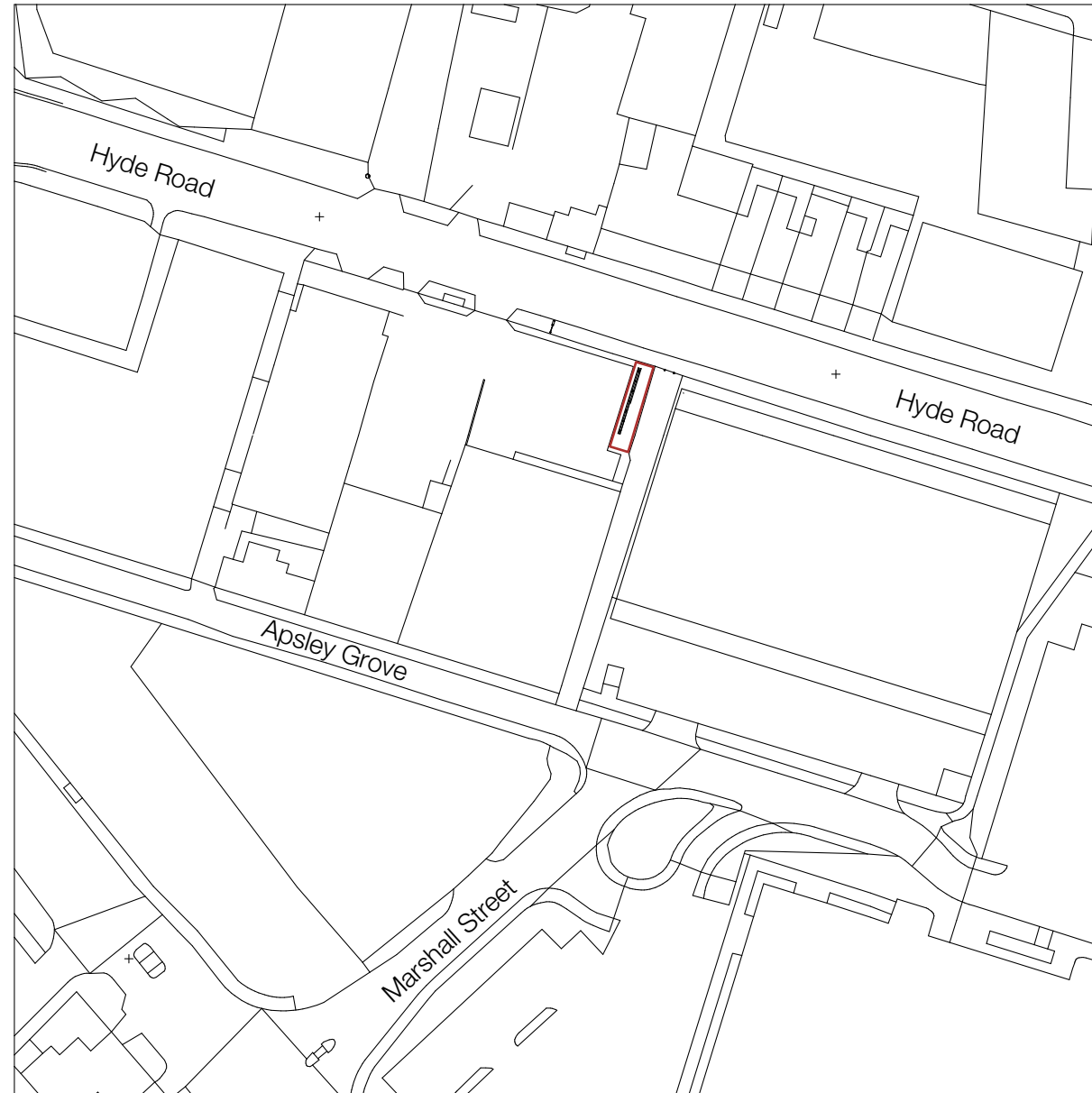
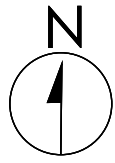
1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the Secretary of State in accordance with section 78 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 is available through the gov.uk website at www.gov.uk/appeal-planning-inspectorate. The Inspectorate will publish details of your appeal on the internet.

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.



0 20m 40m 100m

Title
Site Location Plan

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

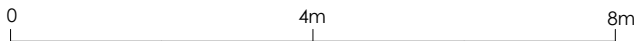
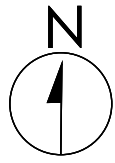
Job No. 10927
Issued 20/12/18

Drawn By ML
Checked By

Signed By
Scale 1:1250 @ A3

Key
 1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



Title
Site Plan - Existing

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

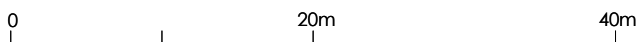
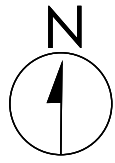
Checked By

Signed By

Scale
1:100 @ A3

- Key**
- 1. Site Boundary
 - 2. 96 Sheet Advertisement
(To be removed)
 - 3. 48 Sheet Advertisement
(To be removed)

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



Title
Site Plan - Proposed

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

Checked By

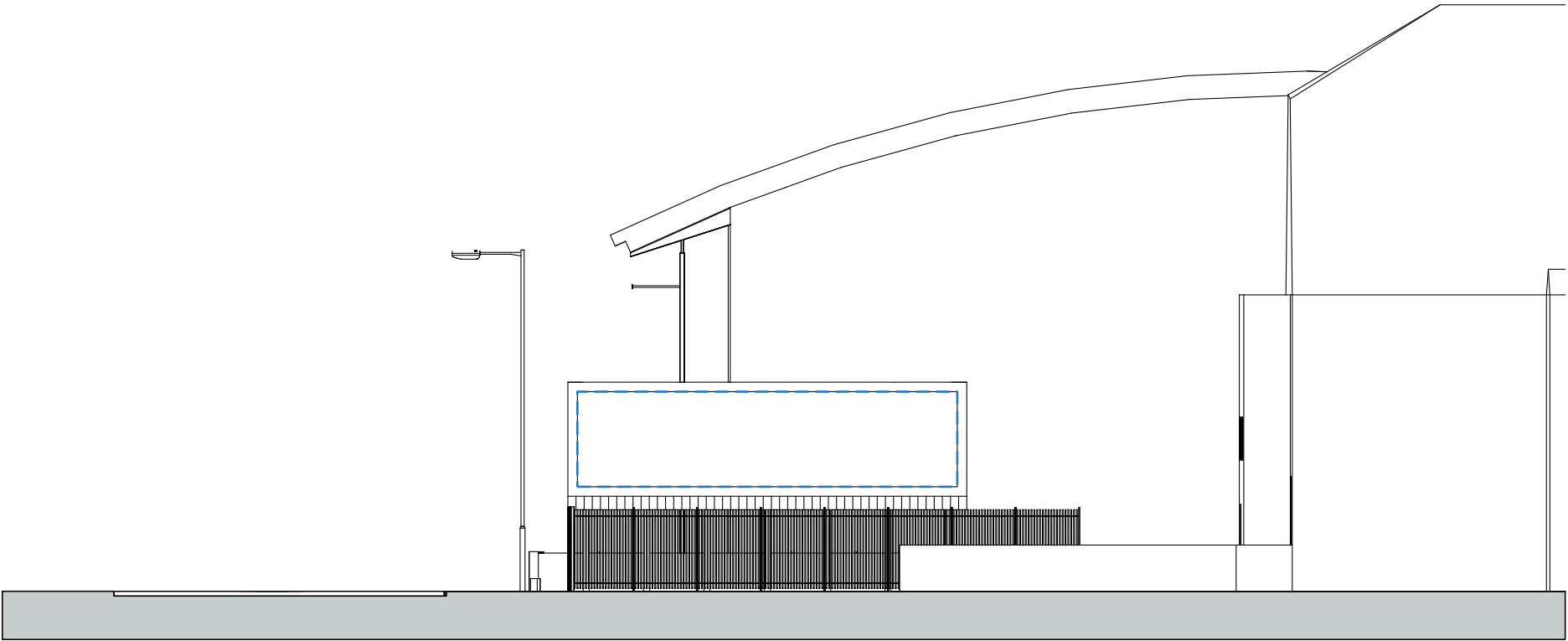
Signed By

Scale
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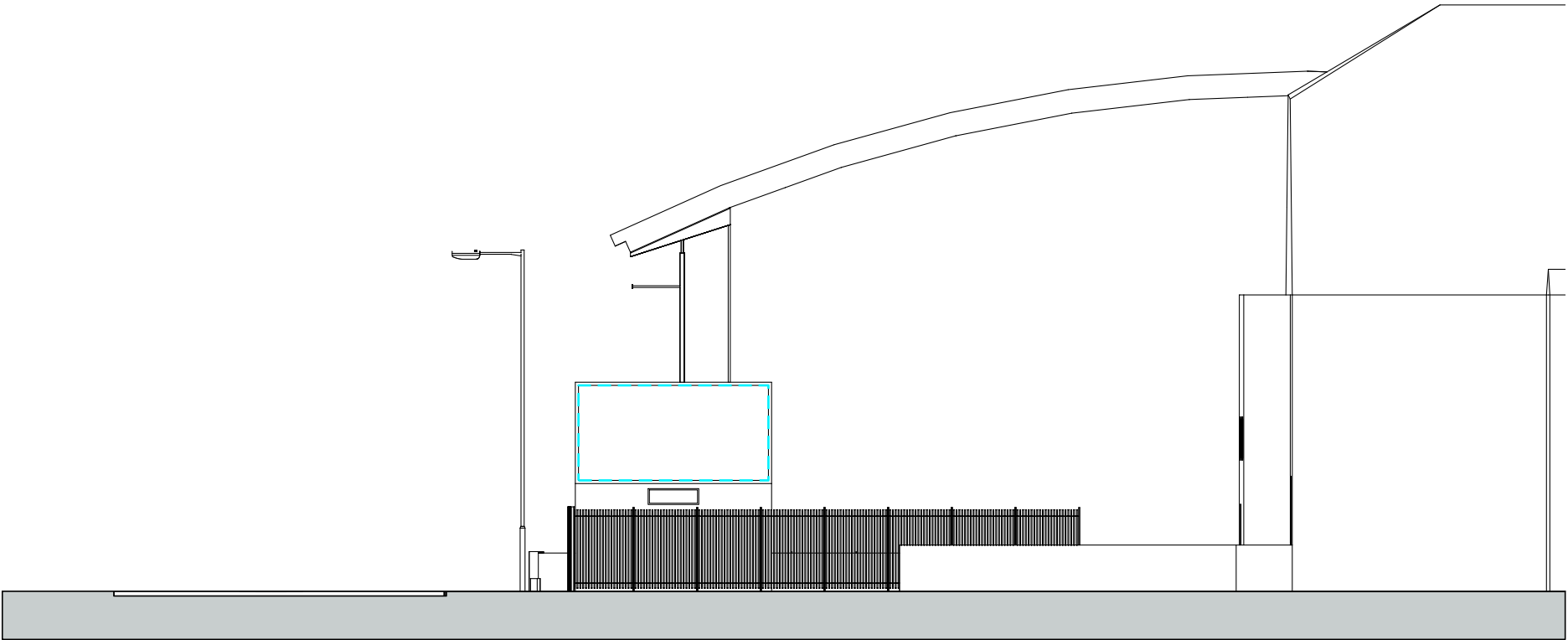
Key

- 1. Site Boundary
- 2. Proposed Digital
48 Sheet

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



EXISTING



PROPOSED

0 10m 15m

Title
Elevation AA

Project
18 Hyde Road, Manchester, M12 6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

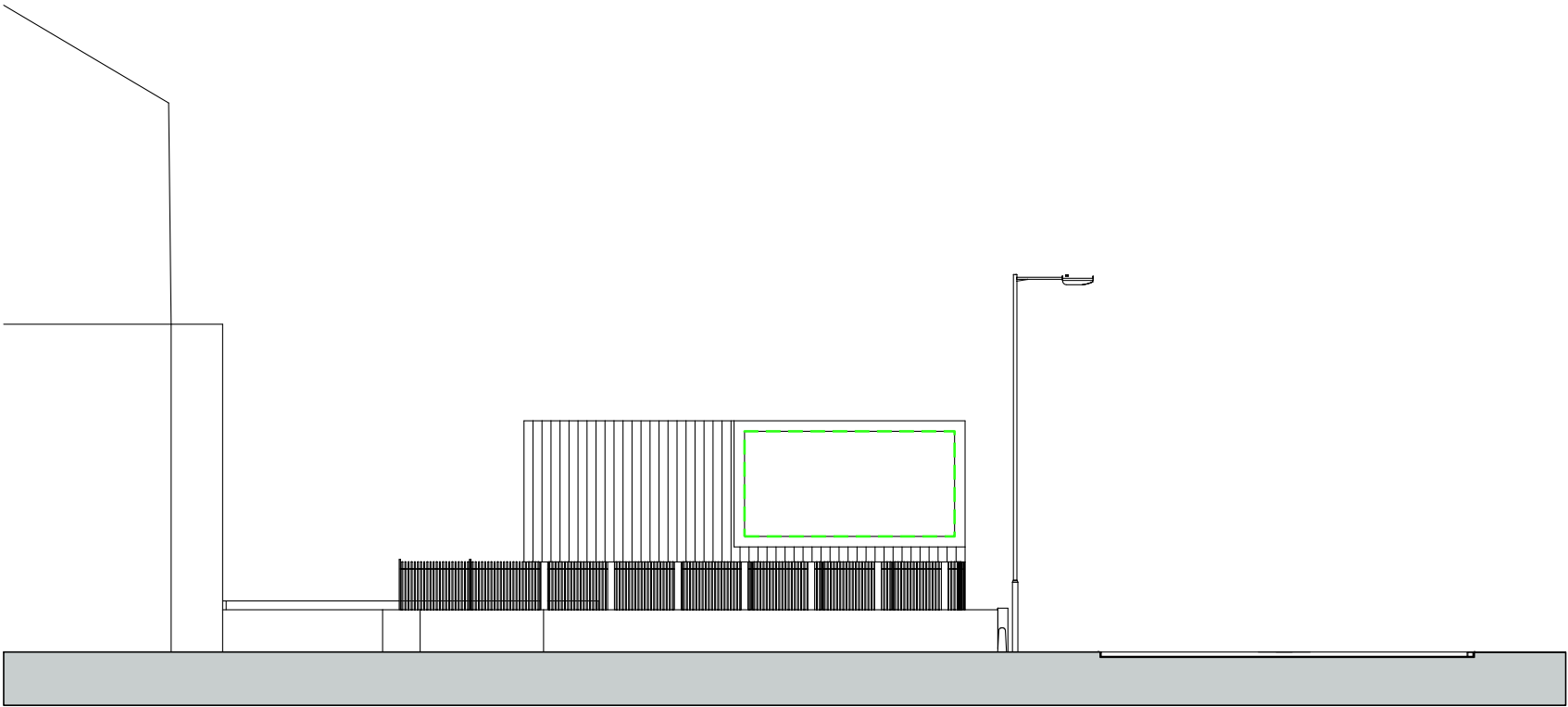
Checked By

Signed By

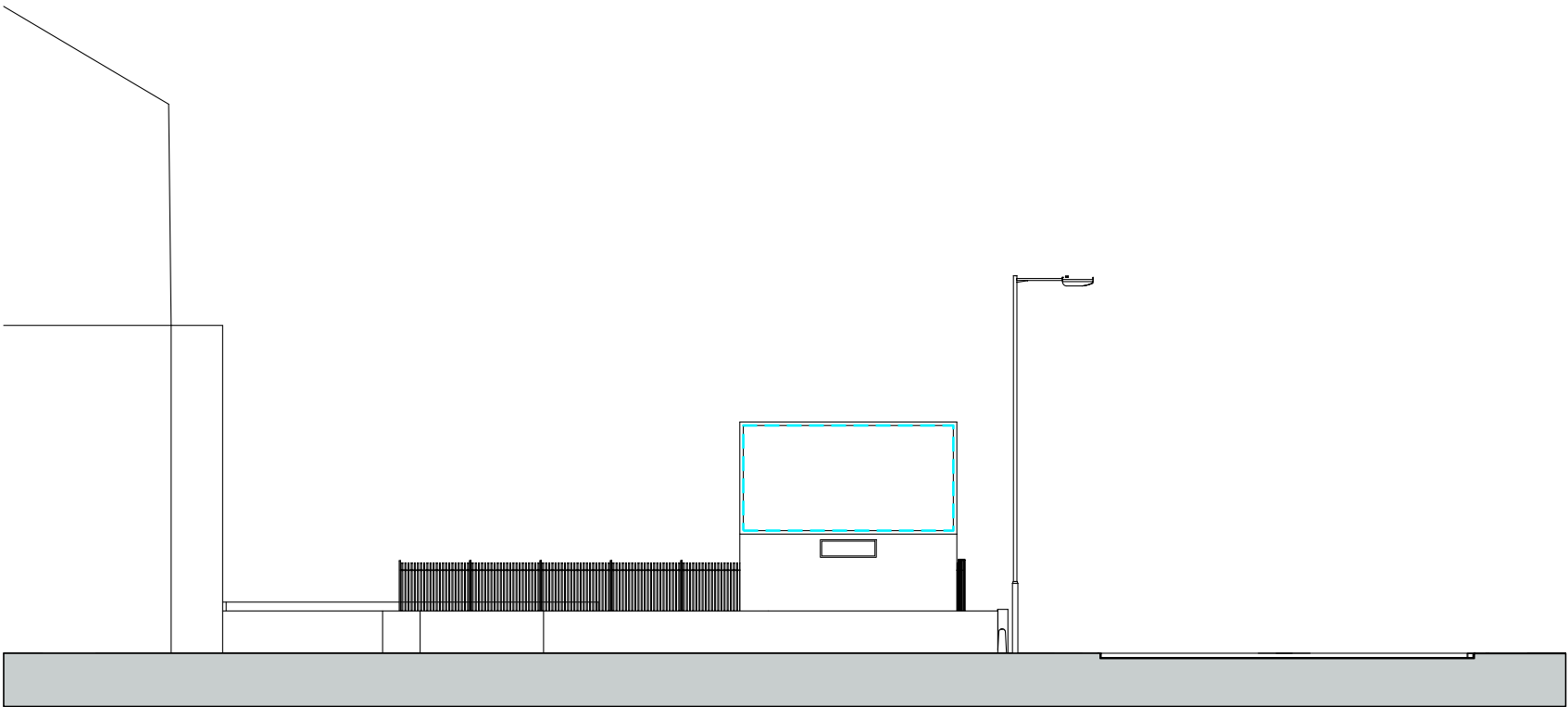
Scale
1:200 @ A3

- Key**
- 1. 96 Sheet Advertisement (To be removed)
 - 2. Proposed Digital 48 Sheet

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



EXISTING



PROPOSED



Title
Elevation BB

Project
18 Hyde Road, Manchester, M12 6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

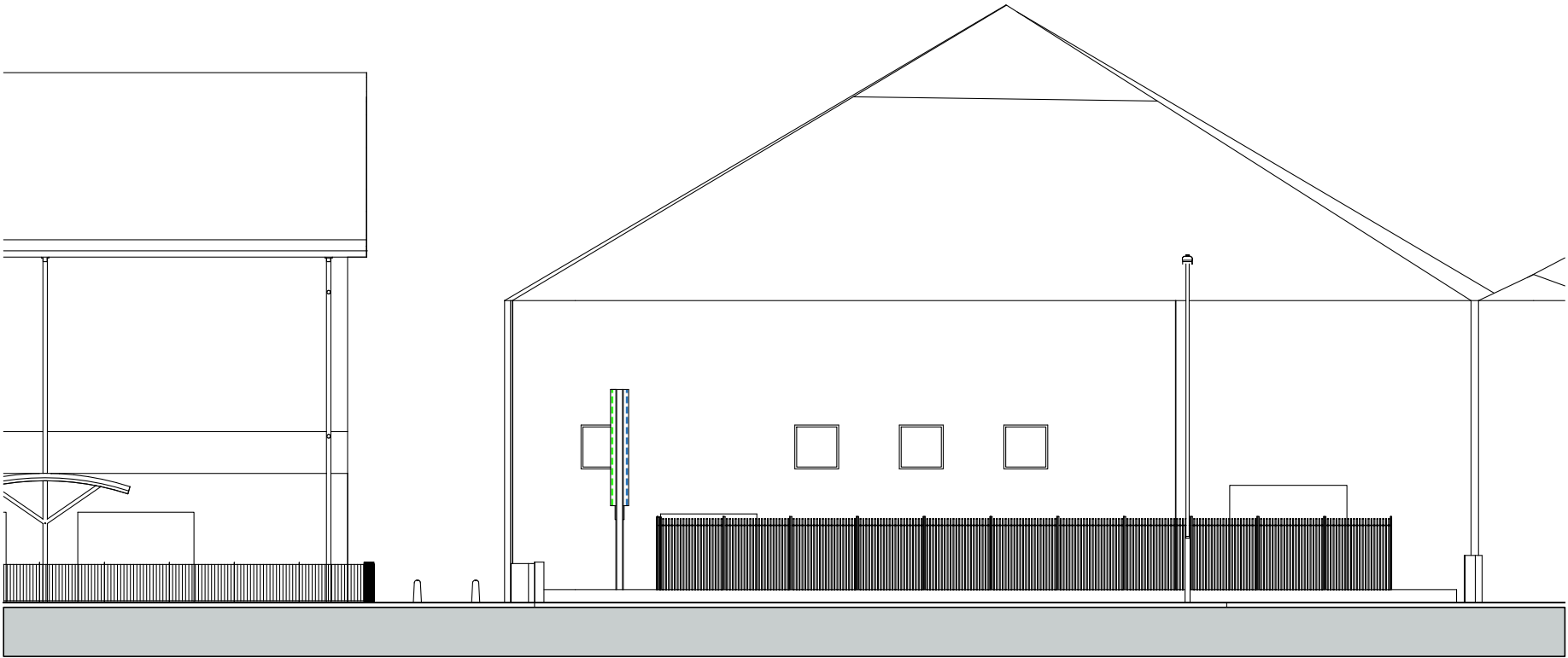
Checked By

Signed By

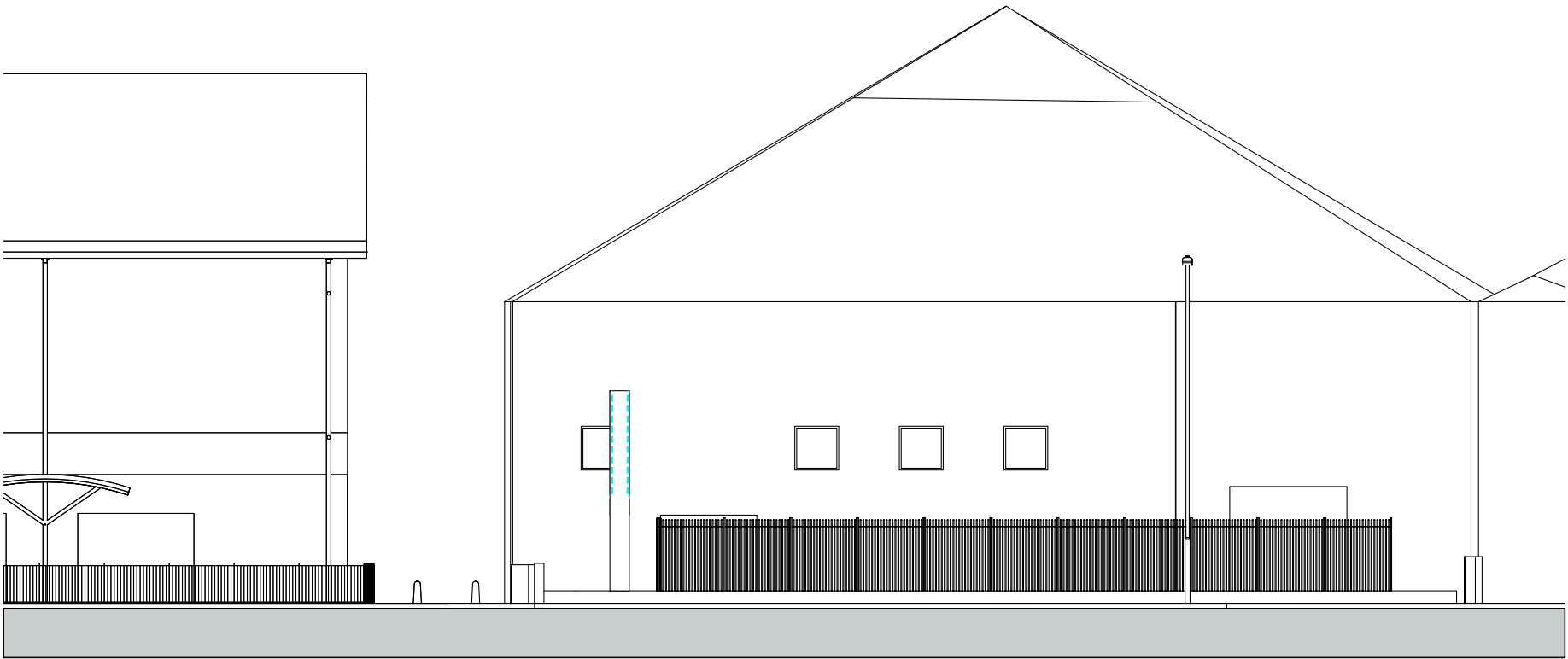
Scale
1:200 @ A3

- Key**
- 1. 48 Sheet Advertisement (To be removed)
 - 2. Proposed Digital 48 Sheet

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



EXISTING



PROPOSED

0 4m 8m

Title
Elevation CC

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

Checked By

Signed By

Scale
1:100 @ A3

- Key**
- 1. 96 Sheet Advertisement
(To be removed)
 - 2. 48 Sheet Advertisement
(To be removed)
 - 3. Proposed Digital 48 Sheets

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone

Title
Specification Sheet

Project
18 Hyde Road, Manchester, M12 6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

Checked By

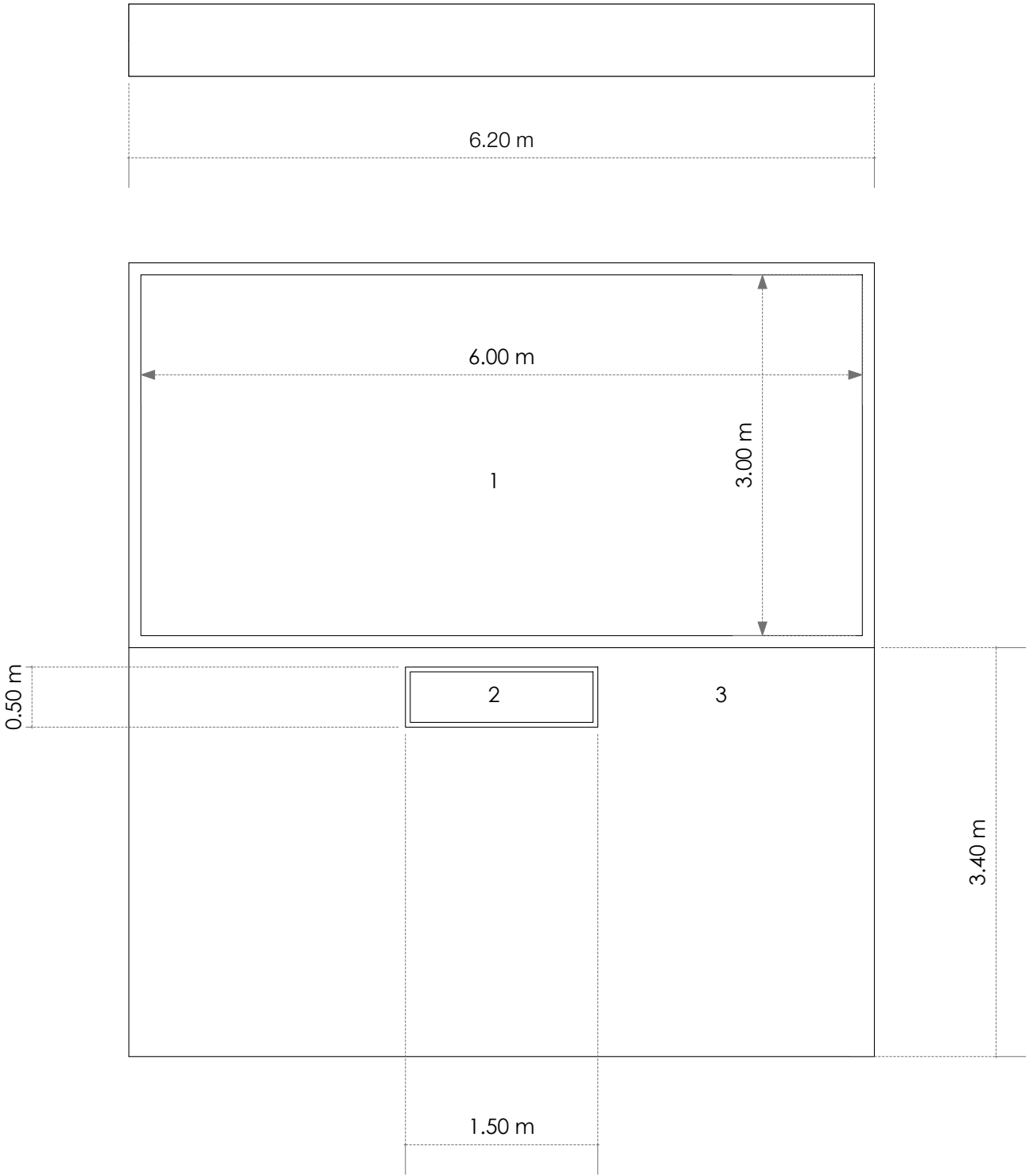
Signed By

Scale
1:50 @ A3

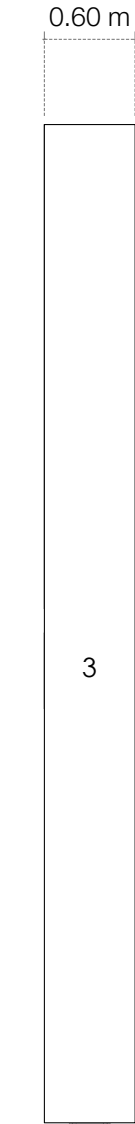
- Key
- 1. Digital 48 Sheet
 - 2. Associated Logo Box
 - 3. Cladding

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone

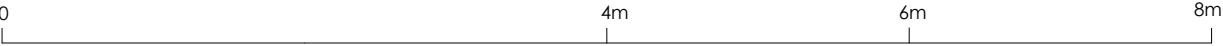
Plan



Front/Back



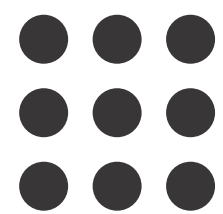
Side



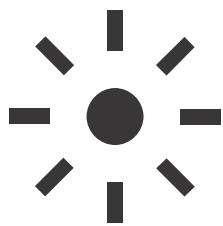
Appendix 4: Comparison Images (P&P vs D-Poster)



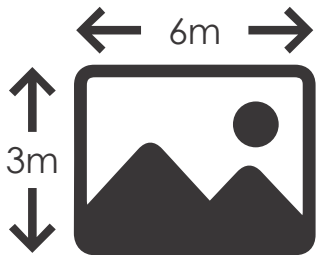
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to
traditional digital panel (300-600mm)

Appendix 5: Example Sites operating at different times of the day





SALKAARA
AN DINING EXPERIENCE

金運
GOLDEN LOTUS

Debenhams.com

FASHION. BEAUTY. HOME.
DELIVERED TO YOUR DOOR

Order by 11pm for next day delivery. T&Cs apply. See website for details.

Daytime Clear Skies



Daytime Overcast



Every helps

Time to spill the beans. All our tins are plastic-wrap free.

TESCO Every little helps

SUGAR

DOWNHILLS PARK ROAD

Clear Channel

Belmont
Controlled
ZONE

Wood Green
Outer
Controlled
ZONE

Twilight



Pitchford Steelstock
Tel: 01384 489030

Tomorrow
begins **Today.**



Clear Channel

Dusk



Night

Appendix 6: Suggested Conditions



Model Conditions

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

- Completed application forms;
- Letter Statement;
- Architectural drawings including;
 - o 13782 | PA | 01 Site Location Plan
 - o 13782 | PA | 02 Existing Site Plan
 - o 13782 | PA | 03 Proposed Site Plan
 - o 13782 | PA | 04 Existing and Proposed Elevations

Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.

Standard Conditions

3. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of

Advertisements) (England) Regulations 2007.

4. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. 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.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

10. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a

replacement guide) in cd/m2.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.