

Our Reference: 784-B070283

Planning Department,
Manchester City Council,
PO BOX 532,
Manchester,
M60 2LA

13th May 2025

Dear Sir/Madam,

**RESUBMISSION OF ADVERTISEMENT CONSENT APPLICATION IN RELATION TO DIGITAL
BILLBOARD SIGN**

LAND ON THE ROUNDABOUT OF KINGSWAY AND MOSELEY ROAD, MANCHESTER, M19 2LL

Tetra Tech has been instructed to submit an application for advertisement consent on behalf of our client Network Rail, on land on the Roundabout of Kingsway and Moseley Road, Manchester, M19 2LL.

The application is accompanied by the following;

- Access General Arrangement Dwg no. 40-24006-DP-0031 P01 – NWC14;
- YZ020301352201 _001_B Site Location Plan;
- YZ020301352201 _002_B Existing Site Elevation;
- YZ020301352201 _003_B Proposed Site Elevation;
- YZ020301352201 _004_B Existing Sign Specification;
- YZ020301352201 _005_B Photo Montage; and
- Cameral Mount Arm Detail - Dwg no. CD-KEI-DIG29732-2 Rev A.

Background

This advertisement consent application represents the resubmission of an advertisement proposal previously granted consent by appeal on 21st of March 2023 under reference APP/B4215/Z/22/3303541, having been refused on 26th May 2022 under reference 133136/AOH/2022.

The application is made part-retrospectively, with the previous static advertisement boards now removed and the replacement digital sign now installed.

The original consent provided permission to replace existing 96 and 48 sheet, static advertisement boards occupying the site, with a single digital advertisement board. The proposal forms part of a programme of modernising Network Rail's advertising stock to a digital poster (D-poster) format.

Following the progression of a detailed design, a number of amendments to the previously approved design require formalising. Email correspondence with Manchester City Council planning officers confirmed, on 14th April 2025, that the design amendments would leave the design display unaltered and that a new application would not be required for these changes. We are however seeking to formalise these changes through the submission of this application.

As set out in the National Planning Practice Guidance (NPPG) for Advertisements (paragraph 38), there is not a formal mechanism through which to amend or modify an advertisement consent. Consequently, there is not opportunity to submit a minor-material amendment (S73) application to seek approval for the requirement amendments. As such, to formalise the amendments, a new advertisement consent is required to be submitted.

The Site

The proposal site is located on the roundabout linking Kingsway and Moseley Road, facing northeast. The site is currently occupied by the upgraded advertisement board that was granted consent in March 2023. The site surroundings are predominantly commercial in character. There are residential properties to the east of the site, across the A34. There are 3 other notable advertisement boards within the vicinity of the site, all of which are 48 panel billboards that are not illuminated. 2 of these billboards are located directly to the north of the site in the underpass and the third billboard is located to the east of the site. There are no listed buildings or heritage assets within the vicinity of the site and the site is not situated within a conservation area.

The proposal site is an established location for advertising, having previously supported the 2x static billboard advertisements for over ten years. Having been granted consent in March 2023 for the advertisement upgrade, the principle for the site to accommodate a digital advertisement has already been established.

Design Amendments

This application seeks to acquire consent for several minor amendments that primarily relate to works required to suitably provide access for the necessary safe maintenance of the new digital billboard. The works are of a minor nature which could legitimately be considered as de minimis in the context of the advertisement screen's installation. There would be no material impacts for amenity or public/highway safety.

The minor design amendments are summarised as follows:

- Minor adjustment to the dimensions for the digital screen;
 - Reducing the digital screen's width from 6.5m as previously approved to 6.15m;
 - Reducing the digital screen's height from 3.5m as previously approved to 3.0m;
- A hardstanding access walkway is required to the front of the gate to provide safe maintenance access;
- A maintenance ladder fixing point is required on the side of the screen; and
- A CCTV monitoring camera needs to be installed to the front of the screen, mounted via a pole, to allow remote monitoring of the screen to ensure it is correctly operating and for security purposes.

It is helpful to note that the NPPG on Advertisements sets out that separate planning permission is not required for undertaking works which are ancillary to an advertisement. Paragraph 004 stating;

“The display of advertisements is controlled through a specific approval process and separate planning permission is not required in addition to advertisement consent. Under section 222 of the Town and Country Planning Act 1990 (as amended), planning permission is deemed to be granted for any development of land involved in the display of advertisements in accordance with the Regulations. Consent under section 222 would not grant consent for the erection of any structure unless its primary purpose is to display advertisements, although it would include development which is ancillary to the actual advertisement’s display but part of the same scheme.” (Paragraph 004).

The aim of the original advertisement consent application was to modernise Network Rail’s advertising stock, and in turn, ‘de-clutter’ the site through consolidating the number of boards present. The new digital advertisement board would be controlled remotely without the need for regular journeys to replace each advertisement and would be monitored remotely 24/7 to facilitate responsive maintenance.

Illumination Levels Condition

Further to the design amendments, we are also seeking a revised planning condition with respect to the illumination restrictions placed on the original consent under condition 1.6 of the appeal decision.

Condition 1.6 of appeal decision APP/B4215/Z/22/3303541 states;

“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 or inclement weather.”

The condition limits illumination of the sign to not exceeding 600 candela per square metre during daylight hours. This restricted level of illumination is not considered viable for the daylight hours operation of digital screens of this nature, which require a significantly higher luminance to provide a suitably clear image. Imposing a restriction of 600cd/m² during daylight hours would render the screen unworkable, as images would not be suitably visibility. We therefore consider the limit imposed by this condition to be overly restrictive and would result in unintended consequences for the operation of the screen.

The Institution of Lighting Professionals (ILP) guidance document "PLG05 - The Brightness of Illuminated Advertisements" (2014) identifies for digital signs that;

“During the daytime sign luminance should never exceed 5,000cdm².” (page 24, note 1).

This application therefore seeks agreement for the sign to operate in accordance with the limits set out within the Institution of Lighting Professionals (ILP) guidance document PLG05.

The digital screens operate with the use of a light sensor which monitors ambient lighting levels and adjusts the sign’s luminance level accordingly to avoid against any over-illumination. This provides a built-in control to avoid against any light nuisance issues. A revised condition imposing a maximum luminance level of 3,000 cdm² during daylight hours could be applied to the operation of the screen. This reflects a commonly accepted daytime luminance limit for such digital signs.

We therefore propose the following alternative wording for a suitable condition;

The maximum luminance level of the sign hereby permitted shall not exceed the relevant thresholds specified in the Institute of Lighting Professionals (ILP) guidance document "PLG05 - The Brightness of Illuminated Advertisements," or any updated guidance. The allowed luminance levels shall be as follows:

- 300 cd/m² (sunset to sunrise); 3000 cd/m² (sunrise to sunset)

The illumination will consist solely of static lighting and static images. Changes between advertisements shall occur instantaneously, with no sequencing, fading, swiping, or merging of images. Advertisements shall not change more frequently than once every ten seconds.

This revised wording will allow for the sign to operate within the ILP's guidelines, whilst ensuring that the advertisement is displayed at the appropriate luminance relative to daylight conditions.

We can provide a multitude of examples of advertisement consent decisions which have had similar illumination conditions applied, in-line with the ILP guidance.

Planning Policy

The legislative framework for the control of advertisements is contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ("the Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2025 (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the NPPF 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) for advertisements, 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 Local Plan for the local authority area principally comprises the Core Strategy (2012-2027) and saved policies from the Unitary Development Plan.

Policy DM 1 (Development Management 1) in the Manchester Core Strategy emphasises the need for any proposal to take into consideration the character of the surrounding area.

The policy establishes that developments should be appropriate with regards to siting, layout, scale, form, massing, materials and detail. The policy also indicates that development proposals should have regard to their potential impacts upon amenity.

Policies DC15.1 and DC15.2 in the Manchester Unitary Development Plan specifically refer to advertisements and hoardings. The policies identify a number of considerations to be taken into account in the consideration of advertisement consent applications.

Within Policy DC15.1 this includes providing appropriate consideration to the impacts upon visual amenity and public safety.

Policy DC15.2 states the Council will also consider a proposal's effect on the architectural integrity of any buildings that are on site or any effects upon a building's proper use. Any proposal should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value in addition to having no adverse effects on public safety or adversely affecting the flow of any traffic in the vicinity.

Importantly, the Council's policies accept that *'advertisements can have a positive role in improving the quality of the visual environment in the City'*.

Summary / Conclusions

The principle of the site to accommodate advertisements of this nature has already been deemed acceptable through the granting of the previous advertisement consent application. The design amendments incorporated in this application are minor in nature and reflect the progression of a detailed design for the site and the requirements to enable appropriate maintenance for the screen display. The design amendments were considered minor and not requiring a separate application in email correspondence with Manchester City Council planning officers on 14th April 2025.

The changes sought to the luminance restrictions relate to the daytime operation of the display only and would reflect commonly accepted daytime luminance limits for such digital signs. A condition imposing a maximum luminance level of 3,000 cdm² during daylight hours would allow the display to effectively operate, whilst still remaining significantly below the highest limit of the Institute of Lighting Professionals (ILP) guidance, which states daytime luminance for digital signs should not exceed a limit of 5,000 cdm².

For these reasons, it is considered that the application should be granted advertisement consent.

Please do not hesitate to contact me if you have any questions or require further information regarding this application. I look forward to your confirmation of the application's registration.

Yours faithfully,



Sam Beresford

Town Planner

Tetra Tech