

Our Reference: 784-B070283

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

12th May 2025

Dear Sir/Madam,

RESUBMISSION OF ADVERTISEMENT CONSENT APPLICATION IN RELATION TO DIGITAL BILLBOARD SIGN

CORNER OF CHANCELLOR LANE AND NORTHWESTERN STREET, MANCHESTER, M12 6JY

Tetra Tech has been instructed to submit an application for advertisement consent on behalf of our client Network Rail, at the Corner of Chancellor Lane and Northwestern Street, Manchester, M12 6JY.

The application is accompanied by the following;

- YZ020301062501_001_B Site Location Plan;
- YZ020702135001_002_B Existing Site Elevation;
- YZ020702135001_003_B Proposed Site Elevation;
- YZ020702135001_004_B Existing Sign Specification; and,
- YZ020702135001_005_B Photo Montage.

This represents the resubmission of the previously approved drawing pack.

Background

This advertisement consent application represents the resubmission of an advertisement proposal previously granted consent on 14th March 2022 under reference 133204/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 2x 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.

Condition 5 of consent 133204/AOH/2022 provided an unworkable restriction on the maximum daytime illumination level for the new digital sign and therefore agreement of a suitable revised condition is sought.

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 advertisement board is attached to a railway viaduct on the corner of Chancellor Lane and Northwestern Street, facing northward along Chancellor Lane. The site surroundings are predominantly industrial in character, with no residential properties or heritage assets in the vicinity. There is a large car park to the northwest of the site. Northwestern Street runs in parallel to the railway viaduct immediately in front of the billboard. The site is not situated within a conservation area nor subject to statutory heritage designations.

The proposal site is an established location for advertising, having previously supported the 2x static billboard advertisements and a further smaller advertisement positioned on the adjacent railway bridge for over ten years. Having been granted consent in March 2022 for the advertisement upgrade, the principle for the site to accommodate a digital advertisement has already been established.

Illumination Levels Condition

This application is seeking a revised planning condition with respect to the illumination restrictions placed on the original consent under condition 5.

Condition 5 of permission 133204/AOH/2022 states;

“(g) The maximum luminance level of the advertisements displayed on the panel shall not exceed 600cd/m² during daylight hours.

Reason: In the interests of pedestrian and highway safety, pursuant to Policy DM1 of the Manchester Core Strategy (2012).”

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 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.

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

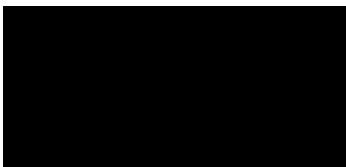
The principle of the site to accommodate advertisements of this nature has already been deemed acceptable through the granting of the previous advertisement consent application.

The 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