

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

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

Advertisement Consent

Applicant

Mr Paul Flynn
Ocean Outdoor UK Limited
25 Argyll Street
London
W1F 7TU

Agent (if used)

Part 1 – Particulars of the application

Proposal: Installation of 1no. landscape digital display and associated supporting structures and 1no. portrait digital display and associated supporting structures

Location: Land Located At Deansgate Interchange With Chester Road And Chorlton Road, Manchester

Date of application: 14 February 2024

Application number: 139189/AOH/2024

Part 2 – Particulars of decision

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

Condition(s) attached to this decision

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

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

10293-SHP-A-B5D7-G000-XP-00-001 P01 Site Location Plan
10293-SHP-A-B5D7-G100-PL-XX-001 P04 Proposed Site Plan
10293-SHP-A-B5D7-G710-PL-XX-001 P05 Proposed Landscape Plan
10293-SHP-A-B5D7-G200-PL-RF-001 P02 Proposed Roof Level Plans
10293-SHP-A-B5D7-G200-PL-01-001 P04 Proposed Screen Level Plans
10293-SHP-A-B5D7-G200-PL-00-001 P04 Proposed Base Level Plans
10293-SHP-A-B5D7-G200-DE-XX-002 P03 Portrait Screen Details (Screen C) (Roof Plan, Section & Elevations)
10293-SHP-A-B5D7-G200-DE-XX-001 P03 Landscape Screen Details (Screen B) (Roof Plan, Section & Elevations)
10293-SHP-A-B5D7-G100-PL-XX-101 P04 Line of Sight Plan
10293-SHP-A-B5D7-G100-EL-XX-002 P04 Proposed East & West Site Elevations
10293-SHP-A-B5D7-G100-EL-XX-001 P04 Proposed North & South Site Elevations
Key Views Montages Taken From Carriageway - Chorlton Road prepared by Mark Langdale 10/11/24
Daktronics Operations Guide documents received by the City Council as local planning authority on 23 July 2024.

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) Prior to the digital displays hereby approved being brought into first use, details of traffic signal backing boards to the two digital signs shall be submitted for approval in writing by the City Council, as Local Planning Authority. The approved details shall be implemented prior to the digital signs being brought into first use and thereafter retained and maintained in situ.

Reason - In the interests of highway safety, pursuant to policies T1 and DM1 of the Core Strategy.

4) a. Prior to the display of the advertisements hereby approved, the following shall be submitted to and approved in writing by the City Council as local planning authority:

i) Details of the proposed soft landscape scheme, including the proposed size, species and planting specification (including tree pits and design) for any new or relocated trees;

ii) A detailed landscape maintenance schedule.

iii) A timeframe for the implementation of the proposed tree planting.

b. The landscape works approved in part a. above shall be implemented within the approved timeframe.

If within a period of 5 years from the date of the planting of any tree or shrub, that tree or shrub or any tree or shrub planted in replacement for it, is removed, uprooted or destroyed or dies, or becomes, in the reasonable opinion of the local planning authority, seriously damaged or defective, another tree or shrub of the same species and size as that originally planted shall be planted at the same place.

Reason - To ensure that a satisfactory landscaping scheme for the development is carried out that respects the character and visual amenities of the area, in accordance with policies SP1, DM1, EN1, EN9 and EN15 of the Core Strategy and Section 15 of the NPPF.

5) All tree work should be carried out by a competent contractor in accordance with British Standard BS 3998 "Recommendations for Tree Work".

Reason - In order avoid damage to trees/shrubs adjacent to and within the site which are of important amenity value to the area and in order to protect the character of the area, in accordance with policies EN9 and EN15 of the Core Strategy.

6) In this condition "retained tree" means an existing tree, shrub or hedge which is to be as shown as retained on the approved plans and particulars; and paragraphs (a) and (b) below shall have effect until the expiration of 5 years from the date of the occupation of the building for its permitted use.

(a) No retained tree shall be cut down, uprooted or destroyed, nor shall any retained tree be topped or lopped other than in accordance with the approved plans and particulars, without the written approval of the local planning authority. Any topping or lopping approved shall be carried out in accordance with British Standard 5387 (Trees in relation to construction)

(b) If any retained tree is removed, uprooted or destroyed or dies, another tree shall be planted at the same place and that tree shall be of such size and species, and shall be planted at such time, as may be specified in writing by the local planning authority.

(c) The erection of fencing for the protection of any retained tree shall be undertaken in accordance with the approved plans and particulars before any equipment, machinery or materials are brought on to the site for the purposes of the development, and shall be maintained until all equipment, machinery and surplus materials have been removed from the site. Nothing shall be stored or placed in any area fenced in accordance with this condition and the ground levels within those areas shall not be altered, nor shall any excavation be made, without the written consent of the local planning authority.

Reason - In order avoid damage to trees/shrubs adjacent to and within the site which are of important amenity value to the area and in order to protect the character of the area, in accordance with policies EN9 and EN15 of the Core Strategy.

7) a) The intensity of the illuminance of the advertisement screens shall be set at 600cd/m² during daylight hours and shall only increase when the ambient light levels increase, to achieve a luminance level of no greater than 5000cd/m² during daylight hours. The intensity of the illuminance of the advertisement screens shall be set at no more than 300cd/m² during the hours of darkness.

b) The luminance level of the digital signs shall be controlled by a light sensor to adjust the screen brightness to reflect the ambient levels during the daytime and set to a maximum brightness of 300 cd/m² during hours of darkness to accord with the recommendations of the ILP publication 'PLG05 The Brightness of Illuminated Advertisements' (2015).

c) The advertisements shall display no special visual effects of any kind during the time that the advertisements are displayed or on transition between advertisements. The displayed image shall not include animated, flashing, scrolling, intermittent, video

elements or full motion images and the transition between successive images shall not include fading, swiping or other animated transition methods.

d) No individual advertisements displayed on the LED panel shall contain any images that resemble road signs, traffic lights or traffic signs.

e) No individual advertisements shall be displayed for duration of less than 10 seconds.

f) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel. The interval between each piece of content on the digital display screens shall take place over a period of no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays.

g) The equipment shall include an automatic error detection. Should a fault be detected or reported with the screen or advertisement, including any fault with the light level/light sensor, the screens shall be programmed to automatically switch off or to switch to a blank screen with black background.

h) The digital display screens shall be automatically set so as not to operate between the hours of 23:00 and 07:00.

i) The screens shall be installed so that the light level can be remotely monitored, adjusted or reduced.

Reason - In the interests of visual amenity to safeguard the amenities of the occupiers of nearby residential accommodation and in the interests of highway safety, pursuant to policies T1 and DM1 of the Core Strategy and saved policy DC15 of the Unitary Development Plan for the City of Manchester.

8) The digital display screens hereby approved shall not operate outside the hours of 07:00 to 23:00.

Reason - To protect the amenity of surrounding occupiers, pursuant to policies SP1 and DM1 of the Core Strategy and saved policy DC15 of the Unitary Development Plan for the City of Manchester.

9) The advertisement displays shall be maintained and monitored to ensure the agreed light levels are maintained and not exceeded in accordance with the following information:

Email from Sue Fleming of Ocean Outdoor (the Agent) to Lucy Harrison of Manchester City Council dated 23 July 2024;

Daktronics Operations Guide extracts received by the City Council as local planning authority on 23 July 2024;

Email from Sue Fleming of Ocean Outdoor (the Agent) to Lucy Harrison of Manchester City Council dated 7 August 2024;

The maintenance management plan response in the email from Sue Fleming of Ocean Outdoor (the Agent) to Lucy Harrison of Manchester City Council dated 24 June 2024;

Reason - In the interests of visual amenity to safeguard the amenities of the occupiers of nearby residential accommodation and in the interests of highway safety, pursuant to policies T1 and DM1 of the Core Strategy and saved policy DC15 of the Unitary Development Plan for the City of Manchester.

10) The supporting structure and surround of the digital displays hereby approved shall be constructed and finished in the materials and colour set out in the following drawings:

10293-SHP-A-B5D7-G200-DE-XX-002 P03 Portrait Screen Details (Screen C) (Roof Plan, Section & Elevations); and

10293-SHP-A-B5D7-G200-DE-XX-001 P03 Landscape Screen Details (Screen B) (Roof Plan, Section & Elevations).

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, pursuant to policies SP1 and DM1 of the Core Strategy.

Informatives

Temporary Highway Management

The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to: highwaynetworkmanagement@manchester.gov.uk.

Highways Licence

The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk.

Date: 22 November 2024

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

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

Notes

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

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that 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 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 6PN.