MANCHESTER CITY COUNCIL

Planning
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PO Box 532 Town Hall
Manchester M60 2LA

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number: 2

Suffix:

Property Name:

Address Line 1: Cheetham Hill Road

Address Line 2:

Address Line 3: Manchester

Town/city: Manchester

Postcode: M4 4EW

Description of site location must be completed if postcode is not known:

Easting (x): 384102

Northing (y): 399230

Description:

Green area a the front of the Peninsula Building.

Applicant Details

Name/Company

Title

Mr

First name

Gavin

Surname

Scarr-Hall

Company Name

The Peninsula Group

Address

Address line 1

2 Cheetham Hill Road

Address line 2

Address line 3

Town/City

Manchester

County

Manchester

Country

Postcode

M4 4EW

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Agent Details

Name/Company

Title

Mr

First name

Thomas

Surname

Zub

Company Name

Zub-Architecture

Address

Address line 1

71

Address line 2

Park Road

Address line 3

Town/City

Lytham St'Annes

County

Country

Postcode

FY8 1PW

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacing a current 3 sided illuminated steel sign with a more modern, fitting for the building, totem style, duel sided LED screen. The screen brightness can be altered to suit the ambient conditions with a maximum brightness level of 600 lumens.
The physical design of the totems is modelled on the footprint of the peninsula building intentionally diverging from the look of a traditional advertising billboard.
The screens will exclusively display content related to the businesses within the Peninsula Building and will not be available for third-party advertising.

- Illuminance level - 600CDM
- Please describe each of the 'Other type(s)' of advertising proposed – 2 LED screens set in a portrait orientation, encased in a steel structure that is designed to mirror the building and fit in seamlessly to the environment.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
5.5 metres

Width:
3.15 metres

Depth:
1.5 metres

What is the height from the ground to the base of the advertisement?:
1.43 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
0 centimetres

What materials will the advertisement be made of?:
LED Screen set within powder coated metal enclosure.

The colour of text and background:
N/A LED

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
600 cd/m^2

Will the illumination be static or intermittent?:
Intermittent

Please describe each of the 'Other type(s)' of advertising proposed

2 LED screens set in a portrait orientation, encased in a steel structure that is designed to mirror the building and fit in seamlessly to the environment.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

◯ Yes
⊘ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

⊘ Yes
◯ No
◯ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Please see drawing: V4-GA-001 - Plans and Elevations,

Will the proposed advertisement(s) project over a footpath or other public highway?

◯ Yes
⊘ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/01/2025

To Date

01/01/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

◯ Yes
⊘ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

⊘ Yes
◯ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

◯ The agent
⊘ The applicant
◯ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

⊘ Yes
◯ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED ******

First Name

***** REDACTED ******

Surname

***** REDACTED ******

Reference

N/A

Date (must be pre-application submission)

28/05/2024

Details of the pre-application advice received

The Key points in summary:
- The structure should not look like a traditional billboard, several design options where presented and it was decided that the submitted design would be most favourable.
- The Brightness level must not exceed 600CDM, this will be limited in the manufacturers software.
- It is not to be used as an advertising billboard. No third party adverts should be shown only information about the building and the businesses based within it. This would move it away from some of the more stringent planning constraints around advertising.
- The fact that there is an illuminated sign in its current position should help.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [x] Yes
- [ ] No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- [ ] Yes
- [x] No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☑ I / We agree to the outlined declaration

Signed

Thomas Zub

Date

18/10/2024