



Stantec UK Limited
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London
W1D 3QB
UNITED KINGDOM

26th April 2024

Our Ref: 31871/A5/CH
Planning Portal Ref: PP-13008754

Manchester City Council
Planning
PO Box 532
Town Hall
Manchester
M60 2LA

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
326 BARLOW MOOR ROAD, MANCHESTER, M21 8AY
CONVERSION OF POSTER ADVERTISEMENT DISPLAY TO D-POSTER

Please find enclosed an application for advertisement consent for the upgrade of 1no. established paper and paste advertising display with 1no. modern digital format ("D-Poster") at the above Site. The Site has been selected due to its suitability for advertising and will help to establish a network of displays in the area. It will be capable of being operated from a central location and significantly reduce vehicle trips for reposting when compared with a traditional poster and paste billboard.

This is part of an industry wide drive to rationalise, modernise and update advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing displays and developing new sites in better locations. The overall strategy is to reduce the numbers of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

THE APPLICANT

Wildstone Estates Limited ("the Applicant") is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

Outdoor Advertising is now widely recognised by lenders as a property class, allowing it to attract new investment and innovation. As an outdoor media infrastructure provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness and reduced energy consumption. The control mechanisms in place enable the D-Poster to mimic a traditional 48 sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night time.

As landlords, Wildstone will always have a long-term investment in their sites regardless of who the tenant is and will manage their assets to ensure that the sites are well maintained and the displays are operating in line with planning conditions. Any problems arising from the sites can therefore be dealt with by a single controlling party.

As the largest owner of advertising assets in the Country and landlord to all the major operators, Wildstone are now also in a strong position to be able to push best practice. Through partnership with the media operators and screen maintenance and monitoring contractors, new systems of control have already been established to help manage the operation of the displays.

Content is controlled remotely in real time from a Network Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance. Engineers are located nationwide to be able to respond within 24hours to any issues that cannot be dealt with remotely. Diagnostics software can report any small technical faults (e.g., a broken panel) so that a kill switch can turn the content to black until the engineer can reach the Site.

THE PROPOSAL

The proposal seeks to upgrade 1no. existing illuminated advertising display with 1no. “D-Poster” on the gable end of 326 Barlow Moor Road, Manchester which will display multiple static advertisements on rotation. The existing advertising display benefits from deemed consent under Class 13 of Schedule 3 Part 1 of the Advertisement Regulations having been in situ for over ten years. As such, the Site is well located in commercial and planning terms.

The proposal panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.061m (d) and positioned 3.80m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. In most instances the replacement 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 at **Appendix 1**.

The screen is able to adjust according to changes in the ambient light, ensuring that the brightness decreases in low light conditions. An example of the digital display operating in a different condition is included at **Appendix 2**.

The proposed display 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 1 overleaf 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.

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 Wildstone has obtained consent for over 700 consents for digital advertisements across the UK.

As well as removing clutter, this consolidation has additional benefits, such as the reduction in vehicle trips to repost adverts every two weeks, as this can now be done remotely.

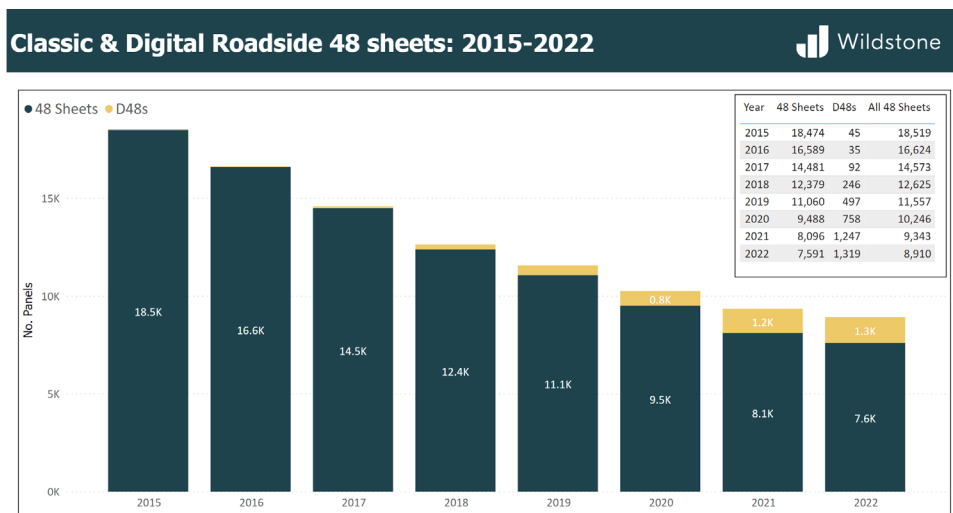


Figure 1: Reduction in 48-sheet advertising 2015-2022

CONDITIONS

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.

Wildstone 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 night time, with lower thresholds set on more sensitive sites. Example sites operating in accordance with ILP Guidance during different times of the day are included at **Appendix 3** for information.

Newly published guidelines by the Institute of Lighting Professionals (ILP) have introduced a new 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 4** of this statement for clarity.

THE SITE

The proposal Site is located on the gable end of 326 Barlow Moor Road, Manchester. The Sites surroundings are predominately commercial in character. Immediately to the South, the Site fronts onto a row of shops with residential properties above. To the South West of the Site on the other side of Barlow Moor Road is also a terrace of shops with residential properties above. The commercial context also extends to the wider area, with a McDonalds drive through, a garage/car wash, a Tesco, a M&S Foodhall and a KFC all located within 150m south of the Site on Barlow Moor Road. Immediately to the North of the Site is a row of terraced houses, however, due to the orientation of the proposals, the residential properties are unable to see the proposals. In addition, Chorlton Bus Station is located approximately 58m North West of the Site.

The Site is not subject to any statutory historic designations and is not located within a Conservation Area. There are no listed buildings within proximity to the Site.

The Site itself has no recent relevant planning applications, however due to the Site’s commercial character, there are a variety of business-related signs located in proximity to the Site, in addition to street lighting and bus stop advertising. The below applications are in proximity to the Site and considered of relevance:

- 139354/AO/2024 - Tesco Express 300 Barlow Moor Road Manchester M21 8AY, installation of 3x Fascia sign (2 internally illuminated) 1x Projecting sign (internally illuminated), 4x Vinyl, 1x Gantry sign (internally illuminated), approved 11/04/2024
- 135382/AOH/2022 - Pavement Adjacent Chorlton Bus Station Barlow Moor Road Manchester M21 8DQ, Advertisement consent for the display of 2no. digital 75" LCD display screens, approved 10/01/2023.
- 125765/AO/2019 - McDonalds 312 - 316 Barlow Moor Road Manchester M21 8AY, Installation of 3no. internally illuminated 2.1 metre high freestanding digital signs, and 1no. digital booth screen, approved 12/02/2020

The Site is an established location for advertising, having supported the existing billboard for over 10 years, as demonstrated at **Appendix 4**. As the advertisement displayed on the Site has been in continual use for over 10 years, and there has not been a material increase in the extent to which the Site has been used, or a material alteration in the manner in which it has been used, the signage benefits from deemed consent under Class 13(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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 2023 (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 National Planning Policy Framework (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) the regime is a “lighter touch” than the system for obtaining planning permission for development.

The Manchester City Council development plan consists of the Core Strategy (adopted July 2012) and the Places for Everyone Joint Development Plan for the plan period 2022-2039 (adopted March 2024), which is an addendum to the Core Strategy.,

Manchester’s development plan has no policy or supplementary planning guidance specifically relating to advertising, however Policy EN1 (Design Principles and Strategic Character Areas) of the Core Strategy states that new development in Manchester will be expected to take into consideration its location within specific areas and reinforce the sense of place and local distinctiveness of the City. Policy SP1 of the Core Strategy sets out the key spatial principles which will guide the strategic development of Manchester. The emphasis is on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres.

The Site is located within the Chorlton District Centre in the Core Strategy (Policy C1 Centre Hierarchy. Policy C1 states that District Centres have an essential role in providing key services to the City’s neighbourhoods including shopping, commercial, leisure, public and community functions. Policy C2 (District Centres) of the Core Strategy states that development in District Centres will support thriving district centres, with distinct local character, providing a good range of accessible key services, including retail, health facilities, public services, leisure activities and financial and legal services. The policy also states that District Centres should also respect and enhance the character of existing centres and deliver improvements to the quality and accessibility of the centre.

PLANNING CONSIDERATIONS

The proposal will not cumulatively increase the number of adverts in the area. The like for like replacement of the display and the control over operation seeks to ensure that the change in the visual impact of the Site on the

surroundings is de-minimum and not material. Nevertheless, it is acknowledged by the Applicant that the change in the type of illumination and the potential to increase the rate of change of the adverts would require express advertisement consent.

In accordance with the NPPF, applications for advertisement consent are subject to control in the interest of public safety and amenity only. The impact of the proposal has been considered in amenity and public safety terms as follows.

Amenity

The proposal seeks to “replace” the existing display therefore, it is considered that there would be minimal change to the visual amenity of the area due to the advertising board staying in the same location as the current situation.

As defined in the development plan, the Site is located within the Chorlton District Centre, therefore the predominantly commercial context of the surroundings to the south of the Site means the presence of other business-related signage is not uncommon. The presence of streetlights also establishes the Site as appropriate for an illuminated advert. As such, the scale of the advert would be in keeping with the Site’s surroundings.

The proposal would not be detrimental in either an immediate or wider sense. It is not within a conservation area, attached or adjacent to a listed building, or within proximity of any local heritage assets.

The display will be controlled in line with best practice guidance to ensure that there will be minimal impact on the visual amenity during the daytime. 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. In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, it is agreed that the Site falls within Environmental Zone 4 (EZ4) and so the maximum night-time luminance of the display should be set at 300cd/m2.

The Site can be considered wholly appropriate in principle for advertising of this type. Indeed, it is commonplace to see adverts of this nature in this type of location as shown in the images at **Appendix 2**.

Public safety

Digital advertising is now a common feature in town centres and adjacent to major roads across the Country and there remains no casual evidence that they cause traffic collisions. Nevertheless, it is an accepted fact that advertisements are intended to attract attention. As such they are best located in situations where demands on a driver are low, and they do not conflict or confuse with other traffic signs or signals.

Over the past decade an industry standard set of conditions has been established to control their use and minimise the potential for driver distraction. The proposal will operate within these conditions, thereby limiting the potential for distraction.

The Site is visible to drivers travelling along Barlow Moor Road. This part of Barlow Moor Road is straight and so the cognitive demand on road users at this point is low. As such, it is considered that the proposal Site is in an uncomplicated location which drivers should be able to navigate with ease. Drivers would therefore be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

BENEFITS OF DIGITAL ADVERTISING

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 and biodiversity net gain where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips and association noise, air quality and climate considerations;
- Removal of multiple advertising sites and panels and reduction in clutter;
- 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.

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

CONCLUSION

The proposal will be located in a mixed character area in a position where advertising of this type is commonplace. The advertising is in scale with the surrounding built development. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

APPLICATION SUBMISSION

In order to complete the application, please find attached the following documentation:

- Completed application forms;
- Letter Statement (this letter);
- Architectural drawings including;
 - 4986 | PA | 01 Site Location Plan
 - 4986 | PA | 02 Existing Site Plan
 - 4986 | PA | 03 Proposed Site Plan
 - 4986 | PA | 04 Existing and Proposed Elevations

Additionally, we will arrange payment to Manchester City Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,



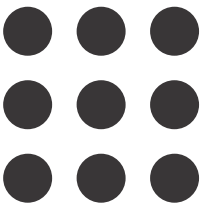
JUSTIN KENWORTHY

Planning Director

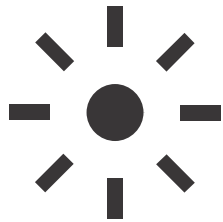
STANTEC UK LIMITED

APPENDIX 1 - D-POSTER INFORMATION SHEET

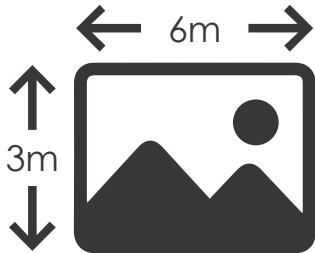
D-POSTER



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 2 - EXAMPLE SITES OPERATING IN ACCORDANCE WITH ILP GUIDANCE DURING DIFFERENT TIMES OF THE DAY.



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London College of Communication
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Supporting the graduates of 2020
in partnership with Clear Channel
National Museum

Clear Channel

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.**

40

Dusk



Night

APPENDIX 3 - ILP MODEL 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;
 - 4986 | PA | 01 Site Location Plan
 - 4986 | PA | 02 Existing Site Plan
 - 4986 | PA | 03 Proposed Site Plan
 - 4986 | 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.

APPENDIX 4 – 10 YEAR EVIDENCE

SEPTEMBER 2008



MAY 2015



SEPTEMBER 2023



APPENDIX 5 – SITE SPECIFIC INFORMATION SHEET

Appendix 5**Application for Advertisement Consent: Proposal Factsheet**

URN: 4986

Site Name: 326 Barlow Moor Road, Manchester, M21 8AY

Planning Portal Reference: PP-13008754

Advertising Type	Hoarding
Size (HxWxD)	3m x 6m x 0.061m
Max Daytime Illumination	Up to 5,000 cd/sqm
Max Nighttime Illumination	300cd/sqm
Notes	n/a