MANCHESTER CITY COUNCIL

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

MANCHESTER CITY COUNCIL

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

Advertisement Consent

Applicant	Agent (if used)
Eastlands Arena Limited C/o Agent	Mr Cameron Radford Deloitte LLP The Hanover Building Corporation Street Manchester M4 4AH

Part 1 – Particulars of the application

Proposal: Installation of illuminated and non-illuminated advertisements and external design installations along the City Link urban pathway.

Location: City Link , Holt Town, Manchester, M40 7FQ

Date of application: 12 February 2024

Application number: 139256/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:

Drawings

CWT-101 - CWT_001 - SITE PLAN
CWT-102 - CWT_001 - PLAN
CWT-103 - CWT_001 - ELEVATION
CWT-111 - CWT_002A - SITE PLAN
CWT-112 - CWT_002A - PLAN
CWT-113 - CWT_002A - ELEVATION
CWT-113 - CWT_002A - ELEVATION 3 MONTH TEMPORARY VINYL BANNER
CWT-121 - CWT_002B - SITE PLAN
CWT-122 - CWT_002B - PLAN
CWT-123 - CWT_002B - ELEVATION
CWT-141 - CWT_004 - SITE PLAN
CWT-142 - CWT_004 - PLAN
CWT-143 - CWT_004 - ELEVATION
CWT-151 - CWT_005 - SITE PLAN
CWT-152 - CWT_005 - PLAN
CWT-153 - CWT_005 - ELEVATION
CWT-161 - CWT_006 - SITE PLAN
CWT-162 - CWT_006 - PLAN
CWT-163 - CWT_006 - ELEVATION
CWT-171 - CWT_007 - SITE PLAN
CWT-172 - CWT_007 - PLAN
CWT-173 - CWT_007 - ELEVATION
CWT-181 - CWT_008 - SITE PLAN
CWT-182 - CWT_008 - PLAN
CWT-191 - CWT_009 - SITE PLAN
CWT-192 - CWT_009 - PLAN
CWT-193 - CWT_009 - ELEVATION
CWT-201 - CWT_010 - SITE PLAN
CWT-202 - CWT_010 - PLAN
CWT-203 - CWT_010 - ELEVATION
CWT-251 - CWT_G1 - SITE PLAN_REVA
CWT-252 - CWT_G1 - PLAN_REVA
CWT_253-CWT_G1 -ELEVATION
CWT-261 - CWT_G2 - SITE PLAN_REVA
CWT-262 - CWT_G2 - PLAN_REVA
CWT_263_-CWT_G2-ELEVATION
CWT_001_CONSTRUCTION DETAIL
CWT_002A_ CONSTUCTION DETAIL
CWT_002B_CONSTRUCTION DETAIL
CWT_004_CONSTRUCTION DETAIL
CWT_005_CONSTRUCTION DETAIL
CWT_006_CONSTRUCTION DETAIL.
CWT_007_CONSTRUCTION DETAIL
CWT_008_CONSTRUCTION DETAIL.
CWT_009_CONSTRUCTION DETAIL
CWT_010_CONSTRUCTION DETAIL
CWT_001_ADVERTISING
CWT_002A_ADVERTISING

CWT_002B_ADVERTISING
CWT_006_ADVERTISING
CWT_007_ADVERTISING
CWT_008_ADVERTISING
CWT_009_ADVERTISING
CWT_010_ADVERTISING
CWT_B1-3_ADVERTISING_BUSKING LOCATIONS
CWT_G1_ADVERTISING DRAWING_REVA
CWT_G2_ADVERTISING DRAWING_REVA
CWT-001_REVJ - SITE PLAN - OVERVIEW
CWT-221_REVA - CWT_B1 - SITE PLAN .
CWT-222_REVA - CWT_B1 - PLAN
CWT-231_REVA - CWT_B2 - SITE PLAN
CWT-232_REVA - CWT_B2 - PLAN
CWT-241_REVA - CWT_B3 - SITE PLAN
CWT-242_REVA - CWT_B3 - PLAN
NS2328_CWT_001_DESIGN DOCS
NS2328_CWT_0010_DESIGN DOCS
NS2328_CWT_002B_DESIGN DOCS
NS2328_CWT_009_DESIGN DOCS

Supporting documents

Covering Letter, prepared by Deloitte
Ecology Report, prepared by Helen Hamilton Ecology
Ecological Inspection For Bats And Birds, prepared by Helen Hamilton Ecology
Crime Impact Statement, prepared by GMP Secure by Design
Letter of Support from Greater Manchester Police
Operational Management Strategy, prepared by New Substance
Construction Management Plan, prepared by New Substance
Logistics Plan, prepared by New Substance
Design and Access Statement, prepared by New Substance
Advertisement Lighting Specifications, prepared by New Substance
Advertisement Information checklist, prepared by New Substance

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) (a) That no individual advertisements displayed on the screens shall contain any moving images (including moving images, animation, video or full motion images) that resemble road signs, traffic lights or traffic signs
(b) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
(c) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
(d) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
(e) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m2 during non daylight hours / inclement weather Or for signs less than 10m2
(f) The maximum luminance level of the advertisements displayed on the panel should not exceed 600 cd/m2 during non-daylight/ inclement weather.

4) (a) The removable Vinyl Advertisement as indicated on drawing CWT_006 Rev 01 received by the City Council, as Local Planning Authority, on the 15 April 2024 shall be displayed for a temporary period only until 19 April 2025.

(b) On the date of the expiry of the temporary consent period in (a) above the advertisement and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land/building shall be reinstated in accordance with a scheme previously approved.

Reason - To sign hereby approved is only acceptable on a temporary basis pursuant to policies DM1, EN1, EN3 and SP1 of the Adopted Core Strategy for the City of Manchester.

5) With the exception of the time periods when the signal sighting/driver distraction assessment is being carried out, the lighting display associated with this development shall not be illuminated until an assessment report (including agreed details of the intensity, frequency of the lighting, colours and any other mitigation required including the prevention of any dark/bright spots) has been submitted for approval in writing by the City Council, as Local Planning Authority.

The assessment must include mitigation measures and the lighting associated with the installation must not be brought into first use without until verification has been provided to the City Council, as Local Planning Authority, that the measures are in place.

Reason: To ensure that the lighting from the development does not adversely impact the safe operation of Metrolink, its users or those using the walking route in the vicinity of the tramway pursuant to policy DM1 of the Manchester Core Strategy (2012).

Informatives

There are no informatives attached to this decision.

Date: 19 April 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.