JCDecaux

19th April 2024

Manchester City Council
City Centre Team – DM
P.O. Box 532
Town Hall
Manchester M60 2LA

Dear Madam/Sir,

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Proposal: The Upgrade of an Existing Forum Community Information Panel (CIP) to a Smart City CIP

Site : Pavement at the Junction of Oxford Street and Whitworth Street West

This letter is in submitted in support of an application for Advertisement Consent under Regulation 9 of the Advertisement Regulations, to update and replace an existing freestanding advertised structure with a Smart City unit.



The proposal site is one of the Council's advertised sites forming part of roadside estate in partnership with JCDecaux. The existing double sided advertised structure is what is called a Forum CIP digital unit and was installed in 2022 as one of 84 like units

across the City centre. Of this number, 22 included a top box enclosing Smart City technology, the details of which is included in the application paperwork. Due to recent changes in the road layout at one of the 22 sites the application site was identified as a suitable replacement location for the Smart City unit.

The Forum CIP unit, which accounts for 75% of the MCC estate, stands at 2.95m height and the Smart City version 200mm taller to accommodate the top section to house the technology, as illustrated below. This application therefore seeks consent to make that switch from Forum CIP to the Smart City unit. The change will only affect the unit height, the display screens will remain the same size and orientation to the street.

Smart City Technology

Like all City Council's, understanding their area and how people move around the spaces is essential to inform policy decisions and direct investment. JCDecaux recognises that the extensive network of roadside structures across the City offers the means to collect important data on the life of the City. Each Forum CIP unit is



principally intended to be a platform for advertisement display, however, with the addition of other Smart City technologies, that can also provide insight into environmental conditions and people movement that can be important for policy formulation.

The Smart City technology will also enable MCC to measure air quality (PM2.5 and PM10, CO2 and VOCs particles), temperature, humidity, noise, UV levels or pedestrian movements. Furthermore, the top section of the Smart City unit will also be used to

house small cell (enhanced connectivity) and LoRa (low range wide area network) integration and Wi-Fi access points. All these parameters will be monitored in accordance with GDPR and the protection of individuals' privacy in a modular and open way.

I trust that the above and enclosed documents clearly explain the nature of the proposals but please call me if there are any further matters on which you need clarification.

Yours sincerely,



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