

14 February 2024

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

FAO Jennifer Atkinson

Dear Jennifer,

Co-op Live, Manchester – Application for the Discharge of Condition 4 of Advertisement Consent Ref: 126432/AO/2020

Please find enclosed a condition discharge application in relation to the Co-op Live Advertisement Consent Ref: 126432/AO/2020 (“This Application”). The Applicant is OVG Manchester Limited (“The Applicant”).

This application is submitted to fully discharge Condition 4 (LED Signage Details) of Advertisement Consent Ref 126432/AO/2020 which approved the following description of development:

“Installation of 3 x LED screens integrated into building facade together with 5 x illuminated totem wayfinding signs incorporating digital screens and 1 x static illuminated totem wayfinding sign.”

Conditions Discharge

The below section outlines the wording of Condition 4 and the information submitted in support of the discharge of the Condition.

Condition 4 – LED Signage Details

The wording for Condition 4 is as follows:

“Prior to the first use of the building advertisement scheme hereby approved, as indicated on drawings BRA-POP-XX-ZZ-DR-A-0624 REV 00 and BRA-POP-XX-XX-DR-A-0600 REV 00 stamped as received by the City Council, as Local Planning Authority, on the 6 March 2020, full details of the 3 x LED building signage shall

be submitted for approval in writing by the City Council, as Local Planning Authority. For the avoidance of doubt, this scheme shall include the following:

- *That no individual advertisements displayed on the screens shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs;*
- *That no individual advertisements shall be displayed for a duration of less than 10 seconds;*
- *Details of controls to ensure smooth uninterrupted transition of images displayed on the panel;*
- *Details of a light sensor in order to adjust the brightness of the signs in ambient light levels;*
- *Details of a defaults black screen in the event of malfunctioning to avoid any flashing error messages or pixilation;*
- *That the maximum luminance level of the advertisements displayed on the screen shall not exceed 300 cd/m2 during non-daylight hours / inclement weather; and,*
- *Details to prevent any upward light spill.*

The 3 x LED building signs shall be implemented in full in accordance with the approved details and thereafter retained and maintained in situ for as long as the signs remain in use (unless additional measures are identified as part of condition (5)).”

The table below provides the Applicant’s response to the different components of Condition 4 to address the requirements of the Condition.

Condition 4 Components	Applicant’s Response
<i>That no individual advertisements displayed on the screens shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.</i>	The Applicant confirms that Co-op Live will not display any traffic signs and this has been stated in the design guidelines for the media editors.
<i>That no individual advertisements shall be displayed for a duration of less than 10 seconds</i>	The Applicant confirms that the minimum duration of display of any individual advertisements is 15 seconds.
<i>Details of controls to ensure smooth uninterrupted transition of images displayed on the panel</i>	The Applicant confirms that the content on the façade will be bespoke and the Applicant is committed to ensuring that it is programmed in a way that ensures smooth transition between images. The Applicant also confirms that transitions will be built into the content template to ensure uninterrupted flow of content.

Condition 4 Components	Applicant's Response
<i>Details of a light sensor in order to adjust the brightness of the signs in ambient light levels</i>	The Applicant confirms that each screen will be equipped with 1no. Novastar NS060 Sensor installed, which will allow brightness to be set against observed light levels. Please refer to the accompanying NS060 Light Sensor Specification document for further details.
<i>Details of a defaults black screen in the event of malfunctioning to avoid any flashing error messages or pixilation</i>	The Applicant confirms that should there be a malfunction, the LED screens will automatically display a black screen.
<i>That the maximum luminance level of the advertisements displayed on the screen shall not exceed 300 cd/m2 during non-daylight hours / inclement weather</i>	The Applicant confirms that each screen will be equipped with 1no Novastar NS060 Sensor installed, this will allow the screen brightness to be set against observed light levels and below the 300 cd/m² limit during non-daylight hours / inclement weather.
<i>Details to prevent any upward light spill</i>	The Applicant confirms that the three LED screens are made up of individual LED sticks built into the façade of the arena. We submitted the Exterior Lighting Installation Assessment prepared by MEE as part of the planning application, which included recommendations and an assessment of the building lighting based on indicative lighting products. This concluded that light spill into the sensitive areas will be very limited. The design submitted to meet the brief and associated restrictions has been maintained. As such MEE have advised that they have no reason to believe that their design would not be compliant with the light spill report. The Applicant also confirms that none of the cells are orientated upward.

The information provided in the above table in support of this application is considered suitable to enable the full discharge of Condition 4.

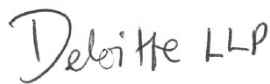
Summary

In addition to the Exterior Lighting Installation Assessment (prepared by ME Engineers), the NS060 Light Sensor Specification document (prepared by Nova Star) and this Covering Letter, the application also comprises the Application Form, submitted via the Planning Portal under reference: PP-12755346.

A fee has been paid to Manchester City Council for £145, in addition to any administrative fees by the Planning Portal, in respect of the requisite application fee.

We request the Local Planning Authority's written consent that the enclosed information is sufficient to allow the full discharge of Condition 4. If you require any further details, please do not hesitate to contact my colleague Jennifer Chatfield (0161 455 8084/ jchatfield@deloitte.co.uk).

Yours sincerely

A handwritten signature in black ink that reads "Deloitte LLP". The signature is written in a cursive, flowing style.

Deloitte LLP

Encl.