

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

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

Advertisement Consent

Applicant

Manchester City Football Club Ltd
C/o Agent

Agent (if used)

Mr John Cooper
Deloitte LLP
Hanover Building
Corporation Street
Manchester
M4 4AH

Part 1 – Particulars of the application

Proposal: Installation of three LED Advertisement screens to the north façade of the proposed commercial building and north and east façades of the proposed hotel (as proposed under planning application 136763/FO/2023)

Location: Etihad Stadium (North Stand), Etihad Campus, Manchester, M11 3FF

Date of application: 18 April 2023

Application number: 136764/AOH/2023

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) The following definitions are applicable to this advertisement permission:

Screen A: northern gable end of commercial building

Screen B: northern gable end of hotel building

Screen C: eastern gable end of hotel building

Reason - In the interest of defining which buildings the development relates to pursuant to policy DM1 of the Manchester Core Strategy (2012).

2) 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.

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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.

3) The development hereby approved shall be carried out in accordance with the following drawings and documents:

drawings NSE-POP-ZZ-ZZ-DR-A-000025, NSE-POP-ZZ-ZZ-DR-A-000271 and NSE-POP-ZZ-ZZ-DR_A-000325 received by the City Council, as Local Planning Authority, on the 18 April 2023

Design and Access statement and Planning Statement received by the City Council, as Local Planning Authority, on the 18 April 2023

Highway Safety Report received by the City Council, as Local Planning Authority, on the 17 May 2023

Stage One Road Safety Audit received by the City Council, as Local Planning Authority, on the 2 May 2023

Backing Board locations received by the City Council, as Local Planning Authority, on the 26 February 2024

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.

4) Prior to the first use of the LED screen C 'eastern gable end of hotel building' hereby approved, as indicated on drawings NSE-POP-ZZ-ZZ-DR-A-000025, NSE-POP-ZZ-ZZ-DR-A-000271 and NSE-POP-ZZ-ZZ-DR_A-000325 received by the City Council, as Local Planning Authority, on the 18 April 2023, full details LED Screen C shall be submitted for approval in writing by the City Council, as Local Planning Authority.

This scheme shall include the following:

- That no individual advertisements displayed on the screens shall contain any moving images (including moving images, animation, video or full motion images) or 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
- 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 LED Screen C 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.

Reason - In the interest of visual amenity pursuant to policy DM1 of the Manchester Core Strategy (2012).

5) Prior to the first use of the LED screens (A and B) hereby approved, as indicated on drawings NSE-POP-ZZ-ZZ-DR-A-000025, NSE-POP-ZZ-ZZ-DR-A-000271 and NSE-POP-ZZ-ZZ-DR_A-000325 received by the City Council, as Local Planning Authority, on the 18 April 2023, full details of the 2 x LED Screens (A and B) shall be submitted for approval in writing by the City Council, as Local Planning Authority.

This scheme shall include the following:

- 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;
- Details of controls to ensure smooth uninterrupted transition of images
- 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 2 x LED building (A and B) 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.

Reason - In the interest of visual amenity pursuant to policy DM1 of the Manchester Core Strategy (2012).

6) Prior to the first use of the 3 x LED Screens (A, B and C) as indicated on drawings NSE-POP-ZZ-ZZ_DR-A-000025, NSE-POP-ZZ-ZZ-DR-A-000271 and NSE-POP-ZZ-ZZ-DR-A-000325 as received by the City Council, as Local Planning Authority, on the 18 April 2023, a verification report shall be submitted for approval in writing by the City Council, as Local Planning Authority.

This shall confirm that the signs have been installed in line with the scheme approved. Any instances of non-conformity with the scheme installed and approved shall be detailed together with measures to ensure compliance, including timescales for the implementation of any additional agreed measures. Any additional agreed measures shall then be implemented in accordance with the agreed timescales and thereafter retained and maintained in situ for as long as the signs remain in use.

Reason - In the interest of visual amenity and public safety pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) and saved policy E3.3 of the Unitary Development Plan for the City of Manchester (1995).

7) Prior to first use of the 3 LED Screens (A, B and C) being brought into first use, the levels of lighting and potential distraction to tram drivers must be assessed on site during the hours of darkness and submitted for approval. Any issues identified with the scheme shall be detailed together with measures to ensure no impact on tram drivers, including timescales for the implementation of any additional agreed measures. Any additional agreed measures shall then be implemented in accordance with the agreed timescales prior to the 3 LED screens being brought into use and thereafter retained and maintained in situ for as long as the signs remain in use.

Reason: To ensure that the lighting from the development does not adversely impact the safe operation of Metrolink pursuant to policy DM1 of the Manchester Core Strategy (2012).

8) If from the first anniversary of first use' of the LED screens and for the lifetime of the operation of the screens, the backing boards on the signals referenced on the location plan received by the City Council as Local Planning Authority on the 26 February 2024 are in the opinion of the local planning authority seriously damaged or defective as identified through an annual monitoring process, the backing boards shall be replaced within two months of a written request from the City Council. Written evidence shall be provided to the City Council, as Local Planning Authority, confirming that the works have been undertaken within one month of the works being undertaken.

Reason - In the interest of public safety pursuant to policy DM1 of the Manchester Core Strategy (2012).

9) The 3 LED screens (A, B and C) shall only be in use between the hours of 07:30am and 00:00am only. Outside of these times, or when the screens are not required to be in use, the screens should be switched off.

Reason - In the interest of visual amenity pursuant to policy DM1 of the Manchester Core Strategy (2012).

Informatives

There are no informatives attached to this decision.

Date: 11 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.