Wildstone

Appendix 2

Recommended Conditions

Conditions as specified (where relevant) for express consent 136149/AOH/2023.

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.

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, harbor 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.

   (d) 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.

   (e) 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.

   (f) 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. (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

   (b) No individual advertisements shall be displayed for duration of less than 10 seconds.

   (c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

   (d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

   (e) 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.

   (f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300cd/m2 during non-daylight hours / inclement weather.

   Reason: In the interests of pedestrian and highway safety and in order to safeguard the amenities of the

area pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and policy DC15 of the Saved Unitary Development Plan.

4. The advertisement consent hereby approved relates to the display of one, 48 sheet digital advertisement sign in accordance with the following drawings and documents stamped as received by the City Council as local planning authority on [ ].

   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 for the City of Manchester.