

Important – Planning permission & notices of consent

Compliance with conditions

- Your planning approval or 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.
- Some conditions will require action before you start development and it is imperative that you seek to have these discharged before any work commences.
- 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 planning control and this may lead to enforcement action.
- Failure to comply with conditions may also result in the development not being lawful.
- It is in your interests to demonstrate that conditions have been complied with. Failure to do so may cause difficulties if the property is sold or transferred.
- 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

Advertisement Consent

Applicant

Wildstone Estates Limited
29 Berghem Mews
Blythe Road
London
W14 0HN

Agent (if used)

Mr Richard Page
Wildstone
2 The Hayloft
Far Peak
Northleach
Cheltenham
GL54 3AP

Part 1 – Particulars of the application/development

Proposal: Variation condition 3 (limitation of express consent) relating to application ref: 136149/AOH/2023 for the installation of one elevated digital display poster sign

Location: Land And Buildings Adjacent To 48 Ashton Old Road, Southside Of Ashton Old Road, Manchester, M12 6LP

Date of application: 2 August 2023

Application number: 137753/AOH/2023

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **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 development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

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.

3) Express consent shall expire five years from the date of advertisement consent hereby granted.

Reason: For the avoidance of doubt, pursuant to saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy for the City of Manchester.

4) (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 600 cd/m² during daylight operation and 300 cd/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 saved policy DC15 of the Unitary Development Plan.

5) The advertisement consent hereby approved relates to the display of one, 48 sheet digital advertisement sign following the removal of the existing 96 sheet advertising hoarding, which shall be implemented in accordance with the following drawings and documents stamped as received by the City Council as local planning authority on 2 August 2023:

Application forms to display advertisements;

Wildstone covering letter Ref: 13669 dated 14 July 2023

Appendix 1 - Manchester Express Advertising Consents

Appendix 2 - Recommended conditions

Site location plan Ref: 011-0203-0073/PA/01;

Proposed site plan Ref: 011-0203-0073/PA/03;

Proposed Elevations Ref: 011-0203-0073/PA/05;

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.

6) The authorised signage shall be implemented in accordance with the detail of drawing referenced Proposed Elevations 011-0203-0073/PA/05 relating to material specification and external finishes, including the incorporation of an external jet black colour treatment (RAL 9005) to the cladding panels supporting the digital signage structure. The approved external colour treatment shall be applied to the signage prior to the authorised digital signage being brought into use and maintained in situ at all times thereafter.

Reason - In the interests of the visual amenities of the streetscene pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

7) Notwithstanding the detail of drawings ref: Proposed Elevations Ref: 011-0203-0073/PA/05, the advertisement consent hereby approved does not confer consent of the erection timber safety fencing to the Ashton Old Road boundary as shown on Proposed site plan Ref: 011-0203-0073/PA/03.

Reason - In the interest of the amenities and appearance of the streetscene as a radial route to and from the city centre pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and saved policy E3.8 of the Unitary Development Plan.

Informatives

The application site is located within land that may be required to construct and/or operate Phase 2b of a high-speed rail line from Crewe to Manchester, known as High Speed Two. Powers to construct and operate High Speed Two are being sought by promoting a hybrid Bill in Parliament and as a result the application site may be compulsorily purchased. In addition as the HS2 project is not yet at a detailed design stage the applicant is advised to closely follow ongoing progress of the HS2 programme.

The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements should be agreed with the Council as local highway authority.

Date: 2 October 2023

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 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 approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the Secretary of State in accordance with section 78 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 planning 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 or by telephone 0117 372 6372.