



To	Head of Planning	FAO: Max Gibson
From	Head of Compliance, Enforcement and Community Safety	
Contact Officer:	Karen Williamson	Our Ref: 792304
Date:	28 November 2023	Telephone: 31347

Consultation on Planning Application

Application No: 138439/AOH/2023

Description: Removal of the existing display followed by the installation of an internally illuminated advertisement of similar dimensions.

Location: Land Between 317 And 325 Oldham Road, Manchester, M40 8ED

I write in response to your memorandum regarding the above application and to inform you that I have considered the application and recommend that the following conditions are attached to any approval.

LIGHT2

Advertising Screens

- 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.
- No individual advertisements shall be displayed for duration of less than 10 seconds.
- Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
- The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
- 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.

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

Confirmation is needed regarding the 2 points in black.

Information for Developers guidance documents can be downloaded using the following link:

http://www.manchester.gov.uk/info/500207/planning_and_regeneration/1962/additional_planning_guidance/3

Should you wish to discuss this matter further please contact Karen Williamson on extension 31347.

Fiona Sharkey
Head of Compliance, Enforcement and Community Safety