

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

Joseph Arshed
MediaCo Limited
Churchill Point
Churchill Way
Trafford Park
Manchester
M17 1BS

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Temporary Advertising Banner on Loading Gantry Scaffold for a period of 1 year.

Location: Manchester Town Hall , Cooper Street, Manchester, M2 4EG

Date of application: 27 June 2023

Application number: 137410/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) a) The express advertisement consent hereby granted is limited to a period of 1 year starting on the date of the commencement of the display of the advertisement hoarding hereby approved or 27 June 2023; if that is earlier.
- b) On the date of the expiry of the express consent period on 26 June 2024 or earlier (see a), or on the date of completion of the relevant works; if that is earlier; the advertisement hoardings and all associated development shall be removed, any use of the land/building authorised by this consent shall be discontinued, and the land/building shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, EN3, CC9, CC10, T1 and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 2.10, 2.20, 12.6, 3.1 and 8.8 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2, DC18.1 and DC19.1 of the Unitary Development Plan for Manchester

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) The advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

The location plan referenced 'MECO 0003 LP - Updated' received by the City Council as local planning authority on 27 June 2023

The drawings referenced:

MECO 0001 SCHEM/GEN/BANNER/SPEC

MECO 0002 SCHEM/LIGHT

received by the City Council as local planning authority on 27 June 2023

MECO 0005 ED&AD Updated

received by the City Council as local planning authority on 27 June 2023

The letter from Media Co Group dated 26 June 2023

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3, CC9, CC10, T1 and SP1 of the Core Strategy, paragraphs 2.10, 2.20, 12.6, 3.1 and 8.8 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2 and DC19.1 of the Unitary Development Plan

4) Advertising displayed on the scaffold shall be strictly controlled as follows:

a) All advertising shall comply with the Code of Practice of the Advertising Standards Authority and as such will not:

- i) be in advocacy of, or opposition to any politically, environmentally or socially controversial subjects or issues.
- ii) relate to a political party or parties or a political cause.
- ii) refer to indecency or obscenity or use obscene or distasteful language.

- iv) depict direct or immediate violence to anyone shown in the advertisement.
- v) depict men, women or children in a sexual manner or display nude or semi-nude figures in an overtly sexual context.
- vi) promote the availability of adult or sexually orientated entertainment materials or establishments.
- vii) promote food or beverage products that are classed 'less healthy' based on the Food Standards Agency 'Nutrient Profiling Model'.
- viii) promote tobacco products, e-cigarettes or related products.
- x) promote weapons, gambling or illegal drugs.
- xi) promote financial organisations and loan advancers with punitive interest rates, 'cash for gold' or similar pawn broker type agents.
- xii) contain negative references to Manchester City Council Services or those services provided or regulated by the Authority or organisations associated with the Authority.
- xiii) adversely affect in any way the interests of Manchester City Council.

b) There shall be no advertising for a minimum of one week around the time of Armistice Day and Remembrance Sunday. The same approach shall be adopted during other similarly sensitive events if or when they occur. At these times the display shall be as shown within the image within the email from Joseph Arshed of Ocean Outdoor dated 8 January 2021 or consist of other similar and suitable displays designed and/or agreed by Manchester City Council. In the case of Remembrance Day, between and including Remembrance Sunday and Remembrance Day the scaffold wrap hereby approved shall only be used for related Public Sector messaging and images.

c) A minimum of 40% of the display days (146 days per annum) shall be used by Manchester City Council (with no fee) for public messaging campaigns, including the guaranteed display of specifically designed messaging including those days described in b) above.

This accords with the emails from Joseph Arshed of Ocean Outdoor dated 8 January 2021 and the email from Joseph Arshed of Ocean Outdoor to Melanie Cook dated 13 January 2021 as forwarded to Emily Booth and Anthony Mitchell by Liam Brady on 13 January 2021.

The display shall accord with the above approved details for the duration of the display.

Reason - In the interests of visual amenity and because the proposed works affect the Grade I Listed Town Hall and the setting of the Grade II* Listed Cenotaph and the Albert Square Conservation Area, and the above measures are required to protect the character, appearance and cultural significance of these heritage assets in accordance with saved policies DC18.1 and DC19.1; of the Unitary Development Plan for the City of Manchester and policies SP1, EN3 and DM1 of the Core Strategy.

5) The following measures shall be complied with for the duration of the display of the approved scaffold wrap:

- a) The material used shall have the highest flame retardant classification of any flexible banner material and shall meet the standard of TS62 certification prior to its installation on site.
- b) The Fire Integrity of the scaffold wrap shall be maintained at all times.

Reason - To ensure that the risk of fire damage to the Grade I Listed Building is not increased due to the installation of the hereby approved scaffold wrap in accordance with saved policies DC18.1 and DC19.1; of the Unitary Development Plan for the City of

Manchester and the Core Strategy for the City of Manchester, in particular Policies CC10, SP1, EN3 and DM1 and Section 8 (Promoting Healthy and Safe Communities) of the National Planning Policy Framework and the Regulatory Reform (Fire Safety) Order 2005.

6) External lighting shall be designed and installed so as to:

- a) control glare and overspill onto nearby properties.
- b) be controlled to not exceed 300cd/m² during the hours of darkness
- c) be set to switched off between the hours of 23:00 and 07:00.

Reason - Reason - In the interests of visual amenity and because the proposed works affect structures that are included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of these heritage assets, and to safeguard the amenities of the occupiers of nearby properties in accordance with saved policy DC19.1; of the Unitary Development Plan for the City of Manchester and policies SP1, EN3 and DM1 of the Core Strategy.

Informatives

There are no informatives attached to this decision.

Date: 3 August 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.