

**Planning**

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Manchester M60 2LA

Application for Consent to Display an Advertisement(s)**Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)****Publication of applications on planning authority websites**

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Land at

Address Line 1

Fairfield Street (of William Street)

Address Line 2

Address Line 3

Town/city

Manchester

Postcode

M12 5FX

Description of site location must be completed if postcode is not known:

Easting (x)

385568

Northing (y)

397626

Description

Address: Land at Fairfield Street (off William Street), Manchester, M12 5FX. Site adjacent exist slip road of the Fairfield Street westbound carriageway for entry to the Mancunian Way southbound carriageway.

Applicant Details

Name/Company

Title

-

First name

N/A

Surname

N/A

Company Name

Wildstone Estates Limited

Address

Address line 1

22 Berghem Mews

Address line 2

Blythe Road

Address line 3

Town/City

London

County

Country

Postcode

W14 0HN

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mr

First name

Richard

Surname

Page

Company Name

Wildstone

Address

Address line 1

2 The Hayloft

Address line 2

Far Peak

Address line 3

Northleach

Town/City

Cheltenham

County

Country

United Kingdom

Postcode

GL54 3AP

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Conversion of 5no. externally illuminated advertising displays to one Portrait D-Poster digital slimline advertising display

Advertisement Type:

Hoarding

Height:

7.5 metres

Width:

5 metres

Depth:

0.061 metres

What is the height from the ground to the base of the advertisement?:

2.75 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

750 centimetres

What materials will the advertisement be made of?:

Steel supports, steel internal structure, steel framing, digital tiles

The colour of text and background:

Advertising content will appear in full colour. Advertisements will change 1/10s on a one minute sequential cycle. Advertisements will be illuminated relative to ambient conditions in real time. Output will adjust on an advert by advert basis depending on the composition of content. Illumination levels will therefore fluctuate throughout the day, season, and weather conditions. Illumination will not exceed 5000cd/sqm during daylight and 300cd/sqm at night as per the Institute of Lighting Professionals best practice publication 'The Brightness of Illuminated Advertisements PLG 05 2015'.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

5000 cd/m²

Will the illumination be static or intermittent?:

Static

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☒ Yes
☐ No
☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

5no. 48-sheet illuminated paper paste billboards to be removed from site.

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/02/2023

To Date

01/02/2028

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
- ☒ No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and accompanying plans/drawings and additional information. I / We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Philip Allard

Date

19/12/2022