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BY PLANNING PORTAL REF: PP-11850042

Manchester City Council
Planning
PO Box 532
Manchester
M60 2LA

31871/A5/JK
16th January 2023

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

ADJACENT TO 48 ASHTON OLD ROAD, MANCHESTER, M12 6LP (OPPOSITE THE JUNCTION WITH VIADUCT STREET - CONVERSION OF POSTER ADVERTISEMENT DISPLAY TO D-POSTER

We have been instructed by Wildstone Estates Limited ("the Applicant") to submit an application for advertisement consent to upgrade an established paper and paste advertising display to a modern digital format, capable of being operated from a central location and significantly reducing vehicle trips for reposting.

This is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing displays and developing new sites in better locations. The overall strategy is to reduce the number of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure.

THE APPLICANT

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

Outdoor Advertising is now widely recognised by lenders as a property class, allowing it to attract new investment and innovation. As a provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness. The control mechanisms in place enable the D-Poster to mimic

a traditional 48-sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night-time.

As landlords, Wildstone will always have a long-term investment in their sites regardless of who the tenant is and will manage their assets to ensure that the sites are well maintained, and the displays are operating in line with planning conditions. Any problems arising from the sites can therefore be dealt with by a single controlling party.

As the largest owner of advertising assets in the Country and landlord to all of the major operators, Wildstone are now also in a strong position to be able to push best practice. Through partnership with the media operators and screen maintenance and monitoring contractors, new systems of control have already been established to help manage the operation of the displays.

Content is controlled remotely in real time from a Networks Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance. Engineers are located nationwide to be able to respond within 24 hours to any issues that cannot be dealt with remotely. Diagnostics software can report any small technical faults (e.g. a broken panel) so that a kill switch can turn the content to black until the engineer can reach the site.

THE PROPOSAL

The proposal seeks to “repost” the existing externally illuminated 98-sheet display at Land and Buildings adjacent to 48 Ashton Old Road (opposite the junction with Viaduct Street) in Manchester (the “Site”), with a 48-sheet equivalent “D-poster” which will display multiple static advertisements on rotation. The proposal would replace the existing sheet advertisement display and will be situated roughly in the same place as the existing billboard. Additionally, the existing 96-sheet will be reduced in size with this proposal to a 48-sheet D-poster.

The proposal panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.061m(d) and will be positioned 5.65m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected using a metal support structure to the rear contained within aluminium cladding. Some of the self-seed foliage will be removed and the existing health and safety rails will be replaced by a new health and safety fence.

In most instances, the re-posting of a D-poster can be achieved at a similar speed to traditional posting. The quality of the image produced will mimic that of a traditional poster, as illustrated at **Appendix 1**. Examples of a digital display operating in a similar environment is included at **Appendix 2**.

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds. The proposal is submitted as part of a nationwide project to upgrade traditional advertising hoardings to a modern digital format, which will see an overall reduction in adverts, as multiple advertising campaigns can be supported by single panels. This will see the end of sites comprising a number of competing adverts all displaying different campaigns.

As can be seen in **Figure 1** below, there has been an overall reduction in the volume of advertising panels over an extended period of time, even though the number of digital sites is increasing. At present, there are 1,300 digital 48-sheet advertisements in the UK, which is up from just 45 in 2015. However, over the same period the number of poster and paste 48-sheets has more than halved, from 18,519 to 8,910. This is a total reduction of 8,335 panels Nationwide, demonstrating a clear pattern of rationalisation and decluttering associated with digital upgrades. Since this project began, over 700 consents have been granted for digital advertisements across the UK.

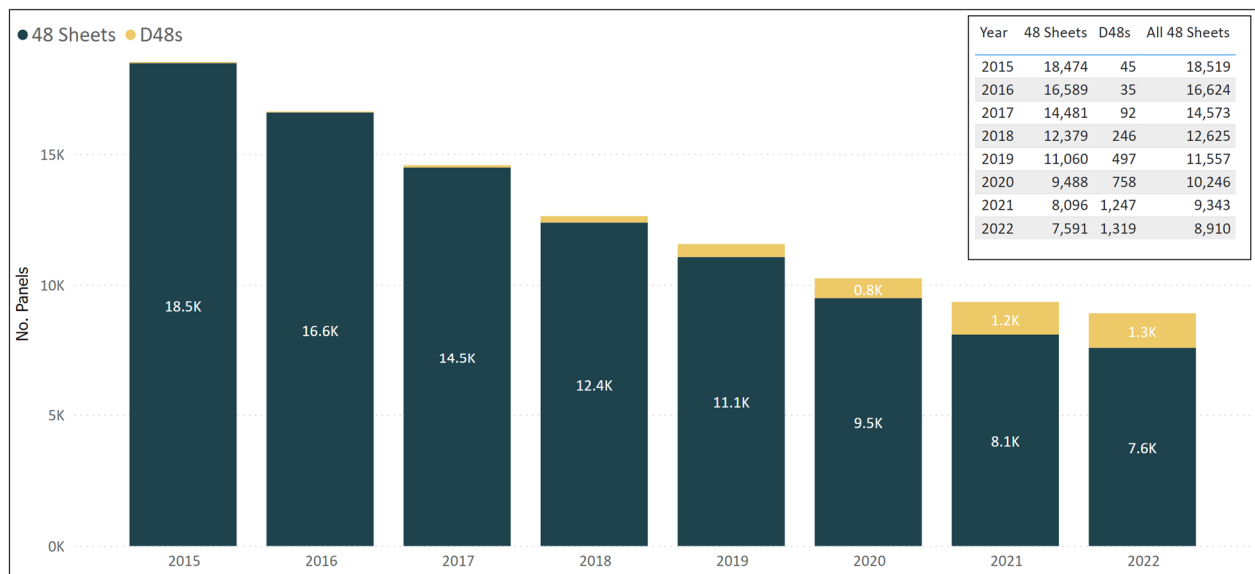


Figure 1: Reduction in 48-sheet advertising 2015-2022

As well as removing clutter, this consolidation has additional benefits, such as the reduction in vehicle trips to repost adverts every two weeks, as this can now be done remotely.

BENEFITS OF DIGITAL ADVERTISING

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators, the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- Tidy and well maintained sites and bio-diversity net gain where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips and associated noise, air quality and climate considerations;
- Removal of multiple advertising sites and panels and reduction in clutter;
- Reduction in waste involved in the poster production process;
- Greater flexibility to enable better access to advertising displays for local businesses;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging campaigns (i.e. Covid-19 Government messaging); and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

CONDITIONS

As described earlier, it is imperative that digital displays are appropriately controlled to ensure that they are acceptable in amenity and public safety terms. Outsmart, the advertising industry body (formerly the Outdoor Media Centre) has sought to self-regulate by introducing a code of practice that restricts the operation of digital displays adjacent to the highway to static images only, on a rotation of on advert every ten seconds, with a rapid change between images. The ILP Guidelines*

*Institute of Lighting Professionals best practice guidance; *The Brightness of Illuminated Advertisements PLG05 2015*

have also been widely adopted as a means of controlling the night time luminance of advertisements. This industry standard forms the basis for conditions applied to the majority of digital advertisement consents.

Wildstone and Outsmart continue to work closely with the Institute of Lighting Professionals to establish best practice guidance on the use of digital displays at night time and during the day. A new ILP guide is currently being prepared.

In accordance with the current best practice approach, the D-Poster displays operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night time, with lower thresholds set on more sensitive sites.

During the daytime the screen is able to adjust according to changes in the ambient light, ensuring that the brightness decreases in low light conditions. An example of a display operating in overcast conditions is included at **Appendix 3**.

The following conditions are proposed for this site:

1. The intensity of the illumination of the sign permitted by this consent shall be no greater than 300cd/m² in the hours of darkness. During the daylight hours the luminance shall be controlled by sensors and/or timers to reflect ambient light conditions. At all times the display shall operate within that recommended by the Institution of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement guide).

Reason: In the interests of amenity and in order to retain effective planning control.

2. The minimum display time for each advertisement shall be no less than 10 seconds;

Reason: In accordance with industry code of practice and in the interests of amenity and public safety in order to retain effective planning control.

3. Changes between advertisements to take place instantly with fade effect and no other sequencing, fading, swiping or merging effects;

Reason: In the interests of amenity and public safety in order to retain effective planning control.

4. No individual advertisement displayed shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols or any images that resemble road signs or traffic signals.

Reason: In the interests of amenity and public safety in order to retain effective planning control.

5. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

Reason: In the interests of amenity and public safety in order to retain effective planning control.

Evidence based justification would be required for deviating from the standard approach in order to meet the six tests as set out in National Planning Policy Guidance (NPPG).

THE SITE

The proposal Site comprises land and buildings adjacent to 48 Ashton Old Road (opposite the junction with Viaduct Street) in Manchester (the "Site") and is located on the south side of Ashton Old Road, at the entrance to commercial properties and opposite the junction with Viaduct Street. The Site currently supports an externally illuminated 96-sheet billboard that is fixed to a structural wall and is in an elevated position.

The Site's immediate surrounding is predominantly commercial in character with commercial premises, and therefore associated business related advertisement, surrounding the Site. There are no residential properties located within close proximity to the Site. Motorpoint Manchester, a car dealership, is located approximately 47m north of the Site and Martins Holiday Village is located approximately 140m northeast of the Site.

The Site is not subject to any statutory landscape, environmental or historic designations and is not located within a Conservation Area. There are no Listed Buildings or Locally Listed Buildings within close proximity of the Site.

The Site currently benefits from advertisement consent. A D-poster has previously been supported by the Planning Inspectorate at the proposal Site (appeal ref: APP/B4215/Z/21/3269491). The application for a 48-sheet digital LED advertising display was allowed at appeal on 6th July 2021. Further details of Appeal APP/B4215/Z/21/3269491 can be found at **Appendix 4**. However, since being allowed consent, it has been noted that the D-Poster proposals needs to be adjusted to include a supporting structure as the railway viaduct cannot support the digital panel without further structural support. Therefore, this application is similar to the previously approved application, but has been adjusted to reflect the changes in circumstances.

In addition to the above, the below approved advertisement consents are within proximity to the Site and considered relevant:

- 118613/AOH/2017 - Land At Fairfield Street, Manchester, M12 5FX - Replacement of an existing illuminated 96-sheet advertising signage with a 48-sheet digital LED display advertisement signage, approved at appeal 16th July 2018.
- 123033/AOH/2019 - Land At Ashton Old Road Corner Chancellor Lane, Manchester, M12 5FX - Removal of the existing advertisements to be replaced with one internally illuminated digital display advertisement sign, approved 10th May 2019.
- 128689/AOH/2020 – Right Corner Lime Bank Street, Ashton Old Road, Manchester, M12 6LP – Installation of LED advertisement hoarding with integrated plinth to replace existing illuminated advertisement hoarding, approved 18th January 2021.

Accordingly, the proposal Site is an established location for advertising, having supported the existing externally illuminated billboard advertisement for over 14 years, as demonstrated at **Appendix 5**. As the advertisement displayed on the Site has been in continual use for over 10 years, and there has not been a material increase in the extent to which the Site has been used, or a material alteration in the manner in which it has been used, the signage benefits from deemed consent under Class 13(1) or the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

PLANNING POLICY

The legislative framework for the control of advertisements is contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2021 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 136 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Manchester's development plan currently comprises of the Core Strategy (adopted July 2012), Extant Unitary Development Plan Policies (UDP), Greater Manchester Joint Waste DPD and Greater Manchester Joint Minerals DPD. Policy DC15 of the Extant UDP relates to advertisements and states that applications for advertisements will be considered only in the interests of amenity and public safety. In particular, the Council will take into account of the following matters in assessing these interests:

- a. The general location of the proposed development and the effect on visual amenity;*
- b. The scope for posters and hoardings to make a positive contribution to the locality;*
- c. The design of the structures, and the relationship with any premises on which they are located;*
- d. The effect of the proposal on permanent redevelopment of the land;*
- e. Public safety resulting from the positioning of the design of the display;*
- f. The ease with which the structure is capable of being satisfactorily maintained;*
- g. The use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;*
- h. The use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;*
- i. The use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;*
- j. The number of advertisements in the locality and their cumulative effect on visual amenity*

In assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. Developments of this kind should not harm the character or architectural features of a building. Nor interfere with its proper use;*
- b. They should be in scale with the locality and relate properly to the site on which they stand;*
- c. They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*
- d. A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size or design will not be permitted.*

Policy EN1 of the Core Strategy also relates to design principles of new developments, stating that new development in Manchester will be expected to take into consideration its location within the specific areas and reinforce the sense of place and local distinctiveness of the City.

PLANNING CONSIDERATIONS

The like for like replacement of the displays and the control over operation seeks to ensure that the change in the visual impact of the Site on the surroundings is not material. Nevertheless, it is acknowledged by the Applicant that the change in the supporting structure, type of illumination and the potential to increase the rate of change of the adverts would require express advertisement consent. The impact of these alterations have been considered in amenity and public safety terms below.

Amenity

As the proposal seeks to “repost” the existing externally illuminated advert and therefore mimic the existing situation, there will be minimal impact on the visual amenity during daytime. At night, the night-time illumination setting will ensure that the level of illumination is appropriate to the local area and is equivalent to a traditional externally illuminated advert, with a more even light spread.

The context of the surroundings and presence of streetlights, bus stops and other internally illuminated digital advertisement billboards along Ashton Old Road establishes the Site as appropriate for an illuminated advert of this type.

The side-by-side comparison photograph on the D-Poster information sheet (**Appendix 1**) helps to illustrate the minimal difference between the existing type of display and the proposed replacement once appropriate controls are put in place, which ensure that a digital advertisement is not over illuminated.

In this instance the size of the billboard will be reduced from the existing 96-sheet to the proposed 48-sheet, therefore reducing the overall impact. When determining the previous application the Inspector concluded that the “*The proposed hoarding would be half the size as the existing, and a less dominant scale of advert which would be a benefit compared to the substantial existing hoarding*”. The inclusion of cladding behind the display and installation of health and safety screen will further improve the appearance of the Site.

The proposal would not be detrimental in either an immediate or wider sense. It is not within a conservation area, attached or adjacent to a listed building, nor within proximity of any local heritage assets. The site can be considered wholly appropriate in principle for advertising of this type. Indeed, the existing advertisement hoardings have been located on the Site for a minimum of 14 years. When determining the previous application the Inspector concluded that “*...whilst the digital advertisement may appear more conspicuous than the existing, it would not appear intrusive or out of place having regard to the established character of the area*”. Statistics also demonstrate how commonplace and well-established digital advertising displays have become across the country.

Public safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of an advertisement is already established at this location, the Council must only consider whether the proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety. Should the Council’s Highways department identify any reasons why the location might be challenging to drivers, the Applicant would be open to discussing alternative controls. However, it should be noted that:

- The proposed conditions are now well established as best practice and as such any change (e.g. to the rate of change) would be unusual and would need to be evidence based and specific to the location; and
- Neither the Planning Inspector or the Council’s highways team raised an issue in relation to public safety when determining the previous proposals.

The Site is in an uncomplicated location which drivers should be able to navigate with ease. The billboard is located on a single carriageway, straight, 30mph road, and as such the cognitive demand on road users at this point is low. Drivers would therefore be entirely capable of glancing at

advertisement whilst maintaining stopping distances and an awareness of surrounding traffic movements.

APPLICATION SUBMISSION

In order to complete the application, please find attached the following documentation:

- Completed application forms;
- Letter Statement (this letter);
- Architectural drawings including;
 - *011-0203-0073 | PA | 01 Site Location Plan*
 - *011-0203-0073 | PA | 02 Existing Site Plan*
 - *011-0203-0073 | PA | 03 Proposed Site Plan*
 - *011-0203-0073 | PA | 04 Existing Elevations*
 - *011-0203-0073 | PA | 04 Proposed Elevations*

Additionally, we will arrange payment to Manchester City Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours sincerely,



JUSTIN KENWORTHY

Director

APPENDIX 1

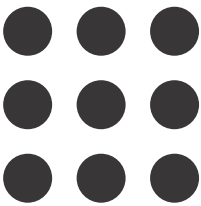
D-POSTER INFORMATION SHEET

TOWN PLANNING
MASTERPLANNING & URBAN DESIGN
ARCHITECTURE
LANDSCAPE PLANNING & DESIGN
SUSTAINABLE VALUE

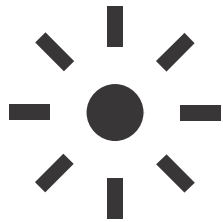
INFRASTRUCTURE & ENVIRONMENTAL PLANNING
HERITAGE
GRAPHIC COMMUNICATION
COMMUNICATIONS & ENGAGEMENT
DEVELOPMENT ECONOMICS

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on stock and in a process
that conforms to the PEFC
standards for sustainably
managed forests.

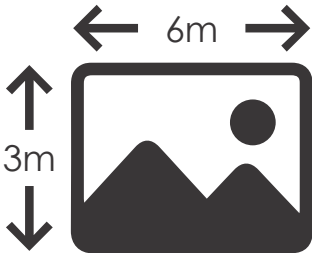
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to
traditional digital panel (300-600mm)

APPENDIX 2

EXAMPLE OF COMPARABLE DISPLAY

TOWN PLANNING
MASTERPLANNING & URBAN DESIGN
ARCHITECTURE
LANDSCAPE PLANNING & DESIGN
SUSTAINABLE VALUE

INFRASTRUCTURE & ENVIRONMENTAL PLANNING
HERITAGE
GRAPHIC COMMUNICATION
COMMUNICATIONS & ENGAGEMENT
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APPENDIX 3
EXAMPLE OF DISPLAY OPERATING IN OVERCAST CONDITIONS

TOWN PLANNING
MASTERPLANNING & URBAN DESIGN
ARCHITECTURE
LANDSCAPE PLANNING & DESIGN
SUSTAINABLE VALUE

INFRASTRUCTURE & ENVIRONMENTAL PLANNING
HERITAGE
GRAPHIC COMMUNICATION
COMMUNICATIONS & ENGAGEMENT
DEVELOPMENT ECONOMICS

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FREE RANGE

Lily Bole
Lily Bole's story by the River
At Home 2020
London College of Communication
londoncc.com
© 2020



Showing the products of 2020
in partnership with Clear Channel
Advertisement

Clear Channel


Dudley Street
Guns Village

West Bromwich Parkway
Footpath and cycleway

GET SHARP

APPENDIX 4 APPEAL DECISION

TOWN PLANNING
MASTERPLANNING & URBAN DESIGN
ARCHITECTURE
LANDSCAPE PLANNING & DESIGN
SUSTAINABLE VALUE

INFRASTRUCTURE & ENVIRONMENTAL PLANNING
HERITAGE
GRAPHIC COMMUNICATION
COMMUNICATIONS & ENGAGEMENT
DEVELOPMENT ECONOMICS

This product is printed
on stock and in a process
that conforms to the PEFC
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Appeal Decision

Site visit made on 11 May 2021 by Darren Ellis MPlan

Decision by Chris Preston BA (Hons) BPI MRTPI

an Inspector appointed by the Secretary of State

Decision date: 6 July 2021

Appeal Ref: APP/B4215/Z/21/3269491

Adjacent to 48 Ashton Old Road (opposite The Junction With Viaduct Street), Manchester, M12 6LP

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Cleae Channel UK against the decision of Manchester City Council.
 - The application Ref 128607/AOH/2020, dated 1 October 2020, was refused by notice dated 11 January 2021.
 - The development proposed is described as Installation of digital advertisement display to replace existing 96 sheet advert.
-

Decision

1. The appeal is allowed and advertisement consent is granted for the installation of a digital advertisement display to replace an existing 96 sheet advert adjacent to 48 Ashton Old Road (opposite The Junction With Viaduct Street), Manchester, M12 6LP. The consent is for five years from the date of this decision and is subject to the standard conditions set out in the Regulations and the following additional conditions:
 - 1) The intensity of the illumination of the digital advertising screen permitted by this consent shall be no greater than 300 candelas per square metre during hours of darkness.
 - 2) The advertising screen shall not display any moving, or apparently moving images, or sequencing of images over more than one advert.
 - 3) The advertisement display shall not change more frequently than every 10 seconds and the interval between advertisements shall be instantaneous.

Appeal Procedure

2. The site visit was undertaken by an Appeal Planning Officer whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matters

3. The site address provided on the application form is Land and Buildings, South Side of Ashton Old Road, Manchester, M12 6LP. However, the decision notice, appeal form, the appellant's statement and the Council's delegated report all use the site address 'Adjacent to 48 Ashton Old Road (opposite The Junction With Viaduct Street)'. As this address is more accurate than the address
-

provided on the application form, I have used this amended address in the banner heading above.

4. On the application form, the proposed development is described as 'Upgrade of existing 48 sheet advert to support digital poster.' Notwithstanding this, the submission documents clearly show that the existing advertisement is 96 sheet in size and not a 48 sheet advertisement. I have therefore amended the description of development in the banner heading above to match the description shown in the decision notice, appeal form, the appellant's statement and the Council's delegated report, which accurately reflects the proposed development.

Main Issues

5. The main issue is the effect of the advertisement on visual amenity.

Reasons for the Recommendation

6. The appeal site is located in a commercial area on the south side of Ashton Old Road, which is a busy arterial route from the city centre. A large externally illuminated 96 sheet poster display exists on the appeal site. The proposal would replace this with a 48 sheet internally illuminated digital display. The proposed advertisement would show static images that would change at intervals of not less than 10 seconds.
7. Surrounding the existing hoarding are several other separate non-illuminated advertisements and an LED scrolling message screen, and there are numerous advertisements and shopfront fascia signs in the wider streetscene. The busy character and commercial nature of the road, together with the fascia signs and advertisements in the street, all contribute to the appearance of the area and the existing hoarding does not look out of place in that context.
8. The existing hoarding is in a prominent position and is highly visible to road users and pedestrians approaching from the west of the site. Even if the existing advertising hoarding did not have consent when it was erected, the hoarding appears to have been in place for a number of years and is an established part of the street scene. There is no indication that the Council has ever sought to discontinue the sign. The proposed hoarding would be half the size as the existing, and a less dominant scale of advert which would be a benefit compared to the substantial existing hoarding.
9. I acknowledge that a digital screen could be more prominent than the existing advertisement, as images would change at regular intervals and they would be more visible when it is dark as a result of the LED illumination. However, the level of illumination could be regulated by condition. In this case the appellant has offered to limit the illuminance of the digital display to 300 candelas per square metre during the hours of darkness. At such levels I am satisfied that the luminance of the advertisement would be appropriate in the context of the surrounding environment, having regard to the busy and well-lit nature of the road and the presence of commercial premises. Similarly, the speed with which the advertisements change and the prevention of video or moving images could also be controlled by condition. Furthermore, the reduction in size of the hoarding would reduce its prominence. Consequently, whilst the digital advertisement may appear more conspicuous than the existing, it would not

appear intrusive or out of place having regard to the established character of the area.

10. The Council has drawn my attention to policies EN1, DM1 and SP1 of the Core Strategy Development Plan Document (July 2012) and saved policies DC15.1, DC15.2 and E3.3 of the Unitary Development Plan for the City of Manchester (1995), all of which seek in various ways to protect amenity. However, whilst I have taken them into account as material considerations, the powers to control advertisements under the Regulations may be exercised only in the interests of amenity and public safety. Consequently, in my determination of this appeal the Council's policies are not, in themselves, decisive. In any event, I have found that the proposal would not cause harm to the amenity of the area and therefore find no conflict with the stated policies.

Conditions

11. Both parties have suggested a series of conditions to regulate the illumination and appearance of the images in the event that the appeal was allowed. I have considered them having regard to the tests set out in Paragraph 55 of the Framework. In the interests of public safety and visual amenity it is necessary to control the luminance of the sign, moving images and the frequency with which the displays change. Such conditions are necessary to make the proposal acceptable.
12. The Council has requested a condition that requires the removal and discontinuation of the advertisement once the temporary consent has expired, and the for land to be reinstated to a scheme to be submitted to and approved by the Council before the expiration of the consent, in the interests of visual amenity. Applications for express consent are granted for a period of five years, as stated in the decision above, after which time the advertisement would benefit from deemed consent under the terms of the Advertisement Regulations. After such time the Council would be free to consider serving a discontinuance notice in the event that the advertisement was causing harm to amenity or was a danger to the public. However, there is nothing to indicate that the advert will degrade to such an extent or that it would automatically cause harm after the 5 year period. Accordingly, the suggested condition requiring its removal is not necessary to make the proposal acceptable.
13. A condition specifying the approved plans is also not necessary as the decision grants express consent for the specific details submitted with the application and there is no doubt about the details being approved.
14. In the interests of highway safety, the Council also suggested conditions for the display panel to be fitted with a light sensor in order to adjust the brightness of the digital screen when ambient light levels change, and for the screen to defaults to a black screen in the event of a malfunction. However, the appellant's statement states that the proposed digital screen would already incorporate these features, and I find it would not be necessary to attach these conditions. The conditions relating to light levels, sequencing and the prevention of moving images are sufficient to avoid harm to amenity or highway safety.
15. For the reasons given above, I recommend that the appeal should be allowed and express consent granted subject to the conditions relating to the above matters in addition to the standard conditions set out in the Regulations.

Darren Ellis

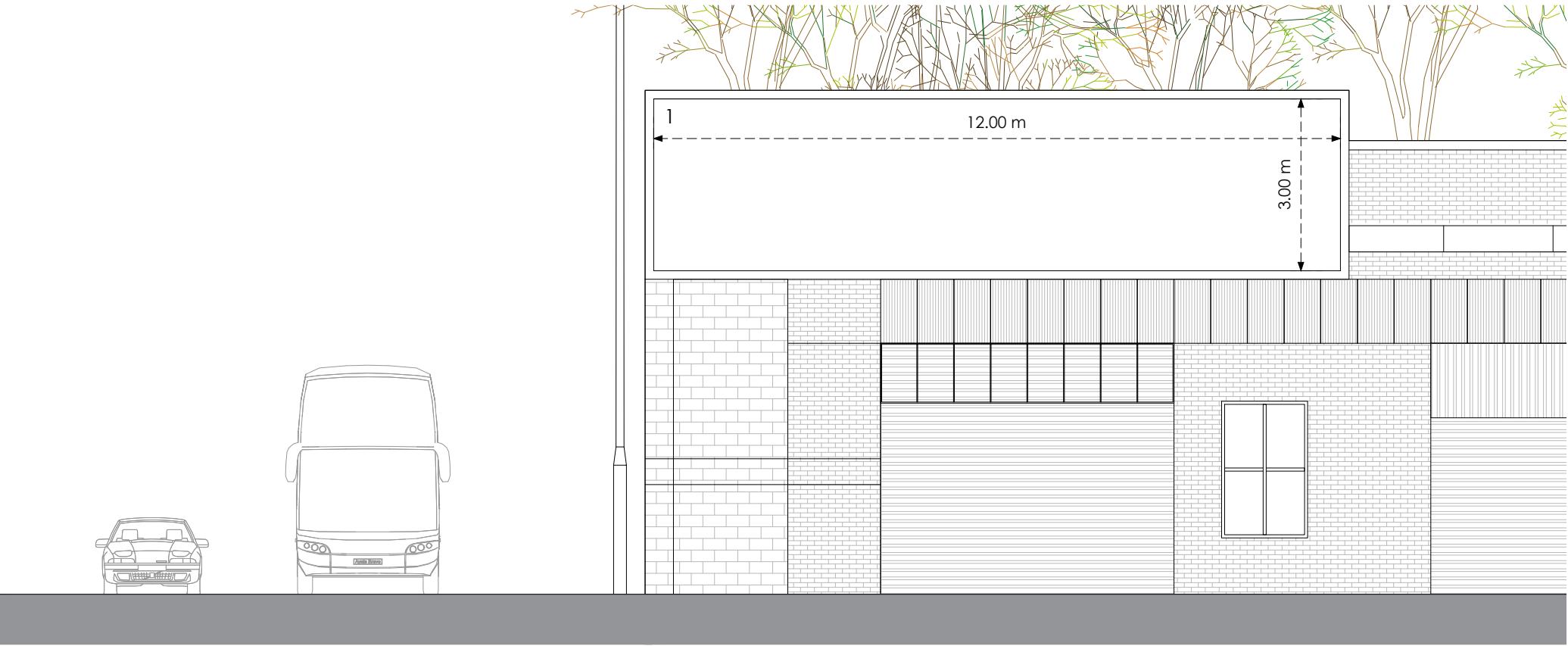
APPEAL PLANNING OFFICER

Inspector's Decision

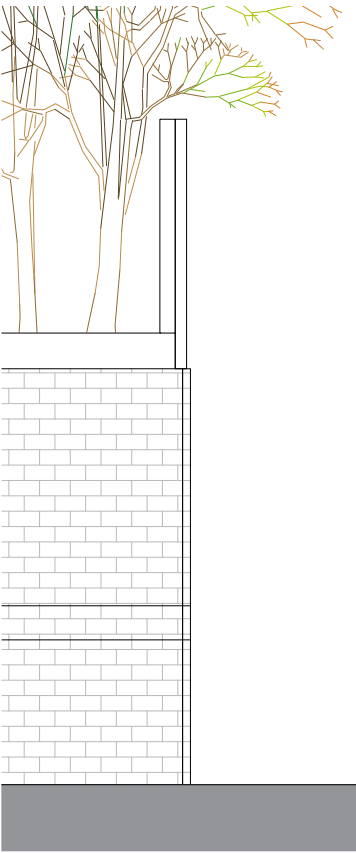
16. I have considered all the submitted evidence and the Appeal Planning Officer's report, and on that basis I agree with the recommendation and shall allow the appeal subject to the conditions set out in paragraph 1.

Chris Preston

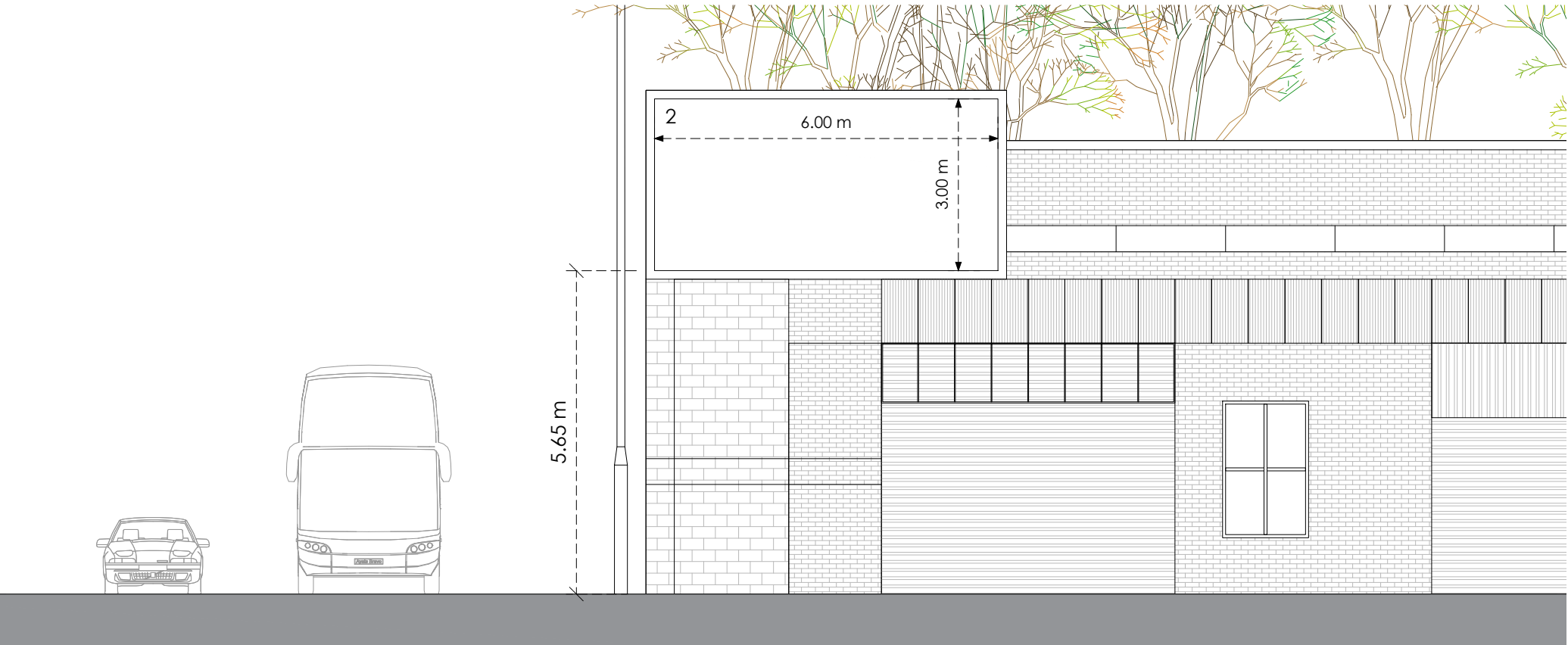
INSPECTOR



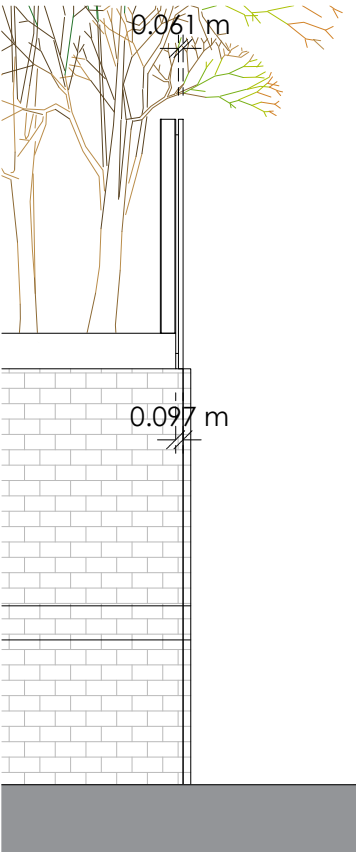
Front



Side



Front



Side

Existing

Proposed

0 4m 8m

Title
Existing and Proposed Elevations

Address
Land And Buildings On The South Side
Of Ashton Old Road, Manchester,
M12 6LP

Client
Clear Channel

Job No.
011-0203-0073

Issued
22/09/20

Scale
1:100 @ A3

Key

- 1. Existing Advertising Board
- 2. Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

JULY 2008



JUNE 2015



TOWN PLANNING
MASTERPLANNING & URBAN DESIGN
ARCHITECTURE
LANDSCAPE PLANNING & DESIGN
SUSTAINABLE VALUE

INFRASTRUCTURE & ENVIRONMENTAL PLANNING
HERITAGE
GRAPHIC COMMUNICATION
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on stock and in a process
that conforms to the PEFC
standards for sustainably
managed forests.

MARCH 2021



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