

Appendix 6:

Application 135312/AOH/2022 Application Case Officer Correspondence

Jamie Wilton

From: Jamie Wilton
Sent: 07 December 2022 17:29
To: 'Adam Mitchell'
Subject: RE: 135312/AOH/2022 | Replacement of existing 48 sheet advert display with a digital panel display. 408 Stretford Road

Hi Adam

That is disappointing to hear, if there are any requests for restrictions for you to be supportive of the proposal please let us know.

However, to confirm, yes please do take the revised night-time luminance level proposed (100cd/m2) to supersede the 300cd/m2 as originally proposed.

Kind regards

Jamie

From: Adam Mitchell <Adam.Mitchell@manchester.gov.uk>
Sent: 07 December 2022 14:43
To: Jamie Wilton <JWilton@alderking.com>
Subject: Re: 135312/AOH/2022 | Replacement of existing 48 sheet advert display with a digital panel display. 408 Stretford Road

Hi Jamie,

Thank you for your email.

After further discussions with my boss and reviewing planning history of the local streetscene MCC would still take the judgement that this proposal is considered to be detrimental to the level of residential amenity that the occupants of the surrounding residential properties enjoy.

Do you wish to for the revised proposal and the updated night-time illuminance and limited operational hours to supersede the original proposal and I shall proceed with the refusal based off the submitted revised scheme?

Kind Regards

Adam

Adam Mitchell
Career Graded Planning Officer (Areas Team)
Development Management
Planning Building Control and Licensing - Growth and Development
Manchester City Council

Tel: 0161 234 4165
Email: Adam.Mitchell@manchester.gov.uk
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Location address: Manchester City Council Town Hall Extension Lloyd Street Manchester M2 5DB.
Postal Address: Manchester City Council P.O. Box 532 Town Hall Manchester M60 2LA

From: Jamie Wilton <JWilton@alderking.com>

Sent: 07 December 2022 9:58 AM

To: Adam Mitchell <Adam.Mitchell@manchester.gov.uk>

Subject: RE: 135312/AOH/2022 | Replacement of existing 48 sheet advert display with a digital panel display. 408 Stretford Road

Hi Adam

Further to my email yesterday, I have had a chance to discuss this with the applicant. As set out within our submitted covering letter, should the Council have concerns to the proposed works, the applicant would be open to discussing alternative controls.

In this regard, please see the attached lighting diagram in support of the application. The application originally proposed for the luminance of the D-Poster to be limited to 300cd/m² during night time hours. In response to the concerns you have raised, we are proposed to reduce this to 100cd/m² (screen brightness at 1%).

The attached illustrates the extent of light-spill from the proposed D-Poster set at a screen brightness of 1% (less than 100cd/m²). This is based on a 'worst-case scenario' of a full white screen. The lighting diagram demonstrates that a D-Poster set at a brightness of 100cd/m² would fully meet the ILP guidance for pre and post-curfew levels of light at residential windows. As now proposed, the D-Poster will therefore pose no risk of any unacceptable impact to neighbouring residential amenity. Moreover, regarding visual amenity, this diagram also serves to show the extent that the proposed signage will be visible in the street scene with light omission focussed on Erskine Street posing no adverse impact to the visual amenity of the area.

We trust the attached, and the proposal to restrict the luminance of the D-Poster to 100cd/m² during night time hours positively addresses the previous concerns raised and that the proposal is now acceptable in all regards.

Kind regards

Jamie

JAMIE WILTON Associate RTPI

Senior Planner

Tel: 0117 317 1178

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We take this opportunity to offer our very best wishes for the festive season and a Happy New Year.

Please note Alder King Offices will be closed from 5.30 pm on Friday 23 December 2022 and will re-open at 9.00 am on Tuesday 3 January 2023.

From: Jamie Wilton

Sent: 06 December 2022 09:38

To: 'Adam Mitchell' <Adam.Mitchell@manchester.gov.uk>

Subject: RE: 135312/AOH/2022 | Replacement of existing 48 sheet advert display with a digital panel display. 408 Stretford Road

Good morning Adam

Thank you for your comments below. Do you have any concerns from a public safety perspective or is this limited to amenity? As set out within our covering letter we could seek to agree further operational conditions with regard to the luminance level and time for when the display is on.

Please could you confirm timescales for when you aim to issue a decision on this as I can request a light spill diagram is prepared to demonstrate the extent of spill from the D-Poster?

Many thanks

Jamie

From: Adam Mitchell <Adam.Mitchell@manchester.gov.uk>

Sent: 02 December 2022 16:41

To: Jamie Wilton <JWilton@alderking.com>

Subject: Re: 135312/AOH/2022 | Replacement of existing 48 sheet advert display with a digital panel display. 408 Stretford Road

Hi Jamie,

I hope you are well. After reviewing the proposed plans and conducting a site visit MCC would have significant concerns with the proposal and will seek to refuse the application based off amenity impacts to the residential flats in the local vicinity.

Kind Regards

Adam

Adam Mitchell
Career Graded Planning Officer (Areas Team)
Development Management
Planning Building Control and Licensing - Growth and Development
Manchester City Council

Tel: 0161 234 4165

Email: Adam.Mitchell@manchester.gov.uk
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Location address: Manchester City Council Town Hall Extension Lloyd Street Manchester M2 5DB.
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From: Jamie Wilton <JWilton@alderking.com>

Sent: 01 December 2022 12:40 PM

To: Adam Mitchell <Adam.Mitchell@manchester.gov.uk>

Subject: 135312/AOH/2022 | Replacement of existing 48 sheet advert display with a digital panel display. 408 Stretford Road

Good afternoon Adam

Please could you provide an update on the above application? We note that the application was registered by the Council on 28/10/2022 but have yet to receive any consultation responses.

Many thanks

Jamie

JAMIE WILTON Associate RTPI

Senior Planner

Tel: 0117 317 1178

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