

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

Mr Sam Harrison
King Media Ltd
90 Westbourne Grove
London
W2 5RT

Agent (if used)

Mr David Armstrong
Armstrong Planning
The Old School House
Dartford Road
March
Cambs
PE15 8AE

Part 1 – Particulars of the application/development

Proposal: Erection of a Static Illuminated Shroud Advertisement for a temporary period of 8 months

Location: Wellington House , 39 Piccadilly, Manchester, M1 1LQ

Date of application: 10 October 2022

Application number: 135172/AOH/2022

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) 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.

2) (a) The express advertisement consent hereby granted is limited to the period from 06-02-2023 and 06-10-2023;

(b) On the date of the expiry of the express consent period in (a) above the advertisement hoarding(s) and all associated development shall be removed, any use of the land 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

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

-The drawings referenced; Proposed South Elevation, PY4230/005 - Proposed East Elevation, PY4230/007 - Site Specification, PY4230/008 Proposed View, Programme of Works, Schedule of Condition, Signed Contract of Works, 'Enhancing the Urban Landscape' Maximus Brochure & Floodlights (Lighting Specifications); received by the City Council as local planning authority on 10/10/2022

-The completed signed contract of works received by the city council as local planning authority on 24/11/2022.

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, DC18.1 and DC19.1 of the Unitary Development Plan

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

a) The material used shall have flame retardant classification of TS62 certification (or equivalent) 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 non-designated heritage asset and the surrounding listed buildings 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.

5) 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.

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

Reason - In the interests of visual amenity

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

- a) control glare and overspill onto nearby properties and shall only be as shown in the approved dwgs (Condition 3).
- 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 06:00.
- d) all images to be static

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

Colleagues within TfGM's Bus Shelter's team have been consulted. Two bus stops border the site, one on Lever Street and one on Piccadilly. If the installation of the scaffolding associated with the advertisement is likely to affect the use of the bus stops, the applicant will need to liaise with stop.closures@tfgm.com prior to undertaking any works on site. If the stops are likely to require temporarily relocating whilst the construction works are ongoing, the applicant will need to liaise with shelters@tfgm.com.

If the scaffolding is to extend outwardly over the adopted highway in excess of 350mm then a Projection Over License will be required. This will be funded at the applicant's

expense and is obtainable via Contact Manchester on 0161 234 5004. It is anticipated that the proposed advert will not give rise to driver distraction on the adjacent highway network given that all imaging will be static, without flashing lights.

The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email -highwaylicences@manchester.gov.uk

Date: 30 November 2022

Signed:

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written over a horizontal line.

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.