

Appendix 6:

Application 124342/AOH/2019 Decision Notice & Submission Plans Document

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 Thomas Johnston
JCDecauxUK
991 Great West Road
Brentford
TW8 9DN

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Installation of one internally illuminated digital advertisement (6m x 3m) on associated support following removal of existing advertising display

Location: Advertising Site At Corner Of Rochdale Road & Victor Street , Manchester, M40 7GT

Date of application: 26 July 2019

Application number: 124342/AOH/2019

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).

Article 35 Declaration

The proposal was assessed with regards to policies outlined in the National Planning Policy Framework, Unitary Development Plan Saved Policies, Local Development Framework Core Strategy Development Plan and other material considerations. In this instance the local planning authority requested further information from the applicant/agent, and attached appropriate conditions to the approval.

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) The development hereby approved shall be carried out in accordance with the following drawings and documents:

o Document - Site No: 0326 Rochdale Road D200 Facing South Ref: A01415, location plan, existing & proposed photomontage, elevation plan of display structure, D200 Wilmotte single leg design, display panel specification and Daktronics LED display screen, stamped and received by the City Council as Local Planning Authority on 26 July 2019.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to Saved Unitary Development Plan Policy E3.3 & DC15, Policy DM1 & SP1 of Manchester's Local Development Framework: The Manchester Core Strategy.

3) (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

(b) No individual advertisements shall be displayed for duration of less than 10 seconds.

(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

(f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non-daylight hours / inclement weather

Reason- In the interest of visual amenity, and pedestrian and highway safety within the vicinity of the site Pursuant to saved policy DC15 and DM1 and TM1 of the Manchester Core Strategy.

Informatives

There are no informatives attached to this decision.

Date: 13 September 2019

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.

Manchester

Large Format Advertising

Site No 0326 Rochdale Road D200 Facing South

Introduction

Considerations

This application is submitted under the provisions of s9 of the Town and Country Planning (Control of Advertisements) Regulations 2007 for consent to display an advertisement at the application site. The Regulations identify two areas of consideration in applications for consent; those being the likely impact of the advertisement display on the interests of public safety and visual amenity.

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and is a guidance that is to be taken into account in planning decisions. The framework provides a set of general guiding principles for development management and in respect of advertising proposals it confirms that only those advertisements that would have an appreciable impact on a building or on their surroundings should be subject to detailed assessment.

Planning Practice Guidance (PPG) relating to advertising displays was published in March 2014 and is extant guidance on advertising proposals in England.

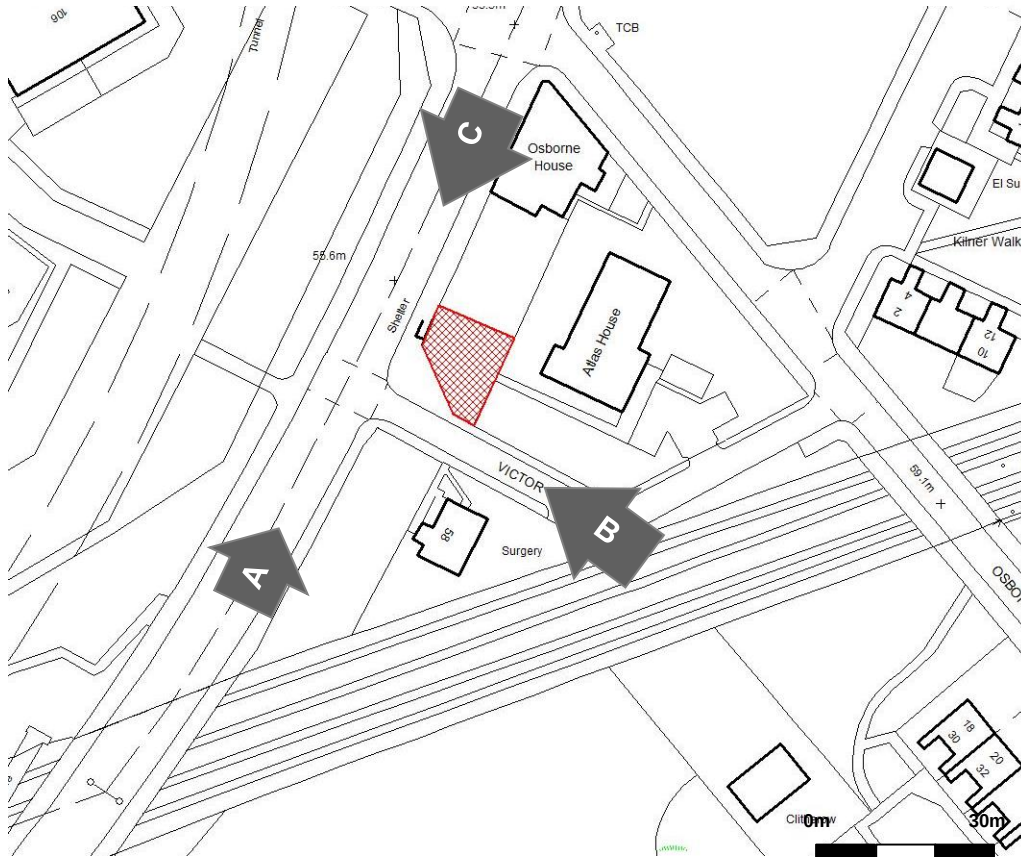
Factors relevant to amenity considerations include the general characteristics of the locality; including the presence of any feature of historic architectural, cultural or similar interest in the immediate neighbourhood of the site where residents and passers-by will be aware of the advertisement. It is suggested in the PPG that advertisements would not adversely affect the visual amenity of the neighbourhood of sites within the industrial or commercial areas of major towns and cities. In all cases the application sites have been chosen because of their location on major transport routes and their separation from sensitive areas or protected views.

The guidance identifies several types of roadside advertisements that may effect public safety, which include changing displays, moving displays, flashing lights and advertisements that resemble traffic signs.

The Application Site

Location Plan

Scale 1:1250

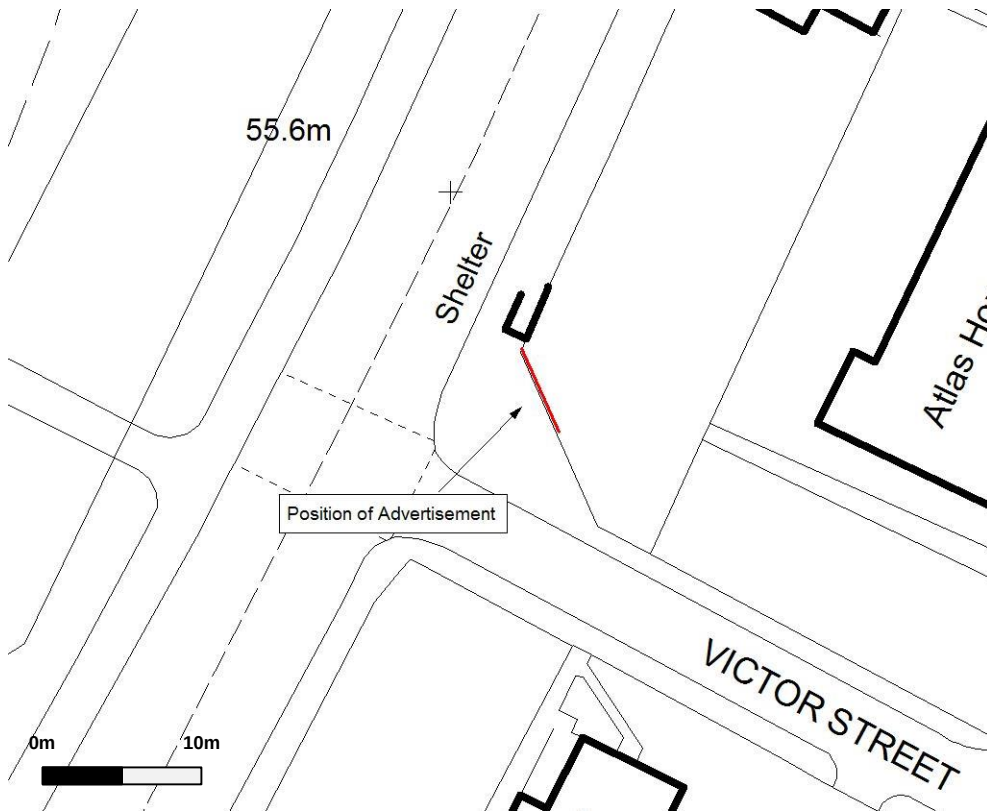


Site No 0326 Rochdale Road D200 Facing South

The Site Surroundings

Site Plan

Scale 1:500



The application site is located on land north of Victor Street on the corner of Rochdale Road. The position of the landscape advertisement faces south towards traffic on Rochdale Road heading out of the city centre. It is a major arterial route on the northern approach to the City.

The surrounding area is open and comprises a number of commercial units and businesses such as car parks. The application site is a grassy area with an existing static advertising hoarding already in situ; it has extensive tree planting providing a verdant and appropriate backdrop. The proposed advertisement will sit in the location of the current hoarding and is well distanced from any traffic signal heads.

The surrounding land and building uses are predominantly commercial in nature. The proposed advertisement will be elevated above the carriageway on a specially designed single Wilmotte Leg, thus reducing the footprint and retaining an open space below the structure.

The Site Surroundings

Aerial View



The advertising panel for this location is a single-sided landscape screen which will feature static illuminated images that are changed remotely. The advertising structure is one of a series of similar designs that will be developed across JCDecaux's estate to maintain a uniform quality and look.

The advertisement will be visible to drivers leaving the City to the north and will be seen within the visual context and scale of the commercial uses and buildings found within this part of the City. The proposed advertisements would fit comfortably within the local context without dominating the street scene. The position of the advertisement would not create conflict with traffic signal heads nor present an obstruction to road signage. Drivers will be able to see the displayed messages without causing distraction or creating a safety hazard. The proposed location and the design of the advertisement display itself would not be against the interests of visual amenity or public safety.

Rochdale Road Photomontage

Existing



Proposed

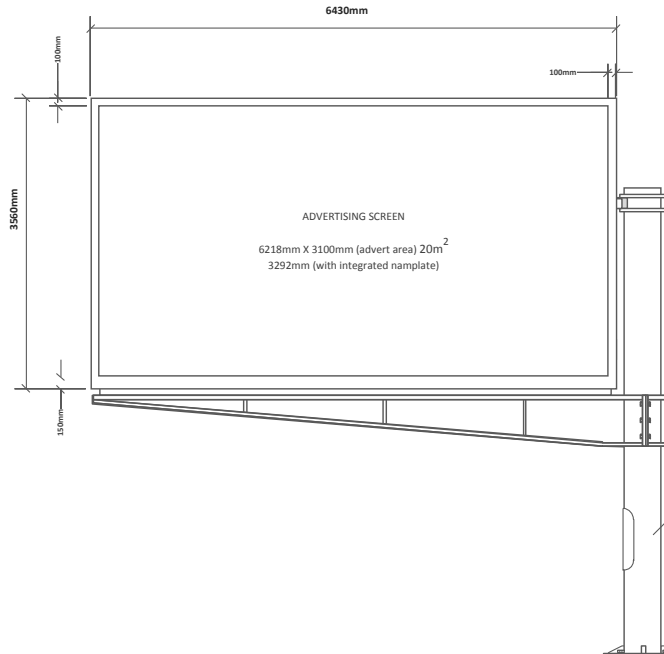


The application site is an open area and is predominantly commercial in character, sitting within an extensive road network. An advertisement display in this location will enliven and add colour and interest to the road network and the context of the City. The application site does not fall within a conservation area nor is it an area of special control. The erection of the structure would not affect any listed buildings within the local vicinity of the site and would not harm any sites of interest should this proposal be permitted.

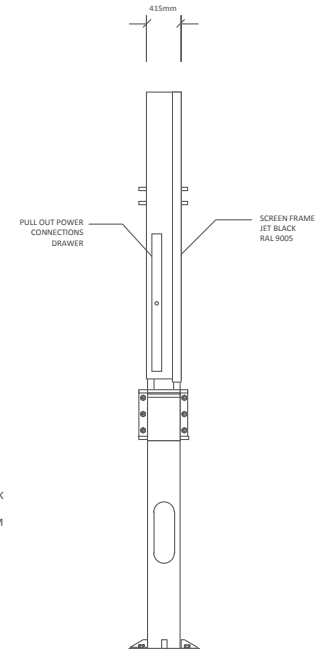
Elevation Plan of Display Structure

Wilmotte Single Leg Design D200 Unit

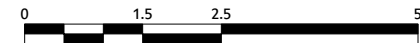
Front View



Side View



Ground Level



Site No 0326 Rochdale Road D200 Facing South

D200 Wilmotte Single Leg Design

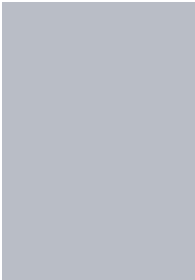


Nameplate and clock incorporated into screen,
Nameplate to be positioned Roadside



Rear view of
the single unit

The above image shows
the horizontal beam used
for land based versions



RAL 9006 WHITE ALUMINIUM
Beam and Collar Bracket



RAL 9005 JET BLACK
Display Screen Surround and Unit



Site No 0326 Rochdale Road D200 Facing South

Display Panel Specification

Technical Description

This form of advertising display unit (ADU) has been designed and developed by JCDecaux Design. The display panel will be fitted to a concrete base subject to detailed site appraisal and to suit site conditions. This type of display panel also benefits from best in class LED technology allowing sequential rotation of numerous advertising images or public information messages.

Dimensions

Visible poster: D 200 6218mm x 3100mm

Structure

Support structure to be constructed of mild-steel to BS EN 10210:1. All steelwork to be Grade S275. Steelwork to be primed and finished with suitable paint system as appropriate. All bolts, nuts and washers to be Grade 8.8. All welding to be carried out by a coded welder and in accordance with BS EN 1011:2. Steelwork to be fabricated and erected in accordance with BS5950.

Display

The display is fabricated from a steel frame which is clad with steel sheet. The screen is made up of multiple cabinets and associated modules in accordance with manufacturers specification. Each module is made up of electroplated steel onto which the LED's are mounted. The LED's are protected by a toughened plastic shade. Each module can be removed by hand from the front or rear. Maintenance personnel to access display using a MEWP for front access or by means of a rear access door.

Display Panel Specification (Continued)

Electricity

All of the internal wiring, earthing and electrical components comply with their relevant British Standards and are installed in accordance with BS7671 of the 17th Edition of the IEE Wiring Regulations. Power supply: 220/240V. Electricity connection is generally to the regional electricity network. This Street Furniture also complies with the relevant European CE directives as follows:

- Low voltage directive 73/23/CEE (Electrical Specifications)
- NFC15100: French electrical specifications for low voltage installations, modified to comply with BS7671.
- EN 60598-1: Luminaires: Electrical lighting.
- EN 60598-1: Low voltage switch gear.
- ECM Specifications (Electromagnetic compatibility) 89/336/CEE
- EN 55015: Measurement of radio disturbance characteristics of electrical lighting and similar equipment.
- EN 50082-1: Generic immunity standard Part 1: Residential commercial and light industry.

Materials Durability and Protection

Each component is given a surface treatment to meet the usage conditions. The quality, operative mode, cleanliness of preparations before treatment, responsibility and checks associated with treatments (raw material, finished product) all comply with internal JCDecaux specifications, the current British Standards and the rules governing the profession.

Daktronics LED Display Screen

Presentation

The 'IT' TILE has been designed specifically for the fixed installation and roadside advertising market. The TILE is based on a 320mm x 320mm, IP67 platform that can be pre-built into super-sized modules that weigh under 44kg per square metre for speedy installation.

User friendly options include front access maintenance and remote diagnostics with fault detection down to pixel level. Remote diagnostics with email/SMS reporting option

- IP67 protection
- Radiant calibrated system
- Choice of Nichia & Everlight LEDs
- Front access maintenance options
- Lightweight and slim to reduce installation costs
- Super-sized modules for quick and easy installation
- CE & UL certification

Robustness and Durability

Product specially designed for direct outdoor use in a wide range of environmental/temperature conditions and features.

Brightness level not affected by extreme temperatures and does not degrade over time like other technologies.

Best in class product in term of visibility in direct sunshine.

Improved reliability and life through expert thermal and solar management design.

Certifications

CE

Manageability

Extensive monitoring capability through digital image verification that gives immediate feedback about display performance.

Intelligent monitoring/control and maintenance features.

Modularity

Modular design for simple on-site service.

Vandalism

Screen front opened by the use of special keys.

Screws and fixing gears are invisible.

Panel composed of unalterable materials.

Encrypted transmission between JCDecaux NOC and the digital displays.

High quality materials and coating.

Screen Information

Pixel Spacing (mm)	10
Rows and Columns	440 x 620
Pixel Configuration	RGB LED
Calibrated Brightness	2500Cd Max 300Cd Night Time Limit
Lifetime ½ brightness	100,000 hours
Viewing Angle	
Horizontal	140°
Vertical	60°
Video Processing	Daktronics 19bit LED Image
Colour Processing	14 bit
Colour temperature	3500° – 9500° K
Dimming Capability	5 bit (32 levels)
LED Refresh Rate	1000Hz
Contrast Ratio	1000:1
Calibration	Full Depth LED to LFD
Service Access	Front
Cabinet Depth	300mm
Cabinet Construction	All Aluminium
Overall Area	D450 = 38m ² D400 = 38m ² D200 = 18m ²
Display Weight	40Kg per 1m ²

Power Requirements

Max	15840 watts
Typical	4752 watts
Temperature Rating	-39° – 49° C
Weatherproofing	IP 55/ IP 65
Ventilation	Fan Filter
Graphics Capability	VGA/DVI to UXGA
Data to Display	Remote Internet/Network
Pixel Processing	Each pixel contains an independently controlled RGB LED for exceptional detail and colour accuracy

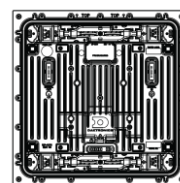
High Brightness

Used controlled intensity overcomes harsh lighting conditions even in direct sunlight

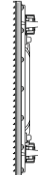
Module:
Top



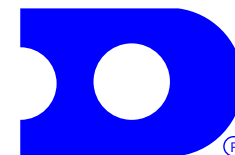
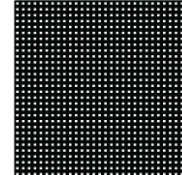
Rear



Side



Front



DAKTRONICS

Site No 0326 Rochdale Road D200 Facing South