



PLANNING STATEMENT

Application for Advertisement Consent **Land near south-east junction of Devonshire Street and Hyde Road,** **Manchester** **M12 4AH**

Application Background

For the last 15 years Ocean Outdoor has held a commercial advertising contract with Manchester City Council for the provision and operation of small and large format digital and non-digital advertising sites across the city. These displays comprise a combination of digital and non-digital formats all delivered with the support of the Local Planning Authority with the benefit of the necessary planning consents.

On 13th November 2024, Ocean Outdoor, through a competitive tender process, was awarded a new 10-year contract for the provision of large format digital advertising, commencing 1st October 2025. Ocean's tender submission demonstrated a strong commitment to supporting the local economy and contributing positively to the communities and residents of Manchester

The new contract will deliver increased revenue to Manchester City Council, with Ocean making an additional annual financial contribution directed toward social value initiatives and projects that benefit local communities.

In addition, the Council will retain allocated screen time across the network of displays. This will enable the promotion of city events, support services and initiatives linked to the visitor economy and local communities. The Council will also retain access to the screens for emergency messaging where required.

The majority of the existing large format sites within the portfolio have been retained as part of the new contract. However, some will be removed due to regeneration and development proposals within the city.

The tender stipulated that all the sites within the new contract should be fully digitised, This approach will modernise the advertising estate across the city and improve visual quality within the public realm. Ocean Outdoor has committed to investing nearly £5 million in capital investment over the lifetime of the contract.

The conceptual designs submitted as part of the tender response establish the design approach for all advertising locations and form the basis of subsequent planning submissions. The structures incorporate branding elements associated with the Council, including the Council's logo and the Manchester worker bee.

In addition to the new structures, Ocean Outdoor will deploy the latest digital screen technology. These systems provide energy efficiency and operational performance, supporting Manchester City Council's ambition to become carbon neutral by 2038.

The screens are all powered by renewable energy.

Where appropriate, landscaping proposals will be introduced at each site to enhance the surrounding environment. This may include features such as bug and butterfly habitats

developed in collaboration with local schools, community groups or other stakeholders, supporting biodiversity and greener public spaces across the city.

All sites within the contract will continue to be maintained in accordance with Ocean's established maintenance and inspection programme.

Through these upgrades, Ocean Outdoor and Manchester City Council aim to deliver a modernised and high quality large format advertising network across the city.

Seven existing sites currently operate as internally illuminated displays and are therefore proposed to be converted to digital screens in accordance with the requirements of the tender. The remaining sites will be refreshed in due course, with structural improvements undertaken where necessary and the structures upgraded and aligned.

All the sites included within the contract already benefit from existing planning consents and were originally developed in full consultation with relevant stakeholders.

Planning Statement

This statement accompanies an application for advertisement consent for the retention and upgrade of the existing advertising display, with consideration given to key matters set out within the Town and Country Planning (Control of Advertisements) (England) regulations 1992, namely:

- Visual amenity
- Public safety

The application site currently accommodates a traditional internally illuminated portrait format advertisement display. Advertising has been present in this locality since 1988.

The proposal seeks to digitise the advertisement display and refurbish the existing structure. The existing structure and screen will be enclosed with aluminium cladding as detailed in the accompanying drawings to create a modern and visually coherent structure consistent with the design principles established within Ocean's tender submission.

Ocean are deploying the most up to date screen, manufactured by Daktronics; a leading global supplier of digital display technology. The screen incorporates modern technologies and functionality designed to improve operational efficiency, energy performance and sustainability, aligning with industry standards and Manchester City Council's wider environmental objectives.

The proposed digital screen has been refined in design, resulting in a slimmer and more streamlined appearance.

The structure will be clad in 3mm powder coated aluminium panels as illustrated within the submitted drawings and visuals. These materials are well established within the city and are used across a number of existing Ocean Outdoor installations.

Comparable structures include the Two Towers Manchester and the digital landscape displays at Cheetham Hill, Rochdale Road and Hulme Hall Road.

More recently, planning consent was granted for the upgrade of the advertisement display at Princess Road junction of Greenhayes Lane West, now been completed demonstrating the quality of design approach and has been agreed provides a clear precedent for the proposed upgrades across the estate.

Material and Appearance

The Art of Outdoor®

Ocean Outdoor Limited, 25 Argyll Street, W1F 7TU
+44 (0)20 7292 6161 | info@oceanoutdoor.com | www.oceanoutdoor.com



The proposed colour palette is outlined within the submitted plans.
The cladding to the screen and base structure will be finished in:

Interpon D2525 Matt, Y224GI (Earthy Bronze Matt)

The MCC logo will be positioned on the front base of the structure and on the rear elevation alongside the Manchester worker bee symbol.

Both logos will be laser-cut into the aluminium panels and illuminated to produce a soft gold light, with luminance levels not exceeding 300 cd/m².

The Ocean logo located on the front of the structure, will also be laser-cut into the aluminium emitting a soft white light, not exceeding 300 cd/m²

Planning History

Previous applications relevant to this site include:

- 098089/AOH/2011.
- 124/318/AOH/2019.

The 2019 application granted consent for the conversion of the advertisement display from internally illuminated format to a landscape digital screen.

However, due to commercial considerations, business interruption due to the Covid pandemic and the remaining tenure of the previous advertising contract, the approved conversion was not implemented.

It is considered that there has been no material change to the site or its surrounding environment since 2019 that would alter the previous assessment in respect of visual amenity or public safety.

This application therefore seeks a consent for a similar upgrade, retaining the established display dimensions while enhancing the overall structure through the addition of aluminium cladding and improved design detailing in line with the new city wide advertising contract.

Luminance and Operation of Adverts and Content.

In accordance with requirements of the tender requirements and the recent consent granted to Ocean for Chester Road Roundabout (Deansgate Interchange - Planning ref: 139189/AOH/2024) the following criteria/conditions are proposed:

- The intensity of the illuminance of the advertisement screens shall be set at 600cd/m² during daylight hours and shall only increase when the ambient light levels increase, to achieve a luminance level of no greater than 5000cd/m² during daylight hours. The intensity of the illuminance of the advertisement screens shall be set at no more than 300cd/m² during the hours of darkness.
- The luminance level of the digital signs shall be controlled by a light sensor to adjust the screen brightness to reflect the ambient levels during the daytime and set to a maximum brightness of 300 cd/m² during hours of darkness to accord with the recommendations of the ILP publication 'PLG05 The Brightness of Illuminated Advertisements' (2015).
- The advertisements shall display no special visual effects of any kind during the time that the advertisements are displayed or on transition between

advertisements. The displayed image shall not include animated, flashing, scrolling, intermittent, video elements or full motion images and the transition between successive images shall not include fading, swiping or other animated transition methods.

- No individual advertisements displayed on the LED panel shall contain any images that resemble road signs, traffic lights or traffic signs.
- No individual advertisements shall be displayed for duration of less than 10 seconds.
- Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
- The interval between each piece of content on the digital display screens shall take place over a period of no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays.
- The equipment shall include an automatic error detection. Should a fault be detected or reported with the screen or advertisement, including any fault with the light level/light sensor, the screens shall be programmed to automatically switch off or to switch to a blank screen with black background.
- The digital display screens shall be automatically set so as not to operate between the hours of 23:00 and 07:00.
- The screens shall be installed so that the light level can be remotely monitored, adjusted or reduced.

Visual Amenity

The proposed development has been designed with careful regard to the principles of high-quality design and visual amenity, in accordance with Policies SP1, EN1 and DM1 of the Manchester Core Strategy and DC15 of the Manchester Unitary Development Plan. The upgrade will significantly improve the appearance of the existing display through the introduction of modern materials, refined proportions and high quality cladding. The design responds appropriately to the surrounding urban environment in terms of scale, layout and appearance.

The proposal will therefore maintain and enhance the visual amenity of the site and its wider setting.

Public safety

The proposal has also been carefully considered in relation to public safety, particularly with regard to highway users in accordance with policies SP1, EN1 and DM1 of the Manchester Core Strategy and DC15 of the Manchester Unitary Development Plan.

The siting, scale and orientation of the display were originally established to ensure the advertisement does not cause distraction to drivers or prejudice highway safety.

The proposed digitisation does not alter the established position of the display. Furthermore, the luminance levels and operational controls above ensure the display will not produce glare, dazzle or excessive brightness.

Advertisements will be static and displayed for a controlled duration, with no animation or moving imagery.

As such it is considered that the proposal will not adversely affect highway safety and therefore complies with the relevant safety objectives set out within the development plan.

Summary

An initial pre-application advice meeting was held on 2nd June 2025 with the Planning officers, Jennifer Atkinson, Lea Joseph and Sam Elliot meeting with Sue Fleming (Ocean Outdoor)

The design approach for the conversion of the portrait displays and associated base structures was subsequently presented to the Council's Advertising Board in February 2026, where it received a positive response,

Planning consent has already been granted for the upgrade of the display located at Princess Road junction of Greenhayes Lane West (Application Ref: 143938/AOH/2025) establishing a clear precedent for the proposed design approach across the Council's advertising estate. as such the precedent has been set for the overall design and upgraded for the sites across the city council's estate (Application Ref:143938/AOH/2025)

The Art of Outdoor®

Ocean Outdoor Limited, 25 Argyll Street, W1F 7TU
+44 (0)20 7292 6161 | info@oceanoutdoor.com | www.oceanoutdoor.com

