MANCHESTER CITY COUNCIL

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- 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 the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- 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

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Part 1 – Particulars of the application

Proposal:

Installation of 2no. digital advert displays for a temporary period of five years.

Location:

Deansgate-Castlefield Tram Stop Manchester M3 4LG

Application reference:

PLA-2026-000932

Applicant:

Mr Jonathan Smith Transport for Greater Manchester

Date of application:

06 July 2026

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part are **grantd** 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) The development hereby approved shall be carried out in accordance with the following drawings and documents,

Location plan, ref- K/XX:PA:01

Proposed site plan, ref- K/XX:PA:03

Proposed unit location, ref- K/XX:PA:05

Advertising Technical Specification, ref- K/XX:PA:06

Received by the City Council as the Local Planning Authority on 6 July 2026

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and saved UDP policy DC15.1

3) a) The express advertisement consent hereby granted is limited to a period ending on the 31 August 2031 b) On the date of the expiry of the express consent period on 31 August 2031, the advertisement hoardings and all associated development shall be removed, any use of the land/building 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

4)

(a) No individual advertisement/customer information 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 advertisement/customer information 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/customer information displayed on the panel shall not exceed 300 cd/m2 during non daylight hours / inclement weather

Or for signs less than 10m2

(f) The maximum luminance level of the advertisements/customer information displayed on the panel should not exceed 600 cd/m2 during non-daylight/ inclement weather.

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) and extant policy 15.2 of the UDP (1995) for Manchester.

5) A Construction and Maintenance Management Plan (CMMP) will need to be provided prior to start of any works and be conditioned. The CMMP should include:

Details on associated vehicle access and parking.

Details on pedestrian and traffic management measures.

Detail of electrical/utility connections and associated works.

A dilapidation survey if required.

This should include any procedures/works required to change the advertisement/customer information and to also carry out maintenance and repairs.

Reason - To safeguard the amenities of nearby residents pursuant to policies SP1, EN19 and DM1 of the Manchester Core Strategy.

6) a) The luminance level of the digital display screen 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 600cd/m2 during hours of darkness to accord with the recommendations of the 'The Institute of Lighting Professional's 'Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays. In the event of breakdown or malfunction the screen will automatically switch off.

b) “The advertisement shall display no special visual effects of any kind during the time that the advertisement is displayed or on transition between advertisements. The displayed image shall not include animated, flashing, scrolling, intermittent or video elements and the transition between successive images shall not include fading, swiping or other animated transition method.

c) The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

d). The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays

e) Should a fault be detected or reported with the screen or advertisement, the screen will be programmed to automatically switch to a blank screen with black background.

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) and extant policy 15.2 of the UDP (1995) for Manchester.

7) A management plan shall be submitted to demonstrate how the units will be maintained to ensure the agreed light levels are maintained and not exceeded. The plan should include details of remote monitoring and control capability, how the operator is alerted if any fault is detected and details of what action is taken where a fault is identified or reported including response time to undertake repair. The plan should include details of proposed physical inspection and monitoring frequency.

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) and extant policy 15.2 of the UDP (1995) for Manchester.

Informatives

The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, skips and electrical/utility connections with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk.

Any requirements for temporary pedestrian and traffic management will need to be agreed with MCC's Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk .

The technical note submitted to support the application acknowledges that there are site assessments and reviews to be undertaken by Metrolink. This will involve the Metrolink Engineering Assurance Process being followed to ensure that the proposed digital signage can be safely incorporated into Metrolink infrastructure and therefore we have no objection to this Application being approved.

In addition to the agreeing the details with Metrolink as per the Technical Note we would like the Applicant to be advised that any installation works will need to comply with the details of Working Safely Near Metrolink and that the appropriate permits will need to be obtained to facilitate the works. The details of Working Safely Near Metrolink can be found at: Working safely near Metrolink | Bee Network | Powered by TfGM

Date: 25 August 2026

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 (as amended) 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 to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 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 can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/appeal-decision-consent-display-advertisement. The Inspectorate will publish details of your appeal on the internet. Alternatively, if you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.