MANCHESTER CITY COUNCIL
Planning
Telephone: 0161 234 4516
planning@manchester.gov.uk
PO Box 532 Town Hall
Manchester M60 2LA

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number: 57

Suffix:

Property Name: PAVEMENT ADJACENT TO NO

Address Line 1: BRIDGE STREET

Address Line 2:

Address Line 3:

Town/city: MANCHESTER

Postcode: M3 3BQ

Description of site location must be completed if postcode is not known:

Easting (x): 383505

Northing (y): 398326

Description:

Applicant Details

Name/Company

Title

Mr

First name

Martin

Surname

Stephens

Company Name

JCDecaux

Address

Address line 1

991 Great West Road

Address line 2

Address line 3

Brentford

Town/City

Middlesex

County

Country

UK

Postcode

TW8 9DN

Are you an agent acting on behalf of the applicant?

◯ Yes
⊘ No

Applicant Contact Details

Primary number

***** REDACTED ******

Secondary number

***** REDACTED ******

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Freestanding double sided Forum CIP.
The advertising screens are 6 sheet portrait orientated illuminated displays capable of showing static and dynamic images in sequence.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
3.2 metres

Width:
1.34 metres

Depth:
0.255 metres

What is the height from the ground to the base of the advertisement?:
0.75 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
0 centimetres

What materials will the advertisement be made of?:
Steel and alloy outer casing with glass facing to each screen

The colour of text and background:
Not applicable - Advertising images will change every ten seconds

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Intermittent

Please describe each of the 'Other type(s)' of advertising proposed

Purpose built SMART CITY Forum CIP Unit

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- [x] Yes
- [ ] No

If Yes, please provide details

EXISTING ADVERTISING STRUCTURE WAS APPROVED IN 2023 AS ONE OF 5 LIKE UNITS AS PART OF A CITY WIDE NETWORK UNDER A FORMER CONTRACTOR.

THIS APPLICATION SEEKS TO REPLACE THE UNIT WITH A DESIGN CONSISTENT WITH THE REST OF THE COUNCILS ROADSIDE ADVERTISING ESTATE. A COPY OF THE 2023 DECISION NOTICE IS INCLUDED IN THE DOCUMENTS SUBMITTED WITH THIS APPLICATION.

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- [x] Yes
- [ ] No
- [ ] Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

THE EXISTING DOUBLE SIDED UNIT WILL BE REPLACED ON FOOTPRINT WITH A FORUM CIP WHICH IS IDENTICAL TO OTHER FREESTANDING DISPLAYS ACROSS THE CITY.

Will the proposed advertisement(s) project over a footpath or other public highway?

- [x] Yes
- [ ] No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

30/11/2026

To Date

30/11/2036

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- [ ] Yes
- [x] No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [ ] The agent
- [x] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [x] Yes
- [ ] No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED ******

First Name

***** REDACTED ******

Surname

***** REDACTED ******

Reference

NONE GIVEN

Date (must be pre-application submission)

30/04/2024

Details of the pre-application advice received

PRE APP CONVERSATION BETWEEN LISA LINGUARD, JENNIFER ATKINSON , MARTIN STEPHENS AND OLLY WILMORE TO DISCUSS THE PLAN TO TAKE OVER EXISTING ADVERTISING SITES WITHIN THE CITY THAT WERE HITHERTO OPERATED BY ANOTHER CONTRACTOR AND TO BRING THEM IN LINE WITH THE MAIN CONTRACTURAL ESTATE WITH JCDECAUX. THE ADDITIONAL LOCATIONS WOULD NEED EXPRESS CONSENT TO UPDATE TO THE JCDECAUX FORUM UNIT AND THE LOCATIONS WITHIN PICCADILLY GARDENS WERE UNACCEPTABLE. ALL OTHER LOCATIONS CONSIDERED APPROPRIATE AND APPLICATIONS FOR EXPRESS CONSENT INVITED.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [ ] Yes
- [x] No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- [x] Yes
- [ ] No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- [ ] Yes
- [x] No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

- [x] I / We agree to the outlined declaration

Signed

Martin Stephens

Date

07/09/2026