



Nasira Farooq <n.farooq2@manchester.gov.uk>

RE: CHEETHAM HILL ROAD - 127006

1 message

Paul Hardy <paul@vividoutdoormedia.co.uk>

17 July 2020 at 13:09

To: "j.atkinson@manchester.gov" <j.atkinson@manchester.gov>

Cc: "paul.thacker@turnkeydesign.co.uk" <paul.thacker@turnkeydesign.co.uk>, Nasira Farooq <n.farooq2@manchester.gov.uk>

Hi Jenifer

Thank you for the call yesterday and for talking through our application with me on the phone this morning. To enable me to go back to the site owner, would you be able to send me a quick email summarizing why you will not be able to support our application. As I said to you, our application does not seek Express Planning Consent to build 2 x 48-sheet advertisements on this site, as the advertisements are in situ and benefit from 'Class 13 Deemed Consent', as provide for under Regulation 6, Schedule 3, Part 1, of the 2007 Advertisement Regulations. This application is simply seeking consent to display digitally produced advertisements on the site as opposed to printed PVC advertisements on 2 x 48-sheet panels. As I said to Naisra, I do feel you are looking at the application as if it were one for to erect 2 x 48 on a new site, but I do understand that the Council's view is the same as when the application was made in 2006.

Yours sincerely

Paul Hardy

From: Paul Hardy
Sent: 15 July 2020 17:19
To: Nasira Farooq <n.farooq2@manchester.gov.uk>
Cc: paul.thacker@turnkeydesign.co.uk
Subject: RE: CHEETHAM HILL ROAD - 127006
Importance: High

Hi Nasira

I have just left a message on your mobile voicemail. Can you confirm that you can agree to the time extension requested? Your manager will then have the time to respond on the points raised in my email below and of the 7th of July.

Might I also point pick up on a point you made to our Architect in your mail yesterday; whilst the initial Appeal Decision granted Express Planning Consent for 2 years; the 2 x 48-sheet panels have displayed advertisements continually for a period in excess of 10 years and therefore benefit from 'Class 13 Deemed Consent', as provide for under Regulation 6, Schedule 3, Part 1, of the 2007 Advertisement Regulations, details of which can be found via the link attached.

I look forward to hear about the time extension.

Have a nice holiday.

Yours sincerely

Paul Hardy

From: Paul Hardy
Sent: 14 July 2020 15:58
To: Nasira Farooq <n.farooq2@manchester.gov.uk>
Cc: paul.thacker@turnkeydesign.co.uk
Subject: RE: CHEETHAM HILL ROAD - 127006

Hi Nasira

I refer to your telephone conversation earlier today with Paul Thacker and your email below.

I have attached my email to you of 7 July, following the telephone conversation you and I had last week. I have been waiting for you to respond to the points that I raised in my email. Looking at your email of today to Peter, you seem to have disregarded everything I said and ignored the case study which compared a traditional paper & paste poster, (let alone Lightboxes), to a digitally produced posters and illustrated factually that there was very little difference.

In addition, you and your Manager do not appear to have fully read the planning statement which Paul submitted as part of the application. I say this because you had said in your email to Paul that "whilst there is currently a sign in situ of the same size (that is internally illuminated), this would be an LED sign with moving images". The is not the case, the planning statement clearly stated;

They would present a range of static images. A new image will materialise every 10 seconds with the interchange between each image virtually instantaneous. Advertisements would not contain any movement, animation or special effects.

As I said to you in my email of 7 July, you and your Manager are looking at this application as if we are applying to display 2 x 48-sheet advertisement panels on a vacant site. It is not the case, we are seeking permission to display digitally produced static posters on a two new LED Display panels, which are of the same size, in the same position, the same height and the same orientation to the road, as the existing 2 x 48-sheet advertisements which display vinyl posters. Your objections as detailed below, ignores this. You cite a concern in 2020, about the effect that the 2 x 48 internally illuminated advertisements that were erected in 2007 have and the harm they cause! Can you illustrate what harm they have caused over the last 12 years? Have there been any objections to the panels over the last 12 years? I do not believe there have been. Nor do I believe that you can reasonably argue 12 years later, that the advertisements are causing harm to a heritage asset. The 2 x 48-sheet displays are now an accepted part of the street scene and display adverts without having a detrimental effect on Amenity, such is the amount of time that they been in situ.

I would like to request and extension to the time period allowed and a new target date of 30 July in order for you to respond to the points I have raised above and in my email of 7 July. For example, in the email I cited an example of a panel on the on the opposite side of the road, which is also a 48-sheet lightbox but where consent had been granted

by your Local Planning Authority to display static digital 48-sheet advertisements. The planning argument was very similar, one which was accepted on that site but not on this?

I would be pleased to receive an email for you agreeing to the 'time extension' proposed and then whilst you are on holiday, perhaps your Manager can respond to my email of the 7th of July and also the points I have raised in this email and explain why the arguments we have put forward in favour of granting consent to display static digital advertisements on 2 x 48's on the land at [114 Cheetham Hill Road](#), to replace the existing internally illuminated 2x 48's is not acceptable. You have explained below why you do not consider 2 x 48-sheet panels to be acceptable, but the issue for consideration is about the way in which adverts are to be displayed on 2 x 48's; digitally, not about the panels themselves. You seem to keep ignoring this rather important aspect.

Yours sincerely

Paul Hardy

From: Nasira Farooq <n.farooq2@manchester.gov.uk>
Sent: 14 July 2020 13:40
To: paul.thacker@turnkeydesign.co.uk
Cc: Paul Hardy <paul@vividoutdoormedia.co.uk>
Subject: RE: CHEETHAM HILL ROAD - 127006

Mr Paul Thacker,

RE: Land at [110-114 Cheetham Hill Road, Manchester](#) - 127006/AO/2020

PROPOSAL: Replacement of 2 no. existing illuminated 48-sheet advertisement displays with 2 no. illuminated 48-sheet digital advertisement displays

Further to our telephone conversation earlier today, as discussed I have had the opportunity to further discuss the application with my manager (Jennifer Atkinson) and it is considered that whilst there is currently a sign in situ of the same size (that is internally illuminated), this would be an LED sign with moving images.

It is considered that the proposal would form an incongruous feature against the grade II listed building and would cause less than substantial harm. When applying the planning balance, where the balance is in favour of preservation of the heritage asset, I do not consider that there are sufficient public benefits which outweigh that harm.

I have also had the opportunity to read the Inspector's decision and it appears that the inspector was also concerned about the impact on the Church but was minded to approve (with conditions imposed) the proposal for a short period pending the redevelopment of the site. It appears that no further advertisement applications were submitted in relation to this site after this period, until now.

The proposal can not be supported and the application shall proceed to a REFUSAL, unless you state otherwise.

The advice in this email is given in good faith on the basis of the information available at the present time. The advice may be subject to revision following further examination or consultation, or where additional information comes to

light, and is therefore not binding on any future recommendation, which may be made to the Council or any formal decision by the Council.

Should you require any further information or assistance, please do not hesitate to contact myself or my manager directly.

Please note I am currently working from home and can be contacted via email or on 07970683999 until further notice.

Regards

Mrs. Nasira Farooq

Assistant Planner

Development Management North

Planning

Growth & Development

Manchester City Council

Floor 6 Town Hall Extension

Albert Square

P.O.Box 532

M60 2LA

Tel: 0161 234 4165

Email: n.farooq2@manchester.gov.uk

<http://www.manchester.gov.uk>

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