



Armstrong Planning

The Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

14th October 2019

**Re: Temporary Shroud Advertisement
at 68 – 70 High Street and 2 Turner Street, Manchester, M4 1ES
PP-08104368**

Dear Sir or Madam

I write on behalf of the applicant, King Media Ltd, to request advertisement consent for the temporary display of an externally illuminated advertisement (9.5m X 15.8m) set within a scaffold shroud at 68-70 High Street and 2 Turner Street, Manchester, M4 1ES - for a 28-week period (until 04/05/2020).

Permission was previously sought for a 28 week period (04/05/2019 – 15/11/2019) and advertisement consent was granted under application ref: 123304/AOH/2019 however, due to delay in starting works on-site the programme of works has been pushed back. Scaffolding was erected in September and the advertisement is due to be erected on 21/10/2019, accordingly, advertisement consent is sought until 04/05/2020.

We are not seeking to extend the period of display, we are seeking only to shift the start date. The impact of the advertisement has already been considered by the Council under 123304/AOH/2019. The effect of this proposal will not incur any additional impact over and above that which has already been considered appropriate and permissible. All aspects of the proposed advert remain the same as that of the existing permission. The advertisement (static and externally illuminated) will be set within the illustrated shroud. For the sake of clarity, no change of location, orientation, position, size, configuration or design is sought.

The scaffolded shroud covers the entire elevation measuring 13.5m high by 35.9m wide. The proposed advertising area measures 9.5m high by 15.8m wide. The total area of the proposed advertisement is 150.1 sqm which is approximately 30.1% of the scaffolded shroud (484.65 sqm).



The structure is not a Listed Building. According to the Core Strategy Proposals Map the site falls within the Manchester City Centre Boundary. The site also falls within the Smithfield Conservation Area.

In order to assist determination please find the following documents submitted with this letter of application:

- Application Form
- Lighting Specifications
- Schedule of Drawings
 - Location Plan
 - Site Plan
 - Existing Northeast Elevation
 - Existing Northwest Elevation
 - Proposed Northeast Elevation
 - Proposed Northwest Elevation
- Application Fee

We trust the planning department has sufficient information to determine this application but please do not hesitate to contact me should you require any further information.

Yours sincerely,

David Armstrong BA MRUP MRTPI

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