JCDecaux

2 February 2007

Head of Planning
Chief Executive's Department
Manchester City Council
PO Box 463
Town Hall Extension
Manchester
M60 3NY

Dear Sir,

APPLICATION FOR EXPRESS CONSENT
LAND AT MANCUNIAN WAY/CAKEBREAD STREET/MANOR STREET, MANCHESTER

I enclose for your consideration our application for express consent to replace our existing landscape format advertisement display units on land at Mancunian Way/Cakebread Street/Manor Street with two portrait format static internally illuminated advertisements.

There is clearly no issue with regard to public safety in this location where highway users have become well accustomed to appreciating a range of forms of advertisement display without their attention being distracted. Our proposed static displays in portrait format would not change this situation. The intensity of illumination would be no more than 300cd/m2, well within national planning guidance for this size of advertisement display.

In relation to amenity the locality is one of a predominantly commercial nature where the display of outdoor advertisements has been acknowledged as being appropriate by your authority. Persons passing along Mancunian Way are presented with strong urban vistas where tall buildings and other structures dominate. In this visual and land use context the proposed displays would not be seen as being out of place or harmful to interests of amenity.

In the light of the foregoing I am hopeful that you will agree that this proposed display would not be against interests of amenity or public safety and that express consent will be forthcoming as applied for.

If you have any queries then please do not hesitate to contact me.

JCDecaux UK Limited: 209-215 Long Lane – Halesowen – West Midlands – B62 9JT
Telephone: +44 (0)121 423 3777 – Fax: +44 (0)121 423 3969 – www.jcdecaux.co.uk

Four copies of relevant plans are being sent to you by surface post.

Yours truly,

Bill Hanna

BILL HANNA M.R.T.P.I
Planning Manager

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ADVERTISEMENT DISPLAY SCHEME

LAND AT MANCUNIAN WAY/CAKEBREAD STREET/MANOR STREET, MANCHESTER

REPLACEMENT OF 2 X LANDSCAPE FORMAT INTERNALLY ILLUMINATED ADVERTISEMENTS WITH 2 X PORTRAIT FORMAT ADVERTISEMENTS

JCDecaux UK Limited

This map was created with Promap

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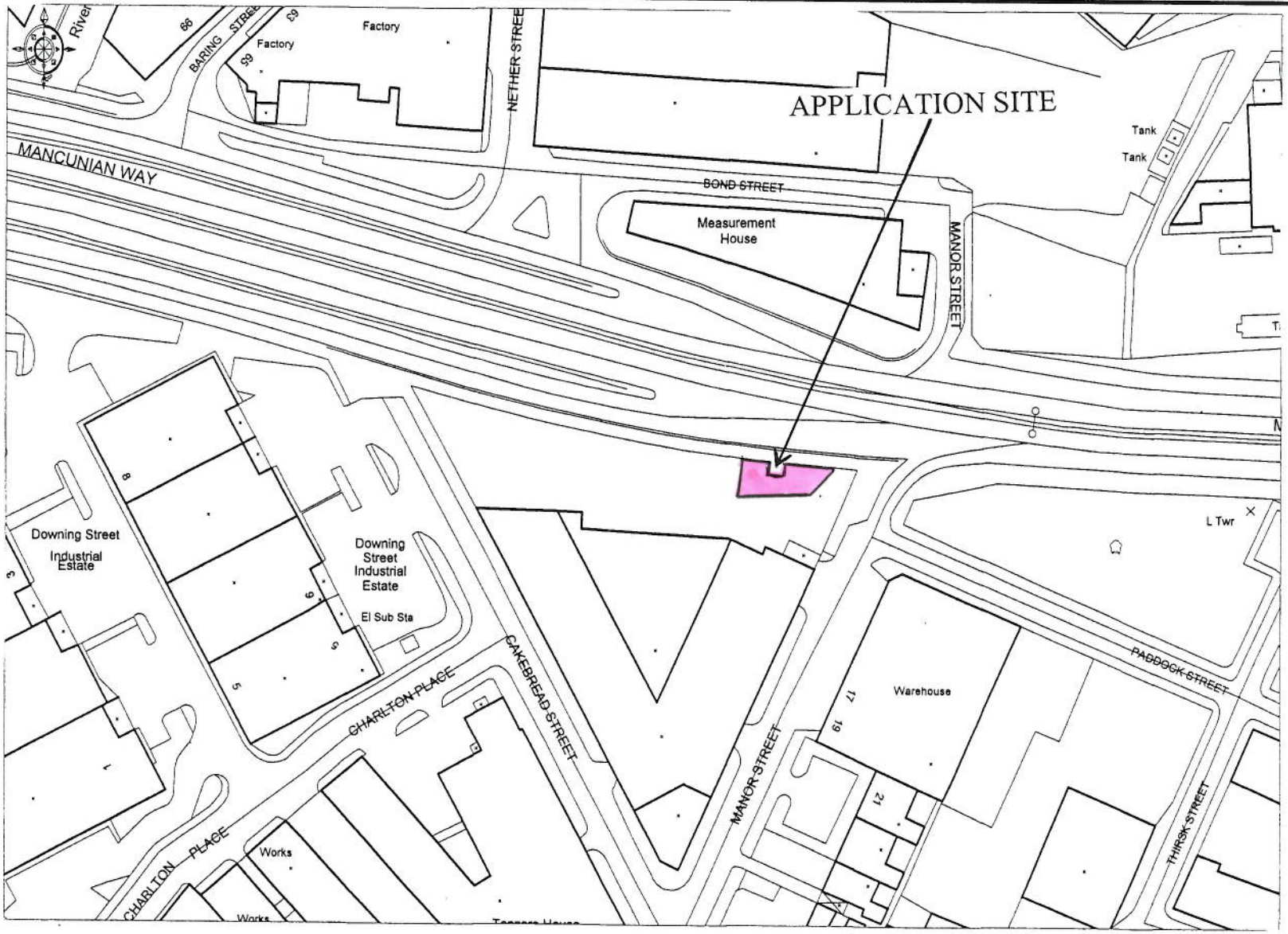
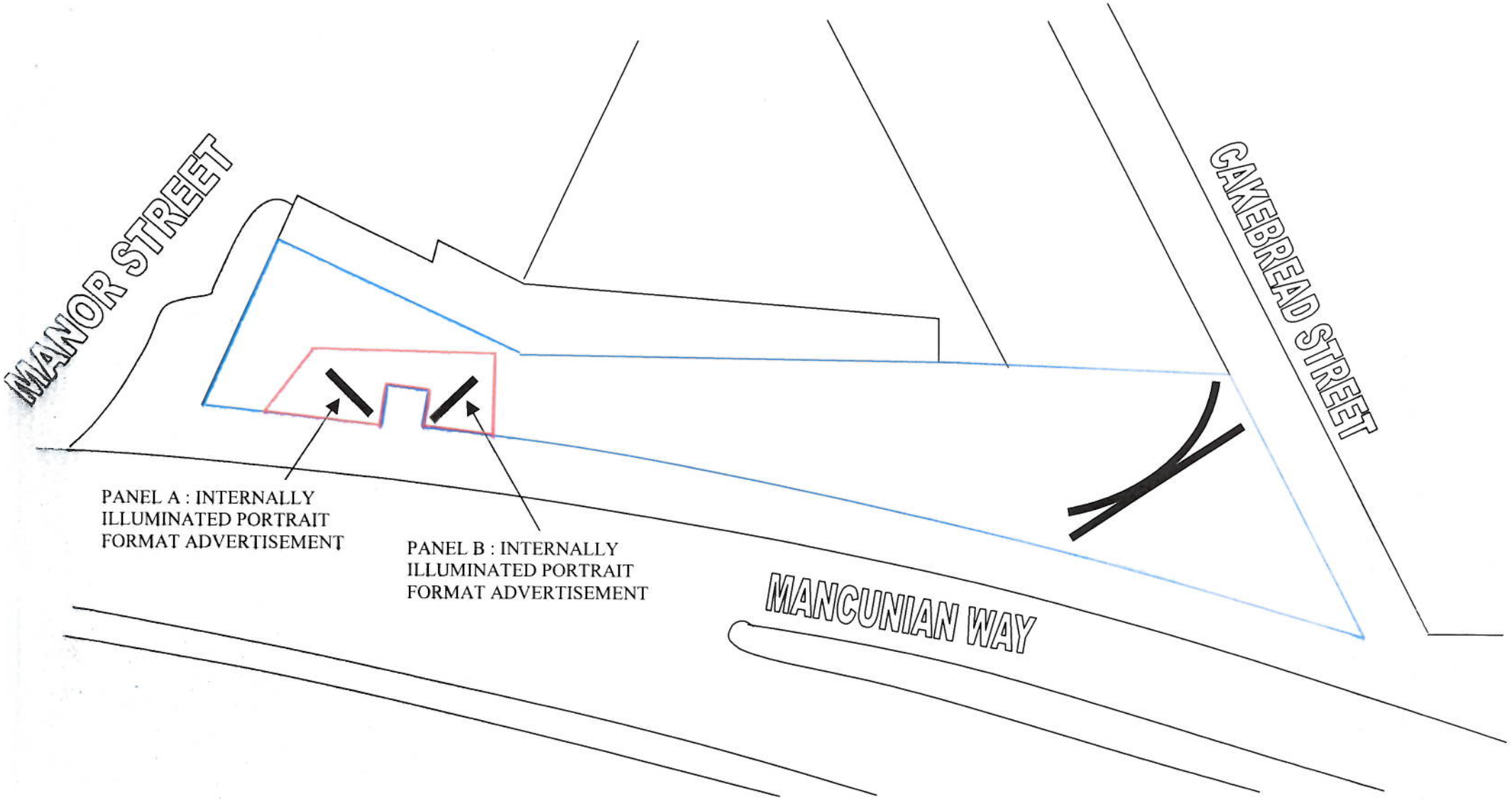
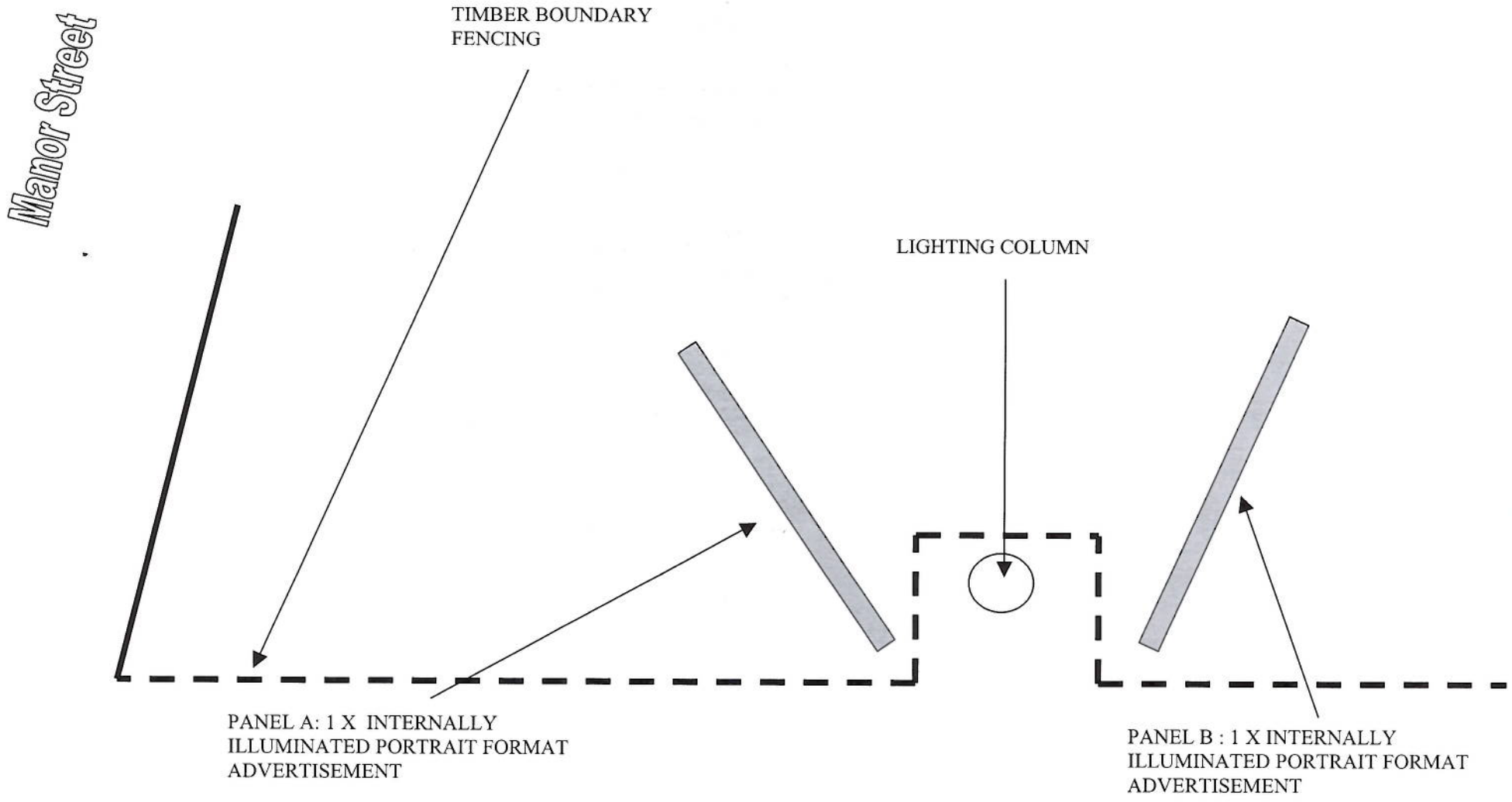
Ordnance Survey



JCDecaux	LOCATION PLAN	Client scale 1:1250 Date 2/2/07 Drawn: WRH	Drawing title: ADVERTISING DISPLAY
		Job Title: : LAND AT MANCUNIAN WAY/CAKEBREAD STREET/MANOR STREET, MANCHESTER	Dwg 01 rev 0

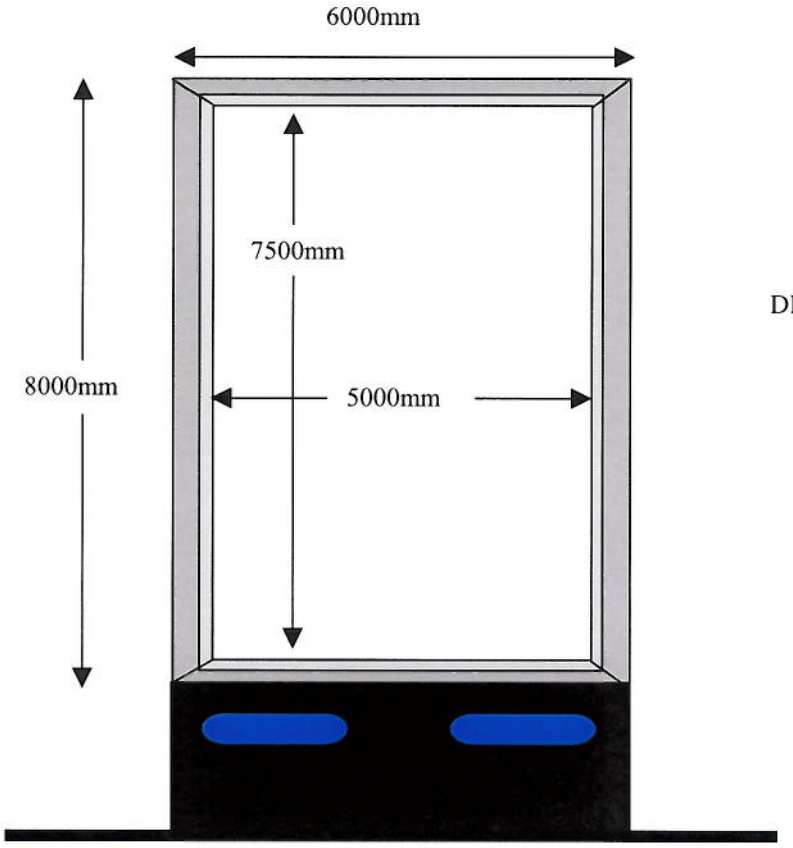


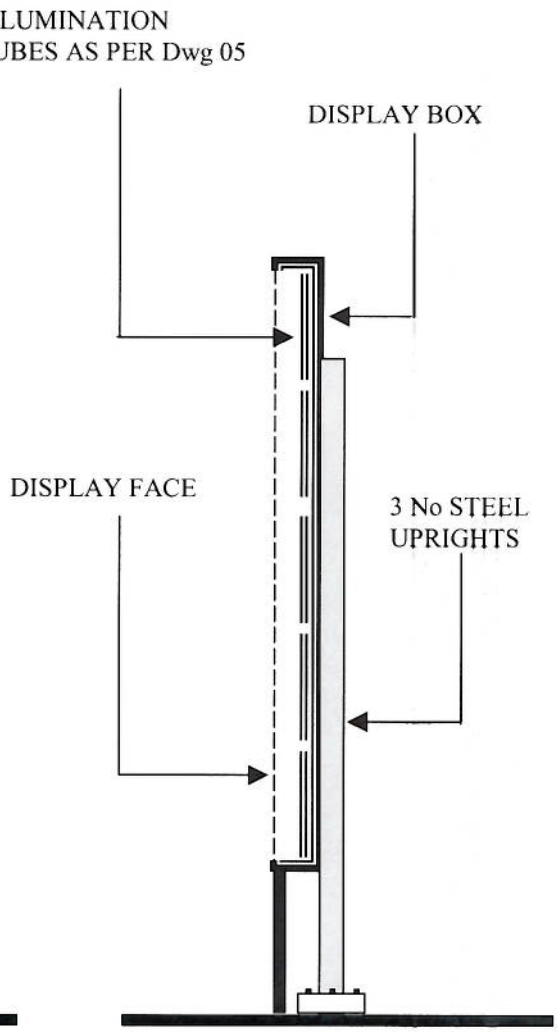
JCDecaux	LAND AT MANCUNIAN WAY/CAKEBREAD STREET/MANOR STREET, MANCHESTER	SCALE: 1 : 500 DATE: 2/2/07 DRAWN: WRH	Dwg 02 rev 0



JCDecaux	2 x INTERNALLY ILLUMINATED PORTRAIT FORMAT ADVERTISEMENTS	Client scale 1:100 Date 2/2/07 Drawn WRH	Drawing title ADVERTISING DISPLAY
		Job Title: LAND AT MANCUNIAN WAY/CAKEBREAD STREET/ MANOR STREET, MANCHESTER	Dwg 03 rev 0







JCDecaux	PANEL DIMENSIONS PREMIERE 450 End elevation Elevation Section	Client scale Date 31/1/07 Drawn WRH	Drawing title ADVERTISING DISPLAY
		Job Title : LAND AT MANCUNIAN WAY/CAKEBREAD STREET/MANOR STREET, MANCHESTER	Dwg 04 rev 0

PREMIERE 450 PORTRAIT FORMAT
INTERNALLY ILLUMINATED DISPLAY
SPECIFICATION

Box

Fabrication from 0.9mm zinc coated steel sheet, stove enamelled white internally and decorated externally silver RAL 9006

Illumination

By 50 off 1500mm x 25mm diameter 58 watt fluorescent tubes ranged in 5 banks vertically
Tubes are cool white and each wired to separate HPF gear
All wired to an internally fitted fused switch which is in turn wired to lock switch fitted externally at one end of box

Fascia panel

From reinforced mesh continuous sheet opal PVC with decorative display

Luminance

Max 300 cd/m2 in accordance with recommendation in Institution of Lighting Engineers Technical Report Number 5 (Third Edition)

JCDecaux	ILLUMINATION SPECIFICATION	Client scale Date 2/2/07 Drawn WRH	Drawing title: Internal illumination specification
		Job Title: LAND AT MANCUNIAN WAY/CAKEBREAD STREET/MANOR STREET, MANCHESTER	Dwg 05 rev 0



JCDecaux

Panel A

Mancunian Way, Manchester

showcasing the world