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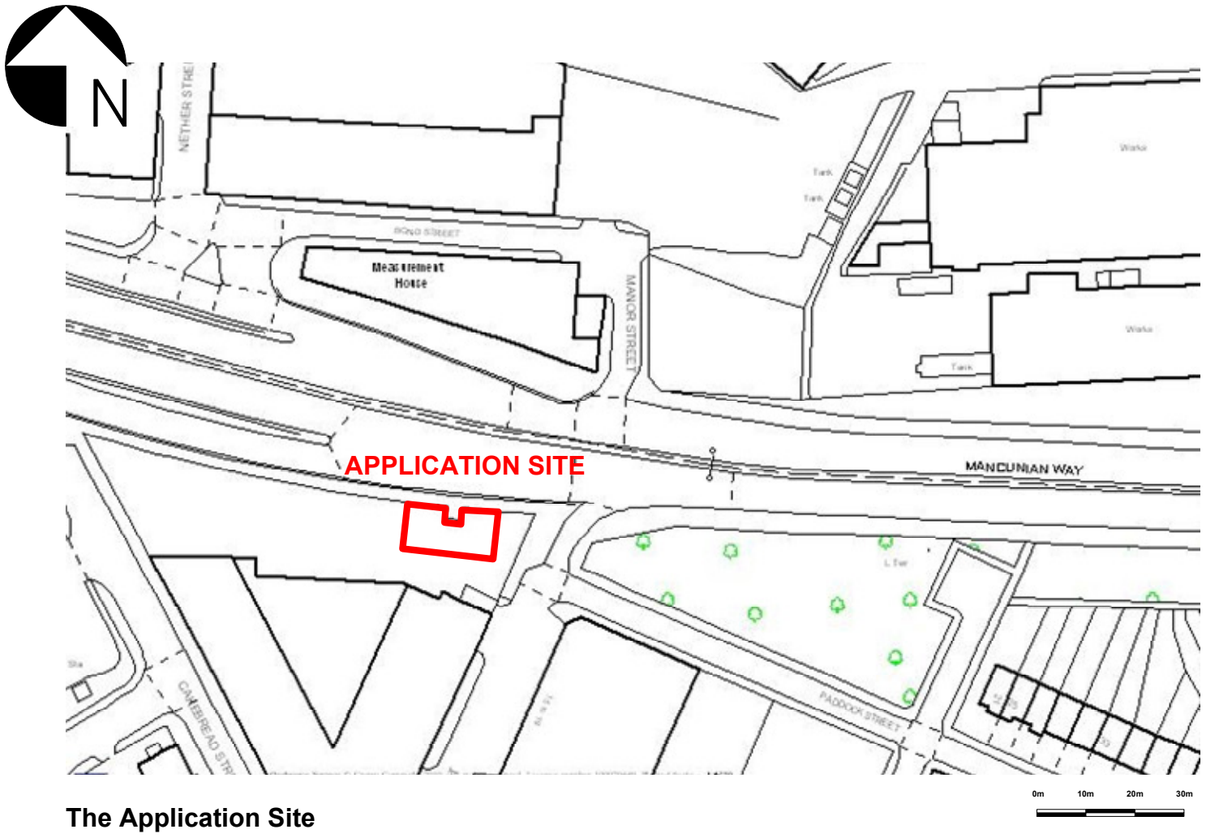
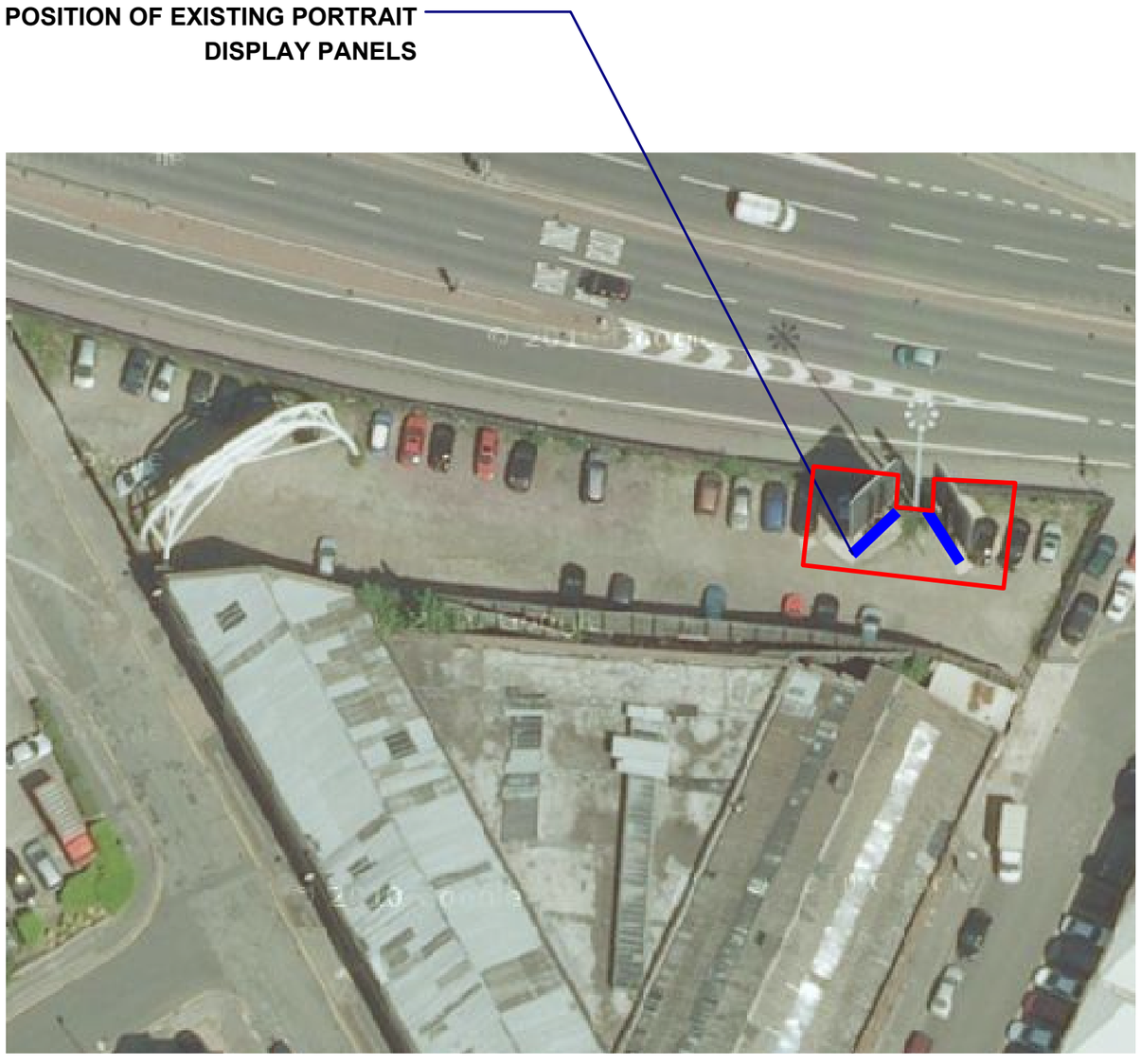


The Application Site

The application site is located on the south side of Mancunian Way, between Cakebread Street and Manor Street. The area is one that is predominantly commercial in land use and large in scale, comprising large areas of warehouse and industrial buildings. The area is also dominated by the dual carriageway to the north, which is heavily trafficked throughout the day. The application site has been used for the display of advertisements for many years and together with other locations within the area is considered and appropriate location for roadside advertisement display without harm to amenity or public safety.

The strip of land fronting Mancunian Way is currently used to display one landscape and two portrait advertisements orientated to face both the 'nearside' and 'offside' traffic along the dual carriageway. The remainder of the land behind the advertisements is used as car parking, a function which would be unaffected by this application. The application site relates to the two portrait displays and seeks consent to change the method of advertisement display from backlit sites to digital screens that can be changed remotely.



JOB TITLE	Land at Mancunian Way/Manor Street Manchester – Renewal Application
CLIENT	N/A
SCALE	1:1250 & 1:500 @ A3
DRAWING	Aerial Images and Site Detail
REFERENCE	**A00683/01** REV

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