NO CHEQUE

Neil Buchanan
Media Consultant

Planning Department,
Manchester City Council,
PO Box 532
Manchester,
M60 2LA.



22 May 2012

Dear Sirs

Network Rail land @ London Road, Manchester

Please find enclosed a planning application in respect of an existing advertisement at the above location; no planning fee is required as it is a re-submission of another application (ref 097687/AOH/2011/C2).

The proposal involves the upgrade of an existing 48 sheet advert panel from a backlit display to a digital type display, together with improvements to the site. The position of the display will be unchanged from it's current location.

The existing display was granted consent by way of appeal in 2005 (your reference 073416/AOH/2004/C2); a temporary consent was granted for 2 years in view of then possible re-developments in the area. Over the intervening 7 years little has changed in the area, save for the opening of the McDonald hotel, and in such circumstances the acceptability of the display is considered just the same as it was when the appeal was granted.

The existing display adopts a display type which uses a printed vinyl skin, this is back illuminated by approximately 20 fluorescent tubes. The changes this application seeks are to the manner of this display only as the location, size and position will remain the same. The new display will use an LED digital screen, this is a much more environment friendly approach to display as:

- The actual advertisement would be a remotely controlled digital display so there is no need to visit the site with vehicles - so as reducing the carbon footprint, nor print up and dispose of a PVC skin.

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40 Thomas Telford Basin
Manchester
M1 2NH

T: 07876 341 351

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- The LED lights would consume less than half the amount of electricity of the current display; this is due to the ability to vary the level of illumination to match the ambient light changes prevailent due to time of day and seasonal variances.

- LED lights are longer lasting and have far better performance providing a 'clean' display over existing fluorescent tubes which fade over time; they can be directed whereas the existing light system gives out 360° light spillage.

- Upon expiry fluorescent tubes need careful disposal as they contain contaminants whereas LED lights are much greener containing less hazardous waste.

In addition to the upgrade of the display type this application also proposes improvements to the remainder of the site, these are:

- The planting of 2 no. trees, this would result in there being 3 no. trees in total; these would soften the impact of both the display and domineering railway viaduct. These trees's would also complement the recent planting of other trees along Wyre Street to the east.

- The removal of the austere palisade fencing which fronts the large and small railway arches behind the display.

- The infill of the two railway arches with stainless steel louvre cladding, set horizontally. This cladding would remove the view of the unappealing railway arches and complement the similar cladding treatment seen nearby at the McDonald hotel; also its colour would blend in with the recent re-painting of the bridge over London Road and bridge span immediately above.

- The existing legs of the display, currently 2 no. untreated steel supports, are proposed to be clad in a similar stainless steel cladding to complete the overall effect of the upgrade.

It is considered the principal issue in determining this application will be amenity. The scale and size of the display will continue to be visually contained in the foreground by the large McDonalds hotel and by the backdrop of the railway viaduct and taller buildings beyond. The quality of the proposed improvements would only enhance the existing appearance of the site, accordingly it is the change in type of display which is likely the main factor and for the reasons explained it is considered the upgrade of this display would be an acceptable change.

I trust you now have sufficient information to progress the application. In the event you need to discuss any aspect of the application then please do not hesitate to contact me.

Yours sincerely,

Neil Buchanan

E: neil@highway-media.co.uk
T: 07876 341 351