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PLANNING		
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FOIL ACTION		

Lisa Doherty
Manchester City Council Planning Department
PO Box 463
Town Hall Extension
Manchester
M60 3NY
22.01.2008

Ref: 1121/4.1

HKR ARCHITECTS

10 Albion Street, Manchester: Application no: 085198/FO/2007.

Dear Lisa

In response to Manchester City Council planning department's letter dated 7.12.07, please find below responses to the queries with regard to the application for consent to display advertisements.

1. Please find enclosed the location plan below showing the outline of the building on which the advert would be displayed and the location of the advert on the building shown in red.

   - 4 no. copies of 1121_00_101 rev -

2. Please find enclosed the following plan and section drawings to show how the structure of the advert is designed into the building and its relationship with the building.

   - 4 no. copies of 1121_08_138 rev -
   - 4 no. copies of 1121_08_139 rev -
   - 4 no. copies of 1121_09_121 rev A

3. Justification Statement

   The advertising screen is situated on the north façade of the building on the solid core wall illustrated on the enclosed plan and elevation drawings. There is a significant amount of open area immediately in front of the screen which extends past Manchester Central, Bridgewater Hall, Barbirolli Square and along Lower Mosley Street to St Peter's Square. This open area is also illustrated on the enclosed context plan and context view drawings (1121_00_102 and 1121_00_103). The screen will be capable of being viewed from St. Peter's Square as can be seen in image 1 (attached). The image was produced as a "verified view" at the request of Manchester City Council and English Heritage for inclusion within the planning application document.

   As agreed in the planning process for the development, the building is of a scale suitable for the surrounding context. The area's building mix of old and new, low rise and high rise along with

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HKR MANCHESTER LIMITED REGISTERED OFFICE: 7th Floor, The Pinnacle, 73 King Street, Manchester M2 4NG, UK. REGISTERED NUMBER: 5561227 ISO 9001:2000 CERTIFIED

the crossing of many transport routes at this point create a vibrant, busy character. This character lended itself to the integration of an LED array, within the planning application for the building in 2007. The scale of this array is derived from the distance from which it is visible and the need to fully integrate the screen component into the building within the proportion and geometry of the north façade design.

The site, in terms of the advertising display, is comparable to areas such as Times Square in New York, which displays illuminated moving images in a relatively open environment with constant vehicular and pedestrian traffic movement in the foreground (refer to image 2). The view from St. Peter's Square towards the site also has a large volume of traffic movement passing through it, with buses, trams, cars and bicycles. The screen to our building is the backdrop to this intense activity in St. Peter's Square.

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- 4 no. copies of 1121_04_013 rev -
- 4 no. copies of 1121_00_102 rev - (context plan)
- 4 no. copies of 1121_00_103 rev - (context section)

4. PPG 15 Statement

The building to which the screen will be integrated is situated in a diverse area of both old and new developments. The nearby Grade 2* listed GMEX building sits directly adjacent to the 2001 Manchester International Convention Centre addition to the complex which together became 'Manchester Central'. The enclosed images (3, 4 and 5) demonstrate the juxtaposition of the listed structure against an eclectic mix of modern buildings including the Ropeworks, Hacienda, the Beetham Tower, the Radisson Edwardian hotel and the Bridgewater Hall.

The Bridgewater Hall itself displays an illuminated installation. The structure to the Lower Mosley Street elevation is clad in cast glass channels is back lit with changing coloured light. The entrance area of the Bridgewater Hall also displays changing coloured light installations (refer to images 6 and 7).

Piccadilly Circus in London is a prime example of this kind of advertising screen set adjacent to older buildings (refer to images 8 and 9). However, the displays at Piccadilly Circus are retro-fitted and are not a fully integrated solution like our development. The display at the Albion Street development was incorporated into the building façade from concept design stage.

Section 4.31 of PPG 15 refers to advertisement control within a conservation area. Whilst the screen will be visible from the St. Peter's Square conservation area, it will not directly affect the appearance of the buildings in that area owing to the fact that the screen is some 450 metres away from St. Peter's Square.

We believe the building and its screen positively contribute to the vibrant quality of the square even from a distance, in the same way as the Bridgewater Hall does.

5. The advertising screen will be available for the display of public information for thirty hours per annum, with the frequency and length of individual displays at the discretion of Manchester City Council.

6. Please find enclosed the following information;

- 3 no. Agreement for the Display of Advertisements
- 1 no. copy of the application form, drawings and photomontages
- 2 no. CD's containing all of the information

We trust that the above and enclosed is adequate to progress the application and we look forward to receiving formal confirmation of the application having been approved. If you have any further queries about the above please don't hesitate to contact us.

Yours sincerely,

HKR

Claire Jones BA (Hons) BArch

cc. Nick Pentith Property Alliance Group