Manchester City Council
P.O. Box 532
Town Hall
Manchester
M60 2LA

By Planning Portal and post

24 October 2012

let.001.SS.SS.04100023

Indigo Planning Limited

Lowry House
17 Marble Street
Manchester
M2 3AW

T 0161 836 6910
F 0161 836 6911
info@indigoplanning.com
indigoplanning.com

Dear Sirs

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT AT 7- 9 GREAT DUCIE STREET, MANCHESTER

On behalf of our client, Maryland Securities, please find enclosed an application for advertisement consent at the above site.

Please find enclosed the following documentation:

- Application form;
- Site location plan;
- Drawing of the proposed signage;
- Image of existing signage;
- Image of proposed signage; and
- Appeal decision notice (Ref: APP/B4215/H/08/2092223).

We enclose with this letter a cheque for the amount of £335 to cover the planning application fee.

With regard to the proposed advertisements at present it is not known what the colour and text of background or the maximum height of any letter or symbols. The illuminance levels will be industry standard.

Planning Policy

Manchester City Council formally adopted its Core Strategy on 11 July 2012. A number of policies from the Unitary Development Plan (UDP) remain in place.

Saved UDP Policy DC15.1 states "*applications for advertisements be considered only in the interests of amenity and public safety*". The location of the proposed advertisement would sit next to existing signage on Great Ducie

Registered office
Swan Court
Worple Road
London SW19 4JS
Registered number 2078863

Directors
Simon Neate
BA (Hons) MRTPI

Philip Villars
BA (Hons) MRTPI

Ian Laverick
BDc (Arch) BArch (Hons 1)
RIBA FRAIA

Bill Davidson
BA (Hons) DipTP DipUD MRTPI

Mathew Mainwaring
BA (Hons) MRTPI

Sean McGrath
BA (Hons) MSc MRTPI

Tim Waring
BA (Hons) MRTPI

Helen Greenhalgh
BA (Hons) DipTP MRTPI

Doug Hann
BA (Hons) MTPL MSc MRTPI

Consultant
John Spain
BBS MRUP MRICS MRTPI MIPI

Also in London, Leeds and Dublin

Street; thereby the existing visual appearance of the surrounding locality would not be significantly altered. The site is of no particular aesthetic value therefore the proposed signage would not cause a loss of visual amenity.

Extant UDP Policy DC15.2 requires advertisements to be *"in scale with the locality and relate properly to the site in which they stand"*. The proposed details of the signage are consistent with the surrounding signage, enabling a continuation of existing panels.

The application for consent of the advertisement is proposed as temporary, for a period of five years, whilst the client seeks redevelopment of the site. Policy DC15.1 states the Council take account of *"the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent"* when assessing applications for advertisements.

Planning History

Previously a similar proposal for advertisement consent at 7-9 Ducie Street was permitted at appeal dated 3 April 2009. This proposed signage was not implemented and permission lapsed on 21 July 2012.

Conclusion

Overall it is therefore considered that the proposal is acceptable and in line with local policy.

We trust the enclosed is sufficient for you to validate the application, however should you have any queries, please do not hesitate to contact us.

Yours faithfully

Siobhan Sweeney

Enc: As listed
cc: Client