JCDecaux

Head of Planning
Chief Executive's Department
Manchester City Council
PO Box 532
Manchester
M60 2LA

13 February 2012

Dear Sir/ Madam,

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Re: Application for Renewal of Advertisement Consent

Site: Land adj. to Mancunian Way, bounded by Manor Street & Cakebread Street Ardwick Manchester

Please find enclosed an application under Regulation 9 of the above Regulations relating to the advertising displays at the above site.

The site is located on the south side of the A57 dual carriageway (Mancunian Way) between Cakebread Street and Manor Street and consists of three structures displaying static illuminated advertisements. This application relates only to the two portrait advertisements, which were granted conditional consent on the 29th March 2007 for a period of five years.

Enclosed with the application form is;

- a site location plan,
- the application documents in respect of 082134/AO/2007/N2,
- a copy of the advertisement consent dated the 29th March 2007,
- application fee.

This application is to renew consent for a further five years; the size, design, position and location of the existing portrait panels will remain the same as now.

Site Location

The application site forms part of a larger open area of land on the south side of Mancunian Way which is used for the purpose of advertisement display and vehicle parking. The advertising use of the land has been continuous for many years and reconfigured on a number of occasions, most recently in 2007. The use of the land for advertising is consistent with the local character, which is primarily made up of commercial and industrial units and estates. The land

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currently displays one landscape and two portrait panels pursuant to consent granted in 2004 & 2007 respectively. Enclosed with this renewal application are the application plans and consent under reference No 082134/AO/2007.

Visual Amenity

The local area continues to be a suitable and appropriate location for advertisement displays as demonstrated in recent decisions at Baring Street and Measurement House opposite the application site, where the presence of advertising displays was not considered to harm local visual amenity. It is considered therefore that the continued use of the site for advertising would be consistent with both national and local policies regarding advertisement consent, including the Council's Unitary Development Plan policy DC15 "Advertisements, Hoardings and Posters".

Public Safety

In respect of highway safety, the presence of advertising within the local area is expected and forms part of the local character. Drivers travelling through the area will be able to assimilate the messages without distraction. Planning Policy Guidance Note 19 (Para.15) explains that the vital consideration in assessing the impact of an advertisement on highway safety is whether that advertisement is likely to be so distracting or confusing that it presents a danger to drivers. For the reasons mentioned above, the continued advertising use at the site would not appear as unexpected or unusual features of the street. Moreover, the panels are set well away from any traffic signals or major junctions, in accordance with national guidance.

Overall it is considered that the continued use of the application site for the purpose of advertisement display would not be against the interests of amenity or public safety and would continue to accord with the same relevant UDP policy objectives, under which the previous application was considered.

Please contact me should you require any further details or information in order to determine this application.

Yours faithfully,



Martin Stephens **MRTPI**
Head of Planning
T: 020 8326 7732
F: 020 8326 7738
Email: martin.stephens@jcdecaux.co.uk