Planning Division
Manchester City Council
PO Box 463
Town Hall
Manchester
M60 3NY

PLANNING
03 OCT 2008

October 2, 2008

Development &
Contracts Team

Dear Sirs

**54 Swan Street, Manchester.**

Please find enclosed a planning application for the display of advertisements at the above location together with appropriate forms, drawings and planning fee of £335.

The site is the end premises of a terrace of shops, up until about 7 years ago the building was the penultimate building in the terrace however number 52 was then demolished. As a result the wall of number 54 was revealed, this was crudely protected from the weather using battens and black plastic sheeting and this poor standard of presentation has remained since.

The proposal involves the erection of a single 48 sheet poster panel at first floor level together with a new 'skin' to the remaining wall which is currently covered by the black plastic sheeting. This skin will be stretched pvc and will contain a display which will re-create the traditional brick gable wall which previously existed at number 54. This method has been used previously to successful effect on scaffold banners where an image of the building being refurbished beneath the scaffold shroud is re-created on to the shroud, examples of these are enclosed.

The locality supports this type of display as it is totally commercial in character being formed from premises in various commercial uses, some operational some not. This character is accentuated by the amount of signage in the area either relating to these premises or in the form of general outdoor advertising by way of billboards. In such circumstances, the proposed scheme would not look out of place or harm the amenity of the area.

The local UDP supports the proposal as the scheme accords with the city's stringent policy DC15.1, as:

a. & b. the display would be located in a robust commercial area which has no great merit and it would improve the amenity of the area by replacing the unsightly black plastic sheeting affixed to the wall with a neat display.

c. the displays would be contained by the nearby building and trees on the pavement.

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**Highway Media UK Ltd**
Outdoor Advertising Specialists
**Canal House**
**40 Thomas Telford Basin**
**Piccadilly**
**Manchester**
**M1 2NH**

www.highway-media.co.uk

Registered in England No 5268357

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d. the display would not effect the proposed re-development of the site; as previously stated the landlord is actively marketing the site for re-development and our agreement allows c. 6 months notice to be served at any time in the event the site is required for such purposes.

e. the display would not raise any public safety concerns as it involves a static display located on a relatively simple stretch of road which does not need special attention by drivers

f. the display would be capable of being easily maintained

g. & h. the display would screen a vacant development site.

i. the appearance of the site would be improved as the display would hide the unsightly black protective sheeting which has been affixed to the wall for several years.

j. while there are other poster sites in the area they are not so close to the application site so as to cause clutter.

In addition, the proposal would accord with Policy DC15.2 as:

a. the application site has no significant architectural merit, in fact in its current state it detracts from its locality. The display would exist for a temporary period only until such a time as the site is re-developed.

b. the display would relate well and is in scale with the commercial buildings and other advertisements in the area.

c. the display would be seen only in a commercial environment which does not have a great amenity value. It would be contained on the site by the nearby buildings and trees on the pavement which would restrict views of the display.

d. there would be no public safety concerns as the static display would be seen over a long distance allowing drivers to assimilate them without being distracted from the relatively simple road conditions.

The above demonstrates that the proposal complies with the policies of the city council. In such circumstances, we hope the application will now receive favourable consideration. In the event you need to discuss any aspect of the application please do not hesitate to contact me on 07876 341 351.

I look forward to hearing from you in due course.

Yours sincerely