



LATIMER
by Clarion Housing Group

Latimer Developments Limited

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Part of Clarion Housing Group

**Planning Department
Manchester City Council
Town Hall
Albert Square
Manchester
M2 5DB**

30/09/2025

To whom it may concern,

APPLICATION FOR ADVERTISEMENT CONSENT TO DISPLAY 2 X NON-ILLUMINATED SIGNS AT THE FORMER CENTRAL RETAIL PARK, GREAT ANCOATS ST, MANCHESTER, M4 7DB.

We write to apply for advertising consent to display 2 x non-illuminated advertisements on the corner of the former Central Retail Park. This letter is provided to support an advertisement consent application which has been submitted via the Planning Portal reference: PP-14335268. The consent is required to facilitate the installation of 2no. non-illuminated signs that will support and promote the availability of Affordable Homes (Shared Ownership) homes at Islington Wharf. Agreement has been secured with the wider Council team to install the signs on Council owned land for a temporary period, on a rolling basis.

This application is supported by the following documents:

- Completed Application Form
- Site Location Plan
- Elevations of Proposed Signage

Latimer Developments Limited is the development arm of Clarion Housing Association, the largest housing association in the country. Our focus is on developing thriving communities and providing homes for those who need them most. At Islington Wharf we have brought 104 vital affordable homes to the city centre of Manchester.

The advertisements are proposed on the corner of Great Ancoats Street and Old Mill Street on the site of the former Central Retail Park, a currently unused site, with one sign facing broadly south-east and the other broadly south-west. We expect the advertisements to be required and in place for a period of no longer than two years and this has been agreed via a License with Manchester City Council, who are the landowner.



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The site offers an excellent opportunity to increase visibility and awareness of these high-quality affordable homes to the traffic and pedestrians travelling along Great Ancoats Street. We therefore kindly request that the advertisement consent be granted.

We trust that the information submitted is sufficient to enable to Council to validate and determine the application positively. However, should you have any queries or require anything further, please do not hesitate to contact me.

Kind regards,

MICHAEL SYME
Assistant Project Manager