



23 October 2024

Planning Application Reference 139189

Land Located At Deansgate Interchange, Chester Road & Chorlton Road Manchester

Installation of 2 freestanding digital advertisements, associated supporting structures, equipment and landscaping.

As a result of on-going consultation with the LPA and stakeholders, including MCC Highways Team the planning application has been further amended as outlined in the accompanying documentation.

- The number of digital screens proposed has been reduced to two in line with the amended plans.
- The portrait screen viewed from Chorlton Road approach has been repositioned, so the traffic signal heads are not viewed against the backdrop of the digital screen.

Additional repositioning was required to the screen and supporting structure to ensure the traffic signal head was clearly visible from 43 meters.

The visualisation montage accompanying the amended application shows the modelling undertaken. The screen has in effect been moved 2.5 meters from the position originally proposed and we anticipate aligning with the recommendations of the Highways Team.

I trust the amended application can now be recommended for approval and thank you for your continued time and attention in this matter.

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