

8th August 2024

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**Manchester City Council
Planning and Development
Town Hall
Manchester
M60 2LA
PO Box 532**

Our Ref: A02524

Dear Sir/Madam,

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

**Property Address: Existing Advertising Site East Side of
Rochdale Road at junction with Victor Street
Manchester M40 7PN**

Proposal: Renewal of Express Consent for a Digital Advertisement Display

Please find enclosed an application for the renewal of express advertisement consent for the display of a landscape display at the above location.

The application site is located on a plot of land off the eastern side of Rochdale Road at the junction between Rochdale Road and Victor Street. The land forms part of a grass verge from which is displayed a single 96 sheet advertisement facing south, which has long history of advertisement displays and consents existing for more than 15 years at this location. The most recent consent was granted on 13th September 2019 under Council reference 124342/AOH/2019 for the display of a digital LED advertisement. This consent was due to be implemented in 2020 but was delayed in part due to the supply delays and reduction in demand for out of home advertising during the pandemic and subsequent lockdowns caused by COVID-19. As the consent period is due to expire later this year, this application is to renew the consent for a further ten years. In all respects, the proposal remains the same and it is trusted that the local authority will not deem the 2019 assessment and approval unsupportable for renewal.

The application site does not lie within a conservation area nor is it close enough to affect any heritage asset within the area. The site adjoins a busy arterial traffic corridors that surround the city and as such is heavily trafficked, brightly lit and a mixture of commercial and more recently residential. The orientation of the advertisement would not appear out of place or inappropriate given the local setting and the presence of other advertised structures that create the immediate visual context.

The proposal development would be consistent with both national and local policies on advertisement control. The redevelopment of the application does not increase the number of advertisements at the site, rather it represents a reduction in size of advertisement display of what has been deemed previously acceptable by the Local Authority. The advertisement will continue to be illuminated using LED technology and 100% green energy, with the light output in accordance with the ILP guidance. The image will also remain static in nature that automatically change via a secure ISDN connection.

In summary the proposal would not fundamentally alter the nature or character of the site or the wider area, which is accustomed to roadside displays of this type and scale. The investment in modern, cleaner and greener technology will meet the policy objective of creating a positive impression of the City and embraces the principals of sustainable development.

Please contact me if you require any further information regarding the proposal or to discuss the policy issues involved in this application.

Yours sincerely,

T. Collins

Tom Collins

Town Planner

JCDecaux

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