

3203/08-2305PO01Idl-2

25 May 2023

Manchester City Council
P O Box 532
Manchester
M60 2LA

metropolis^{pd}_{as}

Dear Sir/Madam

**TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENT) REGULATIONS 2007**

PICCADILLY GARDENS NORTH WEST CORNER M2 3AN

20-22 Wenlock Road London N1 7GU
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On behalf of our client, Ocean Outdoor UK Ltd, please find enclosed an application for consent to display an advertisement for:-

"Replacement of existing interactive totems with 2.42m x 1.27m totems including full motion LED display of digital advertising."

This online application (PP-12190113) comprises the following documents.

1. Completed Application Forms;
2. This Cover Letter;
3. Site Location Plan;
4. Application Drawings no 051 JW4527 revB;
5. Existing View;
6. The relevant fee of £462.00

Background

This application is submitted by Ocean Outdoor to renew Advertisement Consent for LED Totem display located in the public realm at Piccadilly Gardens North West Corner M2 3AN which form part of the 'Manchester Loop' and under agreement between Manchester City Council and Media Co Ltd (a wholly owned subsidiary of Ocean Outdoor) dated 9th September 2010.

A further 9 applications have been submitted under separate cover at the below sites, which also form part of the Manchester Loop.

No.	Site Address		Approved Application Ref:
1	Piccadilly Gardens North East Corner	M1 1LQ	103219/AO/2013/C2
3	Market Street East Junction High Street	M1 1PB	103198/AO/2013/C2
4	Market Street West Junction Cross Street	M2 1NB	103203/AO/2013/C1
5	Exchange Square North East Corner	M4 3TR	103204/AO/2013/C1
6	New Cathedral St South West Cnr Exchange Sq	M3 1SW	103205/AO/2013/C1

7	New Cathedral Street Junction St Marys Gate	M2 7BR	103223/AO/2013/C1
8	St Anns Square Opposite Royal Exchange	M2 7HD	103206/AO/2013/C1
9	St Anns Street Junction Police Street	M2 7LU	103224/AO/2013/C1
10	Market Street Junction Brown Street	M1 1PN	103207/AO/2013/C1

This renewal is associated with the replacement and updating of the totem display which have been located in the public realm, on land in the ownership of Manchester City Council.

Piccadilly Gardens North West Corner M2 3AN was granted Advertisement Consent in 2013 under Planning Ref: 103220/AO/2013/C2.

For good order, as the units are now being replaced, this application has been submitted to seek Advertisement Consent Approval for the new equipment proposed.

For the avoidance of doubt, the new totem proposed, will be sited in exactly the same position in the public realm as previously consented and found to be acceptable on the grounds of amenity and public safety.

The new unit proposed are similar in appearance to those previously approved.

The overall dimensions of each unit are however slightly smaller than previously approved being 2.420m high and 1.266m wide, compared to the approved dimensions of 2.628m high by 1.554m wide. This alteration is solely a function of a change in manufacturer and resultant change in specification. The illuminance and messaging will be controlled in the same manner as the previous units.

This change is not considered to materially affect the consideration of amenity or public safety matters.

All conditions attached to the original permission are considered acceptable and can be carried over to this renewal.

I trust this is sufficient to validate the application and look forward to receiving your confirmation shortly.

Yours faithfully


Paul O'Neill
Director

Encl