

3203/08-2308PO01

05 September 2023



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Dear Sir/Madam

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF
ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
CORNER OF LOVEROSE WAY & THE AVENUE, r/o 3 HARDMAN
STREET, SPINNINGFIELDS, MANCHESTER M3 3HF**

On behalf of my client, Ocean Outdoor UK Ltd, we are writing to advise of the intention to replace the existing LED at the above site owned by Allied London.

The new display will be located on the face of the 3 Hardman Street Building at its north east corner, where The Avenue and Loverose Way intersect.

The Site

There is an existing LED display, comprising two parts, is mounted on the north east corner of the building (see photo attached) below fascia level. The ground level drops away with steps down from east to west.

The existing LED display is 1.5m wide and 3.8m high on the east elevation and 5.0m wide by 3.8m high on the north elevation adjacent to the steps.

3 Hardman Street is a substantial commercial building of modern design built circa 2008 and the display was installed around that time and should benefit from deemed consent in accordance with Schedule 3, Class 14 of the Advertisement Regulations 2007 by virtue of the time it has been in situ.

The building comprises restaurant and retail premises at ground floor level with 8 floors of offices above. The street in proximity to the proposed display location is pedestrianised and has the appearance and level of activity commensurate with the Central Business District character of the Spinningfields Estate.

There is no access to vehicle traffic in proximity to the application site and no residential properties in proximity to the display.

The Proposal

The existing LED display is now in need of replacement and provides an opportunity to improve both the efficiency and technology of the display.

At the time of installation it was necessary to install as two separate display elements, but now the technology exists to 'wrap' the display around the corner and present as a single display. This allows for the display of a wider range of full motion content and the use of Ocean's deep screen technology which has the appearance of 3D.

The new display will measure 5.2m wide x 3.8m high on The Avenue frontage and 3.6m wide x 3.8m high on the Loverose Way frontage.

The display will be enabled to show full motion content but no audio content.

Images of the proposed display are attached.

The Application

In accordance with best practice, and the advice of the Courts in this matter, we are writing to notify the Council that the display is to be updated and replaced with a new LED display as the current display is reaching the end of its useable life.

The technical specifications in terms of illumination will not change. The new display will be mounted on new fixings but will be located in essentially the same place as the existing display.

The technical specifications, mounting details and location plan are attached.

The application ref: PP-12424887 includes:

1. Completed Application Forms;
2. This Covering Letter;
3. Site Location Plan 3203-D1000-rev00;
4. Existing and Proposed Plans
3203-D1100-rev00 – Existing East Elevation
3203-D1200-rev01 – Existing North Elevation
3203-D1300-rev01 – Existing North Elevation

3203-D2100-rev01 – Proposed East Elevation
3203-D2200-rev01 – Proposed North Elevation
3203-D2300-rev01 – Proposed North Elevation
3203-D2101-rev00 – Illustrative View Existing and Proposed;

5. The applicable fee of £462.00

Impact on Amenity and Public Safety

The display will be mounted to the façade of the existing building and will not impede pedestrian or vehicle movement in any way.

There is no vehicular traffic allowed in the pedestrianised area.

The existing display has been operating for over ten years with no complaints.

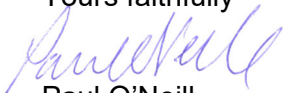
There are no residential properties in the vicinity that will be affected by the proposals.

The surrounding context is commercial in nature being a mix of retail and restaurant uses with commercial office spaces above.

For all of the above reasons, we respectfully request that advertisement consent is granted for this application.

We would be grateful if receipt of this letter could be acknowledged.

Yours faithfully



Paul O'Neill
Director

Encl