



Armstrong Planning

Planning Department
Manchester City Council
P O Box 532
Manchester
M60 2LA

18th September 2023

Dear Sir or Madam

RE: PP-12464581

CONSENT FOR TEMPORARY DISPLAY OF AN EXTERNALLY ILLUMINATED ADVERTISEMENT BANNER ON A SCAFFOLD SHROUD AT WELLINGTON HOUSE, 39 PICCADILLY, MANCHESTER, M1 1LQ.

I write on behalf of the applicant, King Media Ltd, to request advertisement consent for the temporary display of an externally illuminated advertisement banner on a scaffold shroud at Wellington House, 39 Piccadilly, Manchester, M1 1LQ.

The application site is a six-storey, mixed-use building located at the junction of Piccadilly and Lever Street. The surrounding area is busy and vibrant and is commercial in character. The street is dominated by vehicular traffic.

The site is identified as falling within the City Centre Primary Shopping Area and Stevenson Square Conservation Area.

This application is effectively seeking an extension for a temporary period of 11 weeks, to the existing advertisement consent (Application No. 135172/AOH/2022) granted for a period from 06/02/2023 until 06/10/2023. However, the programme of works at the site has been protracted slightly, and scaffolding is now scheduled to be struck by 18th of December 2023.

Accordingly, temporary advertisement consent is sought until 18/12/2023. There will be no significant additional impact over and above that of which was previously considered acceptable.

The banner remains unchanged from the previous consent, and we are providing the following documents with this letter of application to assist determination:

- Location Map
- Site Plan
- Existing South Elevation
- Existing East Elevation
- Proposed South Elevation



- Proposed East Elevation
- Standard Specifications
- Existing View
- Proposed View
- Programme of Works
- Schedule of Condition
- Lighting Specifications

We trust this is satisfactory and we ask the Council to support the building owner and applicant and grant consent in due course. If any further information is required, please contact David Armstrong on 02032398901 or at david@armstrongplanning.co.uk.

Sincerely,

DAVID ARMSTRONG BA MRUP MRTPI MIPI