

Our Ref: 04C201431/RM/LS

Your Ref: 136359/FO/2023

29 August 2023

Robert Griffin  
Manchester City Council  
PO Box 532  
Town Hall  
Manchester  
M60 2LA

Dear Robert,

**APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENT RELATING TO PLANNING  
APPLICATION REFERENCE 136359/FO/2023 - CORNER OF RELIANCE STREET AND OLDHAM  
ROAD, MANCHESTER, M40 1EZ**

On behalf of our client Iduna Evci Asset Co 1 Limited, ('the Applicant'), please find enclosed an application for consent to display advertisement, under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, to planning permission 136359/FO/2023 which was approved on the 28 June 2023 for the following development:

*"Change of use of site and creation of an electric forecourt comprising 16 no. electric vehicle charging points (Sui Generis use), with associated canopy/bio-diverse roof structure, erection of single storey retail unit (Use Class E), hard and soft landscaping, access arrangement and other associated infrastructure."*

The submitted advertisement consent application is supported by the following documentation:

- This Covering Letter;
- Applicant Forms;
- Plans and Drawings prepared by ArchitectThat:
  - Site Location Plan (ref: 658-AT-ZZ-GR-DR-A-3.0001, Rev P2)
  - Existing Site Plan (ref: 658-AT-ZZ-GR-DR-A-3.0002, Rev P2)
  - Existing Oldham Road Elevation (South) (ref: 658-AT-ZZ-GR-DR-A-3.0003, Rev P2)
  - Existing Reliance Street Elevation (East) (ref: 658-AT-ZZ-GR-DR-A-3.0004, Rev P2)
  - Proposed Oldham Road Elevation (South) (ref: 658-AT-ZZ-GR-DR-A-3.2001, Rev P2)
  - Proposed Reliance Street Elevation (East) (ref: 658-AT-ZZ-GR-DR-A-3.2002, Rev P2)

- Proposed Hoarding Location Plan and Design (ref: 658-AT-ZZ-GR-DR-A-3.1001, Rev P2)
- Proposed Hoarding Detail (ref: 658-AT-ZZ-GR-DR-A-3.5001, Rev P2)
- Proposed Hoarding Design

### **Background & Planning Application History**

As mentioned above, full planning permission (ref: 136359/FO/2023) was approved on the 28 June 2023, for a new electric vehicle charging hub, comprising of 16 no. of parking spaces, associated canopy / bio-diverse roof structure and retail unit. This advertisement consent relates to the current approved application and the proposed use across the site.

### **Signage Proposal**

The Applicant is seeking to display advertisement in the form of non-illuminated hoarding which is proposed around the full perimeter of the site. The proposed description of development is as follows:

*"Advertisement consent for the installation of temporary non-illuminated site hoarding around the perimeter of development site on the corner of Reliance Street and Oldham Road."*

The hoarding fronting Reliance Street will consist of Be.EV branded content such as images of the new hub and retail unit and details on charging oasis partners. The hoarding design provides further information on the consented scheme and will also obstruct views to and from the construction site. The majority of the hoarding along Oldham Road and to the rear of the site will be coloured "Deep Green" (HEX 00C65E).

The proposed height of the hoarding, above ground level is 2440 mm, including the concrete foundation, the total height is 3340 mm. The depth of the hoarding is 145 mm. The width of the hoarding will edge around the perimeter of the site and equals to 150.8m.

The materials of the proposed hoarding include printed graphic, plywood, timber post, timber brace and concrete foundation. Further measurements on these elements are included on the Proposed Hoarding Detail drawing prepared by Architect That.

### **Planning Assessment**

The proposed hoarding which is to be placed along the perimeter of the site is considered to be compliant with Manchester City Council's Core Strategy Development Plan Document (Policy SP1 Spatial Principles and Policy DM 1 Development Management) and should be approved without delay. The proposals directly relate to the proposed use on the site and have been designed to a high standard, with the sole purpose of informing onlookers on the Be.EV network. The designs of the hoarding have been carefully curated to reflect the Be.EV brand. The scale of proposed advertising is suitable in terms of siting, scale, form, massing and material. The proposed

hoarding improves the overall amenity of the local area, as it will enclose the construction site from passers-by's. The installation of the hoarding is beneficial for pedestrians and motorists as it will cause less visual disruption onto the streetscape. Vehicular access to and from the site will not be obstructed, as pictured in the Proposed Hoarding Location Plan and Design (ref: 658-AT-ZZ-GR-DR-A-3.1001, Rev P2). Regarding highways safety, no illumination is proposed, therefore there are no negative impacts on motorists anticipated.

It is therefore considered that the proposed hoarding wholly accords with SP1 and DM1 of the MCC Core Strategy and should be approved without delay.

### **Summary**

The application is being submitted via the Planning Portal on application PP-12412671. A bank transfer payment of £196 (includes VAT and Planning Portal Service Charge) is being made to cover the requisite planning application fee. I look forward to receiving your confirmation that the signage application has been successfully registered and validated, however if you have any queries or require any further information in the meantime, please do not hesitate to contact me.

Yours sincerely,



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**Planner**  
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**For and on behalf of Avison Young (UK) Limited**