

3203/08-2305PO01Idl-3

25 May 2023

Manchester City Council  
P O Box 532  
Manchester  
M60 2LA

metropolis<sup>pd</sup><sub>as</sub>

Dear Sir/Madam

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

**MARKET STREET EAST JUNCTION HIGH STREET M1 1PB**

20-22 Wenlock Road London N1 7GU  
t 020 7324 2662  
e info@metropolispd.com  
w metropolispd.com

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-12190116) 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 Market Street East Junction High Street M1 1PB 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 9<sup>th</sup> 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         |
| 2   | Piccadilly Gardens North West Corner        | M2 3AN | 103220/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.

Market Street East Junction High Street M1 1PB was granted Advertisement Consent in 2013 under Planning Ref: 103198/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