

Manchester City Council
2022
PO Box 532
Town Hall
Manchester
M60 2LA

23 September

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Gable at Apollo Theatre, Stockport Road, Manchester, M12 6AP; Conversion of internally illuminated advertisement display to a D-poster.

Dear Sir/Madam,

Wildstone Planning has been instructed by Wildstone Group to submit an application for advertisement consent and listed building consent to upgrade an established internally illuminated advertising display to a modern digital format as well as removing other advertisement panels on the site. The digital format is capable of being operated from a central location, and eliminates the requirement for the physical reposting of sites and the associated vehicle trips.

The proposal to digitalise the site is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In many instances this will mean removing inappropriately located or poorly performing displays. The overall strategy is to reduce the numbers of displays whilst increasing their quality. This is especially true of the proposal site which is a long established site which has hosted multiple advertisements, with records dating back to the 1960's as seen below. The proposal takes account of the site's historic and long term association with roadside advertising, and aims to simply update the form of advertising, whilst preserving the historic relationship.

The Site

The application site forms part of the prominent art-deco Grade II Listed Apollo theatre in Manchester. The theatre is a long established site for advertising, having hosted advertisements since its construction in the 1930s, at the time of its listing in 1994 (art-deco

interior and frontage to Stockport Road), and through to the present day (see **Figures 1-4** below).



Figures 1 – 2. Existing advertising displays to be updated and removed from site. Figure 2 highlights the Apollo theatre's dominance of the street scene and the application site's subservient nature (size, scale, positioning). Figures 3 – 4. Historic images from the 1960's; advertisements have long been associated with the Apollo theatre and have become an iconic and permanent feature. The proposal seeks to preserve and enhance the relationship between the site and Apollo theatre, updating the advertisement seen in figure 1, 2 and 4 to a modern less prominent equivalent. The adjacent advertisements seen in figure 1 and 3 will be removed.

The site is positioned on the north west facing gable wall of the Apollo theatre's annex building and the north east facing gable wall of the Apollo theatre building. A single 96-sheet (12m x 3m) internally illuminated display and two 48-sheet (6m x 3m) externally illuminated advertising displays. The site is an established location for advertising having displayed large format road side advertisements for over 60 years. The proposal simply seeks to rationalise the site by removing the two 48-sheet advertisements and updating the 96-sheet advertisement so that it meets modern requirements. The site will benefit from a 50% reduction in advertising area and 67% reduction in the number of advertising panels.

The site is immediately fronted by the Apollo car park and overlooked by all three existing displays. To the north of the site lies the busy A57 Hyde Road which provides access to Manchester city centre from the east. Beyond the Hyde Road lie five illuminated 48-sheet

advertising displays and a brightly coloured multi-storey self storage building. Adjacent to the building, and to the rear of the advertising displays is a large car park. To the north west is the roundabout junction between Hyde Road, Higher Ardwick, Ardwick Green South, Brunswick Street, and the A46 Stockport Road. Beyond the roundabout is a Tesco Express supermarket. To the west lies the A46 Stockport Road, and a large multistorey building under construction, and commercial / industrial buildings. To the south the A46 continues past the theatre and further car parking is present (Marshall Street car park). To the west lies a commercial building, car parking, an expansive multi-unit commercial building, a builders warehouse and car park.

It is clear that the site lies within an area characterised by commercial and industrial land use, with dominant features relating to commerce and industrial practices. In this respect the site is well suited to the display of digital roadside advertising. This is further supported by the back-to-back digital displays operating 50m to the east which were granted express consent in September 2020 (14-18 Hyde Road, ref: 127518/AOH/2020).

The Applicant

Wildstone Group is an outdoor media infrastructure provider that owns and manages the land and infrastructure required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

This specialist landlord-tenant dynamic is symbolic of the maturity of the outdoor advertising sector as it becomes a legitimate property class attracting new investment and innovation. As the largest owner of advertising assets in the Country and landlord to all of the major operators, Wildstone are in a strong position to be able to push best practice and to change the perception of digital out of home (DOOH) advertising.

It is imperative, as part of this process, that there is confidence that digital displays can be appropriately controlled, and that there is a responsible party ensuring that conditions agreed at planning stage are met. Wildstone perform this function as they have a long-term investment in the site, regardless of who the tenant is.

Through partnership with the media operators as tenants, in-house specialists, and screen maintenance and monitoring contractors, new systems of control have been established to help manage the operation of the displays. Content is controlled remotely in real time from a Networks Operation Centre (NOC) and each site is monitored remotely 24/7 to facilitate responsive maintenance. Diagnostics software reports any faults back to the NOC and a kill switch turns the content to black until it can be resolved.

Wildstone have developed the slimline "D-Poster" digital display which offers a high level of control over illumination, enabling digitally presented content to mimic traditional paper paste and internally illuminated backlit displays. During the evening, and throughout the night period, illumination levels are significantly reduced to ensure images are muted and remain appropriate for their environment.

The Proposal

The proposal seeks to “repost” the existing 96-sheet internally illuminated display at the Apollo theatre’s annex building’s north west facing gable wall (adjacent to Hyde Road), with a “D-poster” display. The D-poster will present static two-dimensional images which update once every 10 seconds on a one minute cycle. Whilst the existing 96-sheet display is proposed to be reposted, the two 48-sheet illuminated paper paste displays mounted on the theatre’s north east facing gable wall will be removed. The proposal results in a 67% reduction in the number of advertising panels and a 50% reduction in the area of advertising at the site whilst eliminating any concerns over advertising clutter or negative cumulative effects.

The proposed display is of similar dimensions to the existing 96-sheet internally illuminated display; it measures 12m in width and 3m in height. However, the proposed digital display will significantly reduce its depth to 0.1m compared to the existing units 0.4m (see **Appendix1** and **drawings PA 06 – PA 08**). The proposed display will, as with the existing display, be positioned 3.6m above ground level. The modern digital technology of the proposed display ensures that it is lightweight, durable, efficient, and low key. The adaptive illumination software ensures that advertising images will mimic the appearance of the traditional low impact displays.

The digital display will be fixed to the building in such a way that it will not damage its architectural or historic fabric.

The proposal is submitted as part of a nation-wide project to upgrade traditional advertising hoardings to a modern digital format. This will see an overall reduction in adverts as multiple advertising campaigns can be supported by single panels. This will see the end of sites comprising a number of competing adverts all displaying different campaigns. Statistics show the number of paper and paste 48 sheets has more than halved, from 18,519 to 8,910 since 2015. This is a total reduction of 8,335 panels Nationwide, demonstrating a clear pattern of rationalisation and decluttering associated with digital upgrades.

As well as removing clutter, this consolidation has additional benefits, such as the reduction in vehicle trips to repost adverts every two weeks, as this can now be done remotely. Furthermore, the upgrade to a digital format will allow media operators to take a versatile approach to advertising at the site, enabling them to incorporate a 10 second slot for promotional material related to the Apollo theatre. The digital format will allow for a multipurposed use of the site, dramatically, improving local and regional awareness, whilst helping to secure the financial wellbeing of a community asset.

Further Benefits of Digital Advertising

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- A medium for advertising specifically related to the use of the Apollo Theatre for music and cultural events;

- Tidy and well maintained sites;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips and associated noise, air quality and climate considerations;
- Removal of multiple advertising sites and panels and reduction in clutter;
- Reduction in waste involved in the poster production process;
- Greater flexibility to enable better access to advertising displays for local businesses;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging campaigns (i.e. Covid-19 Government messaging); and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

Conditions

It is imperative that digital displays are appropriately controlled to ensure that they are acceptable in amenity and public safety terms. Outsmart, the advertising industry body has sought to self-regulate by introducing a code of practice that restricts the operation of digital displays. Limits ensure only static images are presented on a 1/10 second rotation with a near instant update between advertisements. The ILP Guidelines* have also been widely adopted as a means of controlling the night time luminance of advertisements. This robust industry standard forms the basis of conditions applied to the majority of digital advertisement consents.

In accordance with the current best practice approach, the D-Poster display would operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night. During the daytime the screen is able to adjust (much like a modern smart phone) according to changes in the ambient light, ensuring that the brightness decreases in low light conditions.

The following conditions are proposed for this site:

1. Express consent shall be for a period of five years from the date of this notice

Reason: For the avoidance of doubt and in the interests of proper planning.

2. Illumination shall be no greater than 150cd/m² in the hours of darkness. During daylight hours the luminance shall be controlled by sensors and/or timers to reflect ambient light conditions. At all times the displays shall operate in accordance with the Institution of Lighting Professionals Lighting Guide 05 (PLG 05) 'The Brightness of Illuminated Advertisements.'

* Institute of Lighting Professionals best practice guidance; *The Brightness of Illuminated Advertisements PLG05 2015*

Reason: In the interests of amenity and in order to retain effective planning control.

3. The minimum display time for each advertisement shall be no less than 10 seconds;

Reason: In accordance with industry code of practice and in the interests of amenity and public safety in order to retain effective planning control.

4. Changes between advertisements to take place instantly with no sequencing, fading, swiping or merging effects;

Reason: In the interests of amenity and public safety in order to retain effective planning control.

5. No individual advertisement displayed shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols or any images that resemble road signs or traffic signals.

Reason: In the interests of amenity and public safety in order to retain effective planning control.

6. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

Reason: In the interests of amenity and public safety in order to retain effective planning control.

7. The digital display will be fixed to the building in such a way that it is readily reversible without causing long term or irreversible damage to the architectural or historic fabric of the building.

Reason: In the interest of amenity and preserving the fabric of the Grade II Listed Apollo theatre.

Evidence based justification would be required for deviating from the standard approach in order to meet the six tests as set out in National Planning Policy Guidance (NPPG).

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2021 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 136 of the National Planning Policy Framework (NPPF) advertisements should be

subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Planning Background

The application follows an earlier proposal dismissed at appeal in February 2019 (ref: APP/B4215/Z/18/3209687). This proposal seeks to address the Inspector's reasons for refusal to ensure that the replacement 96-sheet digital display is suitable, and does not detract from the significance of the Grade II Listed Apollo theatre, and in particular, its primary elevations fronting Hyde Road and Stockport Road.

It is important to note that the application is materially different to the preceding application as it drastically reduces the proposed level of illumination at night, significantly reduces the depth and bulk of the advertising by using slimline technology (**Appendix 1** and **drawings PA 06 – PA 08**) and improves the relationship of the advertisement with the Apollo theatre Listed building, the street scene, and the surrounding area. It should also be noted that whilst the proposed illumination levels are below that of the previous application, they are also substantially below the levels of the existing internally illuminated display (50% reduction); the proposal would markedly improve upon the existing scenario where by a 96-sheet internally illuminated display operates with Class 13 deemed consent alongside two externally illuminated 48-sheet displays, which also operate with Class 13 deemed consent. Both 48-sheet displays would be removed thus reducing illumination levels and any perceived clutter / cumulative effects. As such, the prominence of the Grade II Listed features would be further enhanced, benefitting the significance of the heritage asset.

Planning Considerations

The proposal will see a substantial (67%) reduction in the number of advertisements, and a 50% reduction in the area of advertising at the site and surrounding area. Any perception of site clutter or negative cumulative effects would be removed from the site (**Appendix 1** and **drawing PA 08**). The upgrade of the existing illuminated display to a digital display will also result in a significant improvement to the site. Whilst a direct replacement in terms of size and scale, the digital display is greatly reduced in depth, and in conjunction with its use of superior materials, design, construction, and low key appearance, it represents an important improvement of the site in regard to the visual impact on the local environment. Strict control over the proposed digital display's operation ensures that the proposal's impact upon the site and immediate area would be de-minimus and not material.

Note: Where the two 48-sheet displays are removed, any remediation works to the fabric of the building would be completed to the highest of standards, ensuring that the gable wall and immediate area benefits in full from the rationalisation of the site. For the replacement of the existing 96-sheet display, the same remediation works will be completed where required. The installation of the support structure for the proposed digital display will be reversible and

is designed to be removed with no detrimental impact to the fabric of the building (see recommended conditions).

The impact of the proposal is further considered under the heritage, amenity, and public safety sections below:

Heritage

The Planning (Listed Buildings and Conservation Areas) Act 1990 is the legislative basis for decision-making on applications that relate to the historic environment. Sections 66 and 72 of the Act impose a statutory duty upon local planning authorities to have 'special regard to the desirability of preserving listed buildings, their settings or any features of special architectural or historic interest which they possess'.

In considering applications for planning permission, local authorities are also required to consider the policies on the historic environment set out in the NPPF. The NPPF states that heritage assets are 'an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations'.

The NPPF (para 194) recommends that: *In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*

As previously described, the site is located at the Grade II Listed Apollo theatre. Therefore, it is necessary to assess the potential impact of the proposal on the significance of the Listed building. In order to do this, it is first necessary to assess the significance of the Apollo theatre, which is done below.

The significance of the Listed building is derived from its architectural interest and its importance as a cultural and historical destination. The building's external architectural interest is derived principally from the two art-deco façades. However, it is the façade which faces onto Stockport Road which contains the primary art-deco features and is of the greatest significance (**Figure 5**). The secondary and much smaller façade (**Figure 6**) which faces onto Hyde Road is in poor condition; terracotta tiles are missing, vegetation is growing from cracks, windows are boarded, graffiti is present, and there is a general appearance of dereliction. In terms of architectural merit, there are far fewer art-deco features, and those present (two central pillars, three small mid level minimally recessed windows, and five smaller, top level, minimally recessed windows) contain significantly less detail. It is, therefore, considered that the significance of the Apollo theatre heritage asset, in terms of its exterior architectural features, is almost entirely derived from the façade which faces Stockport Road.

The Stockport Road façade, as with the entire Apollo theatre was completed in the 1930s in the art deco style, with the white glazed terracotta brick the most expansive and prominent feature. Also of importance are the rounded front corners, the large centrally recessed

rectangular windows, the vertical pillars at ground floor, the black accented pillars at first floor level, the adjacent individual art deco stylings with rounded windows, and the smaller rectangular recessed windows at the top of the building which lie in between two further pillars. The façade is in a reasonable state of repair, with small sections damaged by weathering and lack of maintenance. These primary features are visible in short to medium range views due to the intercepting nature of the surrounding built form. They are also largely viewed without the site, or proposed display being overly evident.



5.
Figure 5 - The Apollo theatre art deco façade facing Stockport Road



6.
Figure 6. The Apollo theatre art deco façade facing Hyde Road

The remaining gable walls of the building are of no architectural merit and are of plain red brick / utilitarian appearance with rectangular windows. Attached to the walls are modern electricity conduits / cabling, guttering and drainage piping, security lighting, roller shutters covering multiple entrances, large metal waste bins, and security cameras.

In terms of the building's contribution to culture and history, it forms an important modern landmark within the local community. It is known as a destination which has championed and supported the arts, and entertainment for over 90 years. Its continued usage is important to

the local community in terms of its continuing contribution to culture, and the preservation of a historic building from an era not represented elsewhere in the surrounding area.

In light of the above findings, it is considered that the Grade II Listed Apollo theatre is of modest significance, owing to the primary architectural features of the Stockport Road, its largely unchanged internal features, and its cultural / historical importance within the region. The façade facing Hyde Road is of such a poor state of repair that its significance has been significantly devalued. The remaining plain red brick wall elevations are considered to have no architectural or historic value.

However, the proposal (as with the existing unit) is not considered to detract from the building's significance, nor the individual features which comprise and contribute to its Grade II listing, as demonstrated below.

The described features of the listed building are coloured white (glazed terracotta), and form a highly prominent and expansive façade which dominates and imposes upon the surrounding area. It is highly visible in views, and forms a landmark destination. Conversely, the proposal is a low key, slimline advertising display, set against the drab red brick gable wall of the theatre's annex building, 40m to the rear of the theatre's Stockport Road façade. The slimline nature of the proposed display improves the site's long term relationship with the building and façade, reducing its stature and prominence in closer views, whilst also mimicking the appearance of the historic poster based promotion advertisements.

Whilst the proposed display would be setback from the main façades, it would also be considerably offset, causing it to appear separated from the frontage of the theatre (**Figures 6 - 9** below). Furthermore, **Figures 6 - 9** highlight that when viewing the proposal over short and moderate distances, the façade is only partially visible in peripheral views, with its frontage largely obscured. In longer views the proposal and façade would be visible in a forward field of view, however, the grandiose nature of the theatre building and the brightly coloured façade sees that it increasingly becomes a point of focus, whereas the slimline display of a far more discrete nature, becomes less notable, and subservient to the advertisements north of the site and adjacent to the roundabout junction (**Figures 6 - 8**).

This positioning, in conjunction with the strict controls over the proposed display's operation, ensures that it would not draw undue attention, and would not appear overly prominent. Illumination levels would be 50% lower than the existing internally illuminated display at night, notably reducing the advertisement's visibility in long and moderately ranging views. During daylight, the proposal will mimic the appearance of the existing display through use of adaptive illumination software. The update of content will be seamless, with no effects to identify a change between advertisements. During daylight there would be little, if any material difference between the existing and proposed display, the proposal would not draw any greater attention by means of its digital nature, or updating content as indicated at **Appendix 1** and **drawings PA 06 – PA 08**.



Figures 8 – 9. The separation between the proposed display and the theatre's façade is substantive due to its setback and offset positioning. Views of the theatre's façade are limited to the periphery when travelling towards and approaching the site.



Figures 10 – 11. Longer range views of the site and proposed display would be dominated by the massing of the theatre building, the prominence of the façade, and the existing advertising displays adjacent to the site.

It is, therefore, considered that the proposal to upgrade the existing illuminated 96-sheet display to a digital display whilst removing the two existing 48-sheet units, would not draw the eye in an obtrusive manner such that it would stand out beyond the theatre's entire massing, and its far more prominent white Art Deco façade. The proposal would not appear unduly dominant or draw attention from the Listed building's decorative features. It would not therefore diminish the buildings architectural appearance or its historic and cultural importance. The digital display will enable the continued preservation of the buildings cultural identity and function, whilst providing a much needed revenue stream for the upkeep of its historic features. The removal of the two 48-sheet units would not only reduce the number of panels and area of advertising on site, but also ensure that any sense of site clutter or negative

cumulative effects is resolved. The proposal would result in a minor improvement to the significance of the heritage asset.

Amenity

As the proposal seeks to “repost” the existing advert and therefore mimic the existing situation, there will be minimal impact on visual amenity during the daytime. At night, the night-time illumination settings will ensure that the level of illumination is appropriate to the local area and lower than the existing internally illuminated advert. It should be noted that operating in this manner would see the proposed display illuminated to 150cd/sqm; a substantial reduction when considering the existing internally illuminated unit can function at 300cd/sqm. The proposal, including the removal of the two 48-sheet displays, has potential to drastically reduce the prominence of advertising at the site, to the benefit of the theatre and immediate area.

As previously demonstrated, the setting of the site and immediate area is entirely commercial in character and land use; it is therefore considered appropriate for large scale roadside advertising. The size and scale of the proposal would be in keeping with the theatre's annex building, appearing subservient to its far larger massing. The annex building would frame the display and ensure that it does not appear as an isolated, standalone, or unduly dominant feature.

In regard to views of the proposed display, its location is considered to be entirely appropriate; it would be viewed in the same context as existing advertising displays which lie adjacent to the Hyde Road, the large commercial buildings adjacent to the site, the surrounding highway network, and the imposing Apollo theatre building.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of road side advertising is already established at this location, the Council need only consider whether the proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety. Should the Council's Highways department identify any reasons why the location might be challenging to drivers, the applicant would be open to discussing alternative controls.

The proposal site is located in offset and set back position from the adjacent Hyde Road and Stockport Road. It is located beyond the Aldwick Green South highway and roundabout junction which lie to the south west of the site.

The proposed display would therefore be visible to traffic heading east on Hyde Road, which is a wide and open carriageway with two lanes travelling in each direction, and is subject to a 30mph speed limit. After traffic has passed over the Ardwick green Roundabout, it is generally slow moving as it travels on this straight stretch of road. The passage of traffic is

relatively simple and drivers are faced with limited decision making on a relative straight approach. As such, the cognitive demand on road users viewing the site would be low, allowing drivers to glance images whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Under these circumstances it is considered that the proposal would not constitute a hazardous distraction to anyone exercising a reasonable standard of care. Consequently, the proposal would not give rise to public safety issues that would prevent the granting of an express advertising consent.

Conclusion

Regarding heritage, it is considered that the proposal would be beneficial to the Apollo theatre Grade II Listed building. The strict operational controls placed on the proposed display, its setback and offset positioning, and the 40m separation distance from the Apollo theatres façade, ensures that it will not detract from the building's protected features (**Appendix** 1 and **drawings PA 06 – PA 08**).

Moreover, and as evidenced throughout the planning statement, the reduction in the number of advertising displays and visible area of advertising, combined with update of the existing 96-sheet display to a slimline digital equivalent would positively affect the significance of the asset. The Cultural and historic importance of the building would be preserved for future generations, whilst the internal and external art deco architectural features would benefit from the reduced prominence of the site, and the increased financial contributions from the proposal for their upkeep, repair, and maintenance.

In terms of amenity, the proposal will not change the size, position, or orientation of the existing 96-sheet internally illuminated display. The proposal will update the display to a digital format; as such, during daylight hours there will be no material difference to the appearance of the display, and at night, the 50% reduction in illumination will substantially reduce the displays visibility and prominence within the street scene. The proposal will also result in a 50% reduction in the area of advertising and a 67% reduction in the number of visible advertisements, reducing any sense of site clutter or negative cumulative effects. The implementation of a modern, well designed, high quality, low key commercial feature, alongside the removal of two aging advertising units will complement and improve the area's commercial character. The site will appear subservient to the Apollo theatre, and successfully integrate to the street scene.

In terms of public safety the surrounding highway network is not overly complex and allows drivers opportunity to glance content without losing sight of the road or traffic conditions ahead. Highways users would therefore be capable of viewing content without endangering public safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

Application Submission

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
 - PA_01 Site Location Plan
 - PA_02 Existing Site Plan
 - PA_03 Proposed Site Plan
 - PA_04 Existing & Proposed Elevation
 - PA_05 Existing & Proposed Elevation
 - PA_06 Existing & Proposed CGI
 - PA_07 Existing & Proposed CGI
 - PA_08 Existing & Proposed CGI

Additionally, we will arrange payment to Manchester Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

RP

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