

Mr P Koscienc

21 First Ave

Acton

London W3 7JP

June 2022

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)(ENGLAND) REGULATIONS 2007

TEMPORARY SCAFFOLD SHROUD WRAP ADVERTISEMENT (EXTERNALLY-ILLUMINATED)

SITE AT 67 PICCADILLY, MANCHESTER

Dear Sir/madam,

This application is the first revision of previous application ref: 131275/AOH/2021 which was refused and a subsequent appeal dismissed on 15 June 2022.

The appeal decision is attached for your information.

The appeal Inspector recommended that the shroud could be used to display a smaller advertisement and so the size of the advertisement area on the shroud has been reduced by around 30% from 35 x14 (490 m2) to 28 x 12 (336m2) which has increased the neutral border surround.

An elevation of the larger scheme refused at appeal is attached for comparison.

In considering the appeal the Inspector also made an incorrect comparison with the '*fallback position*'. He suggested that the plain black shroud which was in place at the time of his visit was not harmful as a fallback position. However, the plain black shroud is not the fallback position and is only there whilst the site is managed as an advertising shroud (the plain black shroud is put in place when the advertising area is not sold to screen the scaffolding). The true fallback position is the ugly support scaffolding without a plain black shroud. This is shown on the attached photos as the true comparison.

Hopefully the reduced size of advert inset within a larger area of neutral grey/black shroud is acceptable as a compromise.

Planning permission has recently been granted for the redevelopment of the site with a hotel (planning permission reference 127538/FO/2020 granted 16 December 2020).

The owner is currently working on a joint venture to secure the development of the site.

Before any demolition can occur a contract needs to be put in place for the construction of the hotel. Together with their joint venture partners they have commenced the process for the construction and financing of the hotel.

A further period of 12 months is proposed by the application to cover this period and process.

I attach a completed application form and plans.

No fee is required given this is the first revision within 12 months of the appeal refusal,

Yours faithfully,