

Manchester City Council
Planning,
Manchester City Council,
P O Box 532,
MANCHESTER,
M60 2LA

12 December 2025

Dear Sir / Madam

Land to the North East of Blackett Street, Pin Mill Brow, Manchester, M12 6EJ ('the site')

Advertisement consent for 1 no. billboard sign.

Planning Portal Reference: PP-14558682

Introduction

Broadgrove Planning and Development Limited ('Broadgrove') have been instructed by our client, BLUEFIG INVESTMENTS LLP ("the Applicant") to seek Advertisement Consent in relation to the display of 1 non-illuminated billboard sign at the above address ("the site").

This Covering Letter will provide details of the site and the proposed advertisement to be erected. To aid the assessment of the advertisement board against the Direction made under Regulation 6, the following supporting information is provided, to be read together with this Covering Letter:

- Location Plan
- Proposed Advertisement Documentation

The Site

The application site is located at Land to the North East of Blackett Street, Pin Mill Brow, Manchester, M12 6EJ ('the site') (385577, 397731). It is situated entirely within the administrative boundary of Manchester City Council ('the Local Planning Authority [LPA]'). The site comprises land to the north of the A635 (Ring Road) and to the south of the River Medlock, and represents an important gateway position east of the City Centre at the junction between Pin Mill Brow and the Ring Road.

The location of the proposed billboard sign is within Flood Zone 1, although the wider site includes Flood Zones 2 and 3 due to the site's position adjacent to the River Medlock.

The site does not contain any listed buildings, and is not within, or in close proximity to, a Conservation Area. There are no Scheduled Ancient Monuments or TPOs on site in addition.

Policy Designations

Under the Manchester Unitary Development Plan and Manchester Core Strategy Development Plan Documents, the site is subject to the following policy designations:

- Policy EC3: The Regional Centre;
- Policy CC1: Primary Economic Development Focus: City Centre and Fringe.

Proposed Advertisement

To the south west of the site directed towards Pin Mill Brow, 1no. non-illuminated billboard sign is proposed; 3.048m in height and 6.096m in width.

The advertisement includes aluminium composite framework with aluminium sign rail to reverse fixed to main posts using stainless steel clips.

The billboard sign will be fixed to 3no. 114mm galvanised steel posts powdercoated gloss black finish.

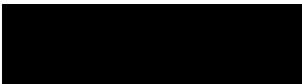
The posts will be set in concrete footings approximately 750mm x 750mm x 1000mm deep.

Policy and Legislative Context

Manchester City Council controls the display of advertisement to maintain the appearance and amenity of the City. Local planning authorities are required to consider interests of amenity and public safety when considering the acceptability of outdoor advertisements. The proposed billboard would assist in articulating the Ring Road as a priority transport route surrounding the City , and would cause no harm in terms of visual amenity. The signs are well located and appropriately sized. The billboard is not proposed to be illuminated, so as not to create a distraction which could risk public safety or cause danger to road users. The proposed advertisement is therefore considered to be acceptable in this regard.

I trust that the contents of this Covering Letter and accompanying documentation are clear. This application for advertisement consent should be approved by Manchester City Council without delay. Should you have any queries, do not hesitate to contact me at your earliest convenience.

Yours sincerely,



Laura Hallam
Planning Consultant

