

Consultation list for appeal APP/B4215/Z/22/3296481
Appeal at 958-960 Stockport Road, Manchester, M19 3WN

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Councillor Dzidra Noor, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Basat Sheikh, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Zahid Hussain, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
71 Manor Road, Manchester, M19 3EU
861 Stockport Road, Manchester, M19 3PW
861A Stockport Road, Manchester, M19 3PW
863 - 871 Stockport Road, Manchester, M19 3PW
873 Stockport Road, Manchester, M19 3PW
875 Stockport Road, Manchester, M19 3PW
954 - 956 Stockport Road, Manchester, M19 3NN
958 Stockport Road, Manchester, M19 3NN
960 Stockport Road, Manchester, M19 3NN
Flat 1, 36 Bankley Street, Manchester, M19 3PP
Flat 1, 861B Stockport Road, Manchester, M19 3PW
Flat 2, 36 Bankley Street, Manchester, M19 3PP
Flat 2, 861B Stockport Road, Manchester, M19 3PW
Flat 3, 861B Stockport Road, Manchester, M19 3PW
Flat 4, 861B Stockport Road, Manchester, M19 3PW
Flat 5, 861B Stockport Road, Manchester, M19 3PW
Flat 6, 861B Stockport Road, Manchester, M19 3PW
Flat 7, 861B Stockport Road, Manchester, M19 3PW
Flat 8, 861B Stockport Road, Manchester, M19 3PW
Flat Above, 954 - 956 Stockport Road, Manchester, M19 3NN



Planning

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P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 29 April 2022

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 132690/AOH/2022

Planning Inspectorate reference: APP/B4215/Z/22/3296481

Appellant's name: Wildstone Estates Limited

Development: Replacement of existing 48 sheet advert display with a digital panel display on gable end of building

Location: 958-960 Stockport Road, Manchester, M19 3WN

Appeal start date: 28 April 2022

I am writing to inform you that an appeal has been made in respect of the above matter.

The appeal follows the refusal of the City Council to grant advertisement consent for the above-mentioned development. The reasons for refusing the application are as follows:

- 1) The proposed advertisement display by reason of its size, location, design, appearance, elevated position, means of illumination and method of display, would create an unduly obtrusive and over-dominant feature in the street-scene adjacent to a main radial route, and would form an incongruous feature within the street scene. The proposed display would thereby appear out of context with its location. The proposal would therefore have an unacceptable and detrimental impact on the visual amenity of the area and surrounding occupiers, contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policies E3.3, DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

The appeal will be determined on the basis of the Commercial Appeals Service (CAS).

We will forward copies of all representations made to us in relation to the application, before it was determined, on to the Planning Inspectorate and the appellant. The Inspector appointed by the Secretary of State will consider these representations when determining the appeal. You have a right to withdraw any representations you made so that they are not taken into consideration by the Inspector. If you wish to do so you should make this request in writing directly to the Planning Inspectorate within 4 weeks of the appeal's starting date. Please note there is no opportunity to make further representations at the appeal stage.

In the meantime, if you require any further information or wish to inspect Appeal documentation kindly contact Ian Jarvis using the details above.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Julie Roscoe', with a stylized, cursive script.

Julie Roscoe
Director of Planning, Building Control & Licensing