

Consultation list for appeal APP/B4215/Z/22/3292290

**Appeal at Land On North East Side Of Middleton Old Road (north Of The Grove Inn),
Middleton Old Road, Manchester, M9 8DS**

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Environmental Health, Environmental And Public Protection City Wide Support,
Hammerstone Road, Manchester, M18 8EQ
Transport For Greater Manchester, 2 Piccadilly Place, Manchester, M1 3BN
Councillor Sandra Collins, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Joanne Green, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Patrick Karney, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
25 Middleton Old Road, Manchester, M9 8DS
926 Rochdale Road, Manchester, M9 7EP
15 Middleton Old Road, Manchester, M9 8DS
2 Polefield Road, Manchester, M9 7FL
23 Middleton Old Road, Manchester, M9 8DS
21 Middleton Old Road, Manchester, M9 8DS
Flat 4, 19 Middleton Old Road, Manchester, M9 8DS
Flat 3, 19 Middleton Old Road, Manchester, M9 8DS
Flat 2, 19 Middleton Old Road, Manchester, M9 8DS
Flat 1, 19 Middleton Old Road, Manchester, M9 8DS
942 Rochdale Road, Manchester, M9 7EP
946 Rochdale Road, Manchester, M9 7EP
948 Rochdale Road, Manchester, M9 7EP
952 Rochdale Road, Manchester, M9 7EP
954 Rochdale Road, Manchester, M9 7EP
958 Rochdale Road, Manchester, M9 7EP
928 Rochdale Road, Manchester, M9 7EP
930 Rochdale Road, Manchester, M9 7EP
934 Rochdale Road, Manchester, M9 7EP
936 Rochdale Road, Manchester, M9 7EP
940 Rochdale Road, Manchester, M9 7EP
944 Rochdale Road, Manchester, M9 7EP
950 Rochdale Road, Manchester, M9 7EP
956 Rochdale Road, Manchester, M9 7EP
932 Rochdale Road, Manchester, M9 7EP
938 Rochdale Road, Manchester, M9 7EP
17 Middleton Old Road, Manchester, M9 8DS
1097 Rochdale Road, Manchester, M9 7FW
924 Rochdale Road, Manchester, M9 7EP
1095 Rochdale Road, Manchester, M9 7FW
4 Polefield Road, Manchester, M9 7FL



Planning

Adam Mitchell
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adam.mitchell@manchester.gov.uk

P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 18 February 2022

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 132003/AOH/2021

Planning Inspectorate reference: APP/B4215/Z/22/3292290

Appellant's name: Mr C Fogel

Development: Installation of two free standing LED static image advertising panels following removal of existing advertisement hoarding

Location: Land On North East Side Of Middleton Old Road (north Of The Grove Inn), Middleton Old Road, Manchester, M9 8DS

Appeal start date: 18 February 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 advertising display would by virtue of its size, location, design, appearance and levels of luminance, have a detrimental impact on visual amenity thereby constituting an unduly obtrusive, incongruous and over dominant feature within the street scene and in a prominent location on Rochdale Road, a main radial route. The proposal would therefore have an unacceptable and detrimental impact on the visual amenity of the area and be contrary to government guidance contained in chapter 12 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) and saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan.
- 2) The advertisement display, size, appearance, elevated position, means of illumination and digital display in close proximity to residential properties presents an intrusive feature to the residents on the opposite side of the road to the site on Rochdale Road, to the detriment of residential amenity. The proposed advertisement is therefore contrary to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and SP1 of the Manchester Core Strategy, The Town and Country Planning (Control of Advertisements) Regulations 2007 and the National Planning Policy Framework (NPPF).

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 Adam Mitchell using the details above.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written in a cursive style.

Julie Roscoe
Director of Planning, Building Control & Licensing