

Consultation list for appeal APP/B4215/Z/22/3291314
Appeal at 960 Rochdale Road, Manchester, M9 7EP

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Environmental Health, Environmental And Public Protection City Wide Support,
Hammerstone Road, Manchester, M18 8EQ
Councillor Veronica Kirkpatrick, C/o Member's Services, P O Box 532, Town Hall
Extension, Manchester M60 2LA
Councillor Hannah Priest, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Basil Curley, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Village Garage, 30 Middleton Old Road, Manchester, M9 8DS
Daisy Bank Works, 1139 Rochdale Road, Manchester, M9 7FW
1131 Rochdale Road, Manchester, M9 7FW
1139A Rochdale Road, Manchester, M9 7FW
952 Rochdale Road, Manchester, M9 7EP
954 Rochdale Road, Manchester, M9 7EP
956 Rochdale Road, Manchester, M9 7EP
Flat 10, 1133 Rochdale Road, Manchester, M9 7FW
Flat 9, 1133 Rochdale Road, Manchester, M9 7FW
Flat 8, 1133 Rochdale Road, Manchester, M9 7FW
Flat 7, 1133 Rochdale Road, Manchester, M9 7FW
Flat 6, 1133 Rochdale Road, Manchester, M9 7FW
Flat 5, 1133 Rochdale Road, Manchester, M9 7FW
Flat 4, 1133 Rochdale Road, Manchester, M9 7FW
Flat 3, 1133 Rochdale Road, Manchester, M9 7FW
Flat 2, 1133 Rochdale Road, Manchester, M9 7FW
Flat 1, 1133 Rochdale Road, Manchester, M9 7FW
1143 Rochdale Road, Manchester, M9 7FW
1139 Rochdale Road, Manchester, M9 7FW
1149 Rochdale Road, Manchester, M9 7FW
1145 Rochdale Road, Manchester, M9 7FW
1141 Rochdale Road, Manchester, M9 7FW



Planning

Janet Lawless
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janet.lawless@manchester.gov.uk

P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 16 February 2022

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 130937/AO/2021

Planning Inspectorate reference: APP/B4215/Z/22/3291314

Appellant's name: Urban & Provincial Advertising Limited

Development: Installation of two internally illuminated advertisement media displays

Location: 960 Rochdale Road, Manchester, M9 7EP

Appeal start date: 15 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 Janet Lawless 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