

Consultation list for appeal APP/B4215/Z/22/3291837

Appeal at Fairfield Service Station , Fairfield Street, Manchester, Ardwick, M1 2AH

High Speed Two (HS2) Limited, One Canada Square, London, E14 5AB

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ

Greater Manchester Police, 4th Floor Greater Manchester Police HQ, Northampton Road, Central Park, Manchester, M40 5BP

Environmental Health, Environmental And Public Protection City Wide Support, Hammerstone Road, Manchester, M18 8EQ

Councillor Adele Douglas, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA

Councillor Jon-Connor Lyons, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA

Councillor Sam Wheeler, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA



Planning

Eve Woolstencroft
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P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date:

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 132086/AO/2021

Planning Inspectorate reference: APP/B4215/Z/22/3291837

Appellant's name: Poster Property Limited

Development: Installation of an advertisement hoarding with illuminated digital display

Location: Fairfield Service Station , Fairfield Street, Manchester, Ardwick, M1 2AH

Appeal start date: 9 March 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 display screen, due to its size, appearance, position, means of illumination and method of display, would create an intrusive, over-dominant feature in the street-scene along one of the City's main radial routes, whilst also adding to existing advertisement clutter in the area, to the detriment of visual amenity. The proposed advertisement is therefore contrary to saved policies DC15 and E3.3 of the Unitary Development Plan for the City of Manchester, policies DM1 and EN1 of the Manchester Core Strategy, The Town and Country Planning (Control of Advertisements) Regulations 2007 and the National Planning Policy Framework (NPPF).

2) The proposed digital advertising screen and support structure is refused on the basis it would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity and on the regeneration proposals for the surrounding environment including those detailed Manchester Piccadilly SRF by affecting the potential for attracting investment to the area and the implementation of the Manchester Piccadilly SRF and undermining the recent and significant improvements to the area. The proposal would therefore be contrary to Policy SP1 (Spatial Principles) of the Adopted Core Strategy 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 Eve Woolstencroft 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