

Consultation list for appeal APP/B4215/Z/21/3283911
Appeal at 43-45 Piccadilly Gardens, Manchester, M1 2AP

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Environmental Health, Environmental And Public Protection City Wide Support,
Hammerstone Road, Manchester, M18 8EQ
City Centre Renegeration, Room 318 Town Hall
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
Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Third Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Second Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Second Floor Unit 13, 8 Lever Street, Manchester, M1 1LN
Second Floor Rear, 47 Piccadilly, Manchester, M1 2AP
Second Floor Front, 47 Piccadilly, Manchester, M1 2AP
Second Floor 14, 8 Lever Street, Manchester, M1 1LN
Second Floor 12, 8 Lever Street, Manchester, M1 1LN
Second Floor 11 And 15, 8 Lever Street, Manchester, M1 1LN
Ground Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Ground Floor Showrooms 2 And 3, 8 Lever Street, Manchester, M1 1LN
Ground Floor Showrooms 1 And 4, 8 Lever Street, Manchester, M1 1LN
Ground Floor, 47 Piccadilly, Manchester, M1 2AP
Fourth Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
First Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
First Floor Store 1, 8 Lever Street, Manchester, M1 1LN
First Floor Office 2, 8 Lever Street, Manchester, M1 1LN
First Floor, 47 Piccadilly, Manchester, M1 2AP
DATASYS LIMITED, Fifth Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Basement Nationwide Building Society, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Basement Expedia Travel Corp, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Basement, 8 Lever Street, Manchester, M1 1LN
Basement, 47 Piccadilly, Manchester, M1 2AP
8 Lever Street, Manchester, M1 1LN
47 Piccadilly, Manchester, M1 2AP
47 Back Piccadilly, Manchester, M1 1HP



The Owner/Occupier

Date: 3 February 2022

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 131236/AOH/2021

Planning Inspectorate reference: APP/B4215/Z/21/3283911

Appellant's name: Mr Gerry O'Brien

Development: Retention of scaffold screen advertisement measuring 20m x 10m with external illumination and set within a brick mural surround for a further period of 12 months (17-08-22)

Location: 43-45 Piccadilly Gardens, Manchester, M1 2AP

Appeal start date: 2 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 advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, in particular constituting an unduly obtrusive, incongruous and over dominant feature located in a prominent location adjacent to radial entry routes into and throughout the City Centre and opposite quality open space. Continued temporary consents for large scale advertising hoardings on the site are not in the long term interests of the site, and a further approval would effectively grant approximately 9 years of cumulative consent, for what was originally considered a temporary measure. The current proposal would therefore have an unacceptable and detrimental impact on the amenity of the area which possesses high footfall/ pedestrian activity contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies T.1 (Sustainable Transport), EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management), SP1 (Spatial Principles) and EN12 (Area priorities for Open Space, Sport and Recreation), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), DC18.1 (Conservation Areas), DC19.1 (Listed Buildings) and E3.3 (Environmental Improvement and Protection) of The Unitary Development Plan for the City of Manchester (UDP).
- 2) The proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, in particular on the character, appearance and condition of the listed building at 47 Piccadilly and the character and appearance of the surrounding Stevenson Square conservation area constituting an unduly obtrusive, incongruous and overly dominant feature on the Grade II Listed Building on which it would be located and within the street scene, potentially delaying the redevelopment of the site and allowing the further deterioration of the listed building. A further approval would

effectively grant approximately 9 years of cumulative consent for what was originally considered a temporary measure. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area and constitute unjustifiable harm to a listed building contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management) and SP1 (Spatial Principles), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), DC18.1 (Conservation Areas), DC19.1 (Listed Buildings) of The Unitary Development Plan for the City of Manchester (UDP).

3) The proposed advertisement, due to its siting and appearance, including its size and design, would have a detrimental impact upon visual amenity and regeneration - including the ongoing regeneration of the area in a prominent location within an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value - by delaying the redevelopment of a site in a highly prominent location and having a poor appearance within the street scene. It is therefore considered that the proposal would be inconsistent with 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).

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 Angela Leckie using the details above.

Yours sincerely,



Julie Roscoe
Director of Planning, Building Control & Licensing