

Consultation list for appeal APP/B4215/Z/21/3279379
Appeal at 543 Hyde Road, Manchester, M12 5NQ

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Adt Auctions Plc, Redgate Lane, Manchester, M12 4RX
Flat At, Travellers Call, 521 - 523 Hyde Road, Manchester, M12 5FL
Flat At, Imperial Inn, 9 Birch Street, Manchester, M12 5HF
Travellers Call, 521 - 523 Hyde Road, Manchester, M12 5FL
Imperial Inn, 9 Birch Street, Manchester, M12 5NT
Travelodge Manchester Sportcity, Birch Street, Manchester, M12 5NT
545 Hyde Road, Manchester, M12 5NQ
527 - 529 Hyde Road, Manchester, M12 5FL
519 Hyde Road, Manchester, M12 5FL
40 Birch Street, Manchester, M12 5NT
38 Birch Street, Manchester, M12 5NT



Planning

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P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 28 October 2021

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 129892/AO/2021

Planning Inspectorate reference: APP/B4215/Z/21/3279379

Appellant's name: Wildstone Estates

Development: Installation of internally illuminated, static, digital media display to replace existing advertisement to gable

Location: 543 Hyde Road, Manchester, ME12 5NQ

Appeal start date: 26 October 2021

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