Consultation list for appeal APP/B4215/Z/20/3264960
Appeal at Land Adjacent To 1076 And 1082 Stockport Road, Manchester, M19 2SU

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Councillor Dzidra Noor, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA
Councillor Bernard Stone, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA
Councillor Basat Sheikh, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA
1039 Stockport Road, Manchester, M19 2TB
51 Henderson Street, Manchester, M19 2QR
45 Henderson Street, Manchester, M19 2QR
41 Henderson Street, Manchester, M19 2QR
1027 Stockport Road, Manchester, M19 2TB
1074 Stockport Road, Manchester, M19 2SU
Flat 2, 1A Danforth Grove, Manchester, M19 2TD
Flat 1, 1A Danforth Grove, Manchester, M19 2TD
Flat 4, 1037 Stockport Road, Manchester, M19 2TB
Flat 3, 1037 Stockport Road, Manchester, M19 2TB
Flat 2, 1037 Stockport Road, Manchester, M19 2TB
Flat 1, 1037 Stockport Road, Manchester, M19 2TB
Top Flat, 1017A Stockport Road, Manchester, M19 2TB
Flat, 1 Cronshaw Street, Manchester, M19 2TE
Workshop Rear Of 1023, Stockport Road, Manchester, M19 2TB
1078 - 1080 Stockport Road, Manchester, M19 2SU
Flat At, South Levenshulme Post Office, 1082 Stockport Road, Manchester, M19 2SU
Flat 3, 1076 Stockport Road, Manchester, M19 2SU
Flat 2, 1076 Stockport Road, Manchester, M19 2SU
Flat 1, 1076 Stockport Road, Manchester, M19 2SU
Flat Above, 1019 Stockport Road, Manchester, M19 2TB
Flat 3, 1035 Stockport Road, Manchester, M19 2TB
Flat 2, 1035 Stockport Road, Manchester, M19 2TB
Flat 1, 1035 Stockport Road, Manchester, M19 2TB
Top Flat, 1029 Stockport Road, Manchester, M19 2TB
1021 Stockport Road, Manchester, M19 2TB
1035 Stockport Road, Manchester, M19 2TB
1019 Stockport Road, Manchester, M19 2TB
1021A Stockport Road, Manchester, M19 2TB
1031 Stockport Road, Manchester, M19 2TB
1017 Stockport Road, Manchester, M19 2TB
1 Cronshaw Street, Manchester, M19 2TE
Ground Floor, 1017 Stockport Road, Manchester, M19 2TB
43 Henderson Street, Manchester, M19 2QR
South Levenshulme Post Office, 1082 Stockport Road, Manchester, M19 2SU
1037 Stockport Road, Manchester, M19 2TB
1033 Stockport Road, Manchester, M19 2TB
1025 Stockport Road, Manchester, M19 2TB
1023 Stockport Road, Manchester, M19 2TB
1084 Stockport Road, Manchester, M19 2SU
55 Henderson Street, Manchester, M19 2QR

53 Henderson Street, Manchester, M19 2QR
49 Henderson Street, Manchester, M19 2QR
47 Henderson Street, Manchester, M19 2QR

MANCHESTER CITY COUNCIL

Planning

Carl Glennon
Telephone: 0161 234 4530
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P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 12 March 2021

Dear Sir/Madam,

Town & Country Planning Act 1990
Planning application reference: 128178/AOH/2020
Planning Inspectorate reference: APP/B4215/Z/20/3264960
Appellant's name: Wildstone Group Limited
Development: Removal of 3 existing advertisement signs and replacement with 1 x internally illuminated advertisement sign
Location: Land Adjacent To 1076 And 1082 Stockport Road, Manchester, M19 2SU
Appeal start date: 12 March 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 advertising hoarding would by virtue of its size, location, design appearance and means of illumination would constitute an unduly obtrusive, incongruous and over dominant feature within the streetscene due to its prominent location on Stockport Road, which is a major route to and from the city centre and Levenshulme District Centre, and thereby have a detrimental impact on visual amenity and character of the area. The proposal would therefore 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.

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 Carl Glennon using the details above.

Yours sincerely,



Julie Roscoe
Director of Planning, Building Control & Licensing