

Consultation list for appeal APP/B4215/Z/20/3257260
Appeal at Land At 110-114 Cheetham Hill Road , Manchester, M4 4FG

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Councillor Naeem-Ul Hassan, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA
Councillor Shaukat Ali, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA
Councillor Shazia Butt, C/o Member's Services, P O Box 532, Town Hall Extension, Manchester M60 2LA
St Chad's RC Church, Cheetham Hill Road, Manchester, M4 4EX
67 Cheetham Hill Road, Manchester, M4 4ES
65 Cheetham Hill Road, Manchester, M4 4ES
Flat 2, 75 Cheetham Hill Road, Manchester, M4 4ER
Flat 1, 75 Cheetham Hill Road, Manchester, M4 4ER
79 - 83 Cheetham Hill Road, Manchester, M4 4ER
First Floor, 116 - 118 Cheetham Hill Road, Manchester, M4 4FG
Ground Floor Right, 116 Cheetham Hill Road, Manchester, M4 4FG
Basement And Ground Floor Left, 116 Cheetham Hill Road, Manchester, M4 4FG
1 Augustus Street, Manchester, M3 1HZ
71 - 71A Cheetham Hill Road, Manchester, M4 4ES
116 - 118 Cheetham Hill Road, Manchester, M4 4FG
Second Floor, 79 - 87 Cheetham Hill Road, Manchester, M4 4ER
Fern House, Fern Street, Cheetham, Manchester, M8 8QQ
87 Cheetham Hill Road, Manchester, M4 4ER
118 Cheetham Hill Road, Manchester, M4 4FG
First Floor, 116 Cheetham Hill Road, Manchester, M4 4FG
75 Cheetham Hill Road, Manchester, M4 4ER
98 Cheetham Hill Road, Manchester, M4 4EX
73 Cheetham Hill Road, Manchester, M4 4ER
79 - 87 Cheetham Hill Road, Manchester, M4 4ER
116 Cheetham Hill Road, Manchester, M4 4FG
Second Floor, 116 Cheetham Hill Road, Manchester, M4 4FG
85 Cheetham Hill Road, Manchester, M4 4ER
St Chads Presbytery, Stocks Street, Manchester, M8 8GG
77 Cheetham Hill Road, Manchester, M4 4ER



Planning

Janet Lawless
Telephone: 0161 234 4535
j.lawless@manchester.gov.uk

P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 2 September 2020

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 127006/AO/2020

Planning Inspectorate reference: APP/B4215/Z/20/3257260

Appellant's name: Vivid Outdoor Media Limited

Development: Replacement of 2 no. existing illuminated 48-sheet advertisement displays with 2 no. illuminated 48-sheet digital advertisement displays

Location: Land At 110-114 Cheetham Hill Road , Manchester, M4 4FG

Appeal start date: 1 September 2020

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 LED digital advertisement display by reason of its appearance, position, means of illumination and method of display, would create a, intrusive and incongruous feature in the character of the local street-scene along one of the City's main arterial routes (Cheetham Hill Road) and create a harmful impact upon the adjacent Grade II Listed Building, St Chads Church to the detriment of visual amenity. The proposal would therefore have an unacceptable and detrimental impact on the visual amenity of the area contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, EN3, SP1 and DM1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, DC19 and E3.3 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 Janet Lawless using the details above.

Yours sincerely,



Julie Roscoe
Director of Planning, Building Control & Licensing