Consultation list for appeal APP/B4215/H/14/2222948
Appeal at Dawson Street, Hulme, Manchester, M15 4LG

English Heritage (NW Region), Suite 3.3 & 3.4 Canada House, 3 Chepstow Street, Manchester, M1 5FW
Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ

MANCHESTER CITY COUNCIL

Planning

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P O Box 532 Town Hall
Manchester M60 2LA

Ian Graham
Highway Services
Hammerstone Road Depot
Gorton
Manchester
M18 8EQ

Date: 5 August 2014

Dear Ian Graham,

Town & Country Planning Act 1990
Planning application reference: 105529/AOH/2014/C1
Planning Inspectorate reference: APP/B4215/H/14/2222948
Appellant's name: Mr Paul Hardy Vivid Outdoor Media Ltd
Development: The installation of an internally illuminated intermittent LED advertisement hoarding.
Location: Dawson Street, Hulme, Manchester, M15 4LG
Appeal start date: 4 August 2014

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 and appearance have a detrimental impact on the character of the Castlefield Conservation Area and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, would contribute to advertisement clutter, would be located in a prominent location adjacent to an orbital route around the City Centre and radial entry routes into and throughout the City Centre and would have a detrimental impact on regeneration. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 and 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), 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) and E3.3 (Environmental Improvement and Protection) of The Unitary Development Plan for the City of Manchester (UDP).

2) The proposed advertisement and associated structures would by virtue of its size, location, design and appearance have a detrimental impact on the surrounding environment and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, interfering with the architectural relief provided by the arch within the railway viaduct wall, and in a prominent location adjacent to a gateway route into the City Centre. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to

Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), DC19 9Listed Buildings), and E3.3 (Environmental Improvements and Protection)of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), SP1 (Spatial Principles), CC1(Primary Economic Development Focus: City Centre Fringe), C1 (Centre Hierarchy), CC9 (Design and Heritage), and DM1 (Development Management) of the Core Strategy for the City of Manchester, and Government Circular 03/2007 (Criteria for deciding applications and appeals involving poster sites).

The appeal will be determined on the basis of written representations. The procedure to be followed is set out in Part 1 of the Town and Country Planning (Appeals) (Written Representations Procedure)(England) Regulations 2009, as amended by The Town and Country Planning (Appeals) (Written Representations Procedure and Advertisements) (England) Regulations 2013.

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 telephone Janine Renshaw-Livesey on the above extension.

Yours sincerely,



Julie Roscoe
Head of Planning, Building Control & Licensing