Consultation list for appeal APP/B4215/H/14/2218882
Appeal at 84 Great Ancoats Street, Ancoats, Manchester, M4 5BG

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
English Heritage (NW Region), Suite 3.3 & 3.4 Canada House, 3 Chepstow Street, Manchester, M1 5FW
86 - 88 Great Ancoats Street, Manchester, M4 5BG
57 - 59 Houldsworth Street, Manchester, M1 2ES
63 Houldsworth Street, Manchester, M1 2ES
87 Great Ancoats Street, Manchester, M4 5AG
84 Great Ancoats Street, Manchester, M4 5BG
Portman House, 78 Great Ancoats Street, Manchester, M4 5BG
2 Jersey Street, Manchester, M4 6JB
Ground Floor To Second Floor, 89 - 91 Great Ancoats Street, Manchester, M4 6DW
Ground Floor, 89 Great Ancoats Street, Manchester, M4 6DW
Former Jersey Lily Hotel, Jersey Street, Manchester, M4 6JR
89 Great Ancoats Street, Manchester, M4 6DW
89 - 91 Great Ancoats Street, Manchester, M4 6DW

MANCHESTER CITY COUNCIL

Planning

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P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 27 May 2014

Dear Sir/Madam,

Town & Country Planning Act 1990
Planning application reference: 104742/AOH/2014/C2
Planning Inspectorate reference: APP/B4215/H/14/2218882
Appellant's name: Mr Mark Wilkinson
Development: The erection of a 15.1 metre internally illminated free standing double sided digital advertisement displays.
Location: 84 Great Ancoats Street, Ancoats, Manchester, M4 5BG
Appeal start date: 22 May 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 advertisements and associated structure 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 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), 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), and DM1 (Development Management) of the Core Strategy for the City of Manchester.

2) The proposed advertisement structure and display would appear large scale and unduly prominent and In the interests of visual amenity the advertisement display by reason of its location, size, and design, would detract from the setting of nearby listed buildings and the adjacent conservation areas. For these reasons the proposal is contrary to policies DC18.1 (Conservation Areas)and DC 19.1 (Listed Buildings) of the Unitary development Plan for the City of Manchester.

3) The proposed advertsement structure and display is hereby refused on the basis that the proposed LED advertisements would have a detrimental impact on highway safety along a section of Great Ancoats Street. This is due to its proposed design, prominence and location on a busy vehicle route, giving rise to a number of existing safety considerations on the approach to the digital sign.

An existing signalised pedestrian crossing is situated prior to the junction of Great Ancoats Street / Port Street, which incorporates yellow box junction markings. At this point safety considerations will include vehicles breaking on the approaches to the junction and also vehicles turning out of Port Street together with pedestrians utilising the existing crossing point. After the junction the carriageway splits from two lanes to three lanes resulting in vehicles merging / diverging. A number of advanced directional signs are also situated adjacent to the sign location providing directional information for vehicles approaching the signalised junction of Great Ancoats Street / Newton Street. An existing bus stop is also located directly adjacent to the proposed sign location resulting in vehicles overtaking parked buses creating an added safety conflict to approaching traffic.On the south easttbound approach safety considerations include vehicles breaking on the approaches to the junction of Great Ancoats Street / Newton Street and also pedestrians utilising the exiting pedestrian facilities at the junction. The junction of Great Ancoats Street / Jersey Street is situated directly opposite the proposed sign and safety conflicts including vehicles breaking on the approaches to the junction and also vehicles turning into / out of Jersey Street may occur. A further bus stop is situated after the proposed sign which again may lead to vehicles overtaking parked buses. A total of 22 accidents (1 fatal, 7 serious and 14 slight) have occurred at these conflict points throughout the past 5 year period and any additional visual distraction in this location will create further safety concerns. It is considered that the proposed displays would present a major distraction in this location and cause driver confusion, to the detriment of public safety.

For these reasons, the proposed LED displays are unacceptable and inconsistent with planning policy in the National Planning Policy Framework, policies SP1, T1 and DM1 of the Manchester Core Strategy, saved policies DC15.1 and DC15.2 of the Manchester Unitary Development Plan.

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