

Consultation list for appeal APP/B4215/Z/25/3367880
Appeal at Land And Buildings To The West Of 38 Of Ashton Old Road, Manchester,
M12 6LP

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Councillor Tina Hewitson, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Abdigafar Muse, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Amna Abdullatif, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Hindlers Car Sales, Midland Street, Manchester, M12 6LB
M Store, 38 Ashton Old Road, Manchester, M12 6LP
38 Ashton Old Road, Manchester, M12 6LP
26 Midland Street, Manchester, M12 6LB
83 Ashton Old Road, Manchester, M12 6LP



The Owner/Occupier

Date: 27 June 2025

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 142466/AOH/2025

Planning Inspectorate reference: APP/B4215/Z/25/3367880

Appellant's name: Wildstone Estates Limited

Development: Installation of 2 no. internally illuminated 48-sheet 'D-Poster' advertisement hoardings

Location: Land And Buildings To The West Of 38 Of Ashton Old Road, Manchester, M12 6LP

Appeal start date: 25 June 2025

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, and would form an incongruous feature within the street scene. The proposed display would thereby appear out of context with its location, on a busy radial route to/from Manchester City Centre and would 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, 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
- 2) The positioning of the displayed advertisement signage in relation to the application site combined with the associated site signage and other nearby business, free standing and large display panels, would produce visual clutter around the site and its context. The proposed advertisement signage would thereby have a harmful affect upon the the character of the streetscene and the visual amenities of the area 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