

**Consultation list for appeal APP/B4215/Z/24/3352798**  
**Appeal at Land At The Corner Of Oldham Road & Cipher Street, Manchester, M4 5HD**

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ  
Environmental Health, Environmental And Public Protection City Wide Support,  
Hammerstone Road, Manchester, M18 8EQ  
Councillor Adele Douglas, C/o Member's Services, P O Box 532, Town Hall Extension,  
Manchester M60 2LA  
Councillor Jon-Connor Lyons, C/o Member's Services, P O Box 532, Town Hall Extension,  
Manchester M60 2LA  
Councillor Sam Wheeler, C/o Member's Services, P O Box 532, Town Hall Extension,  
Manchester M60 2LA  
184 - 186 Oldham Road, Manchester, M4 6BQ  
208 Oldham Road, Manchester, M4 6BQ  
95 Oldham Road, Manchester, M4 5FS  
CLIVE HURT PLANT HIRE LIMITED, Clarion Street, Manchester, M4 5HE  
202 - 206 Oldham Road, Manchester, M4 6BQ  
198 - 200 Oldham Road, Manchester, M4 6BQ



Planning

Max Gibson  
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P O Box 532 Town Hall  
Manchester M60 2LA

The Owner/Occupier

Date: 29 October 2024

Dear Sir/Madam,

**Town & Country Planning Act 1990**

**Planning application reference:** 140015/AOH/2024

**Planning Inspectorate reference:** APP/B4215/Z/24/3352798

**Appellant's name:** Mr David Esterkin

**Development:** Removal of an existing 48 sheet backlight panel to be replaced by two digital 48 sheets.

**Location:** Land At The Corner Of Oldham Road & Cipher Street, Manchester, M4 5HD

**Appeal start date:** 29 October 2024

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 billboard, by virtue of its siting, scale, design and appearance and materiality, would form an unattractive and obtrusive feature in the street scene. The advertisement would fail to respond positively to its surroundings, creating a dominant and incongruous feature along this part of Oldham Road which would be detrimental to visual amenity. In addition, the advertisement fails to preserve or enhance the setting of the Ancoats Conservation Area and would be detrimental to aspirations of the New Cross NDF Zone B and the ongoing regeneration of the Poland Street Zone which seeks to improve the character and appearance of Oldham Road. This would be contrary to the provisions of policies SP1, DM1 and EN1 of the Manchester Core Strategy, saved policies DC15 and DC18 of the Unitary Development Plan, Sections 12 and 16 of the National Planning Policy Framework, the New Cross NDF and the Poland Street Zone NDF.

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 Max Gibson 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