

Consultation list for appeal APP/B4215/Z/24/3340027
Appeal at Land Between 317 And 325 Oldham Road, Manchester, M40 8ED

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Environmental Health, Environmental And Public Protection City Wide Support,
Hammerstone Road, Manchester, M18 8EQ
Councillor Carmine Grimshaw, C/o Member's Services, P O Box 532, Town Hall
Extension, Manchester M60 2LA
Councillor June Hitchen, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor John Flanagan, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
3 Johnson's Square, Manchester, M40 7QW
1 Johnson's Square, Manchester, M40 7QW
Flat 7, Johnson House, 327 Oldham Road, Manchester, M40 7PS
Flat 6, Johnson House, 327 Oldham Road, Manchester, M40 7PS
Flat 5, Johnson House, 327 Oldham Road, Manchester, M40 7PS
Flat 4, Johnson House, 327 Oldham Road, Manchester, M40 7PS
Flat 3, Johnson House, 327 Oldham Road, Manchester, M40 7PS
Flat 2, Johnson House, 327 Oldham Road, Manchester, M40 7PS
Flat 1, Johnson House, 327 Oldham Road, Manchester, M40 7PS
325 Oldham Road, Manchester, M40 7PS
First Floor, 325 Oldham Road, Manchester, M40 7PS
Second Floor, 325 Oldham Road, Manchester, M40 7PS
29 Droitwich Road, Manchester, M40 8ED
313 - 317 Oldham Road, Manchester, M40 7PS
23 Droitwich Road, Manchester, M40 8ED
33 Droitwich Road, Manchester, M40 8ED
31 Droitwich Road, Manchester, M40 8ED
27 Droitwich Road, Manchester, M40 8ED
25 Droitwich Road, Manchester, M40 8ED



The Owner/Occupier

Date: 29 April 2024

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 138439/AOH/2023

Planning Inspectorate reference: APP/B4215/Z/24/3340027

Appellant's name: Mr Thomas Johnston

Development: Removal of the existing display followed by the installation of an internally illuminated advertisement of similar dimensions.

Location: Land Between 317 And 325 Oldham Road, Manchester, M40 8ED

Appeal start date: 29 April 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 planning permission for the above-mentioned development. The reasons for refusing the application are as follows:

- 1) The proposed digital hoarding sign by reason of its size, appearance, position, means of illumination and method of display, would fail to respond positively to its surroundings, creating a dominant and incongruous feature which would have an unduly harmful impact on the character of the local street-scene. This would harm visual amenity and detract from the character and quality of the adjacent buildings, including the setting of a non-designated heritage asset. Additionally, the digital hoarding would be unsuitable on a major arterial route into Manchester city centre (Oldham Road), where the city is promoting improvements and high quality design as part of the ongoing regeneration activity. The application is hereby refused, pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), policies DM1, SP1, EN3 and EN1 of the Manchester Core Strategy, saved policies DC15 and E3.3 of the Unitary Development Plan and the NPPF

This appeal will be determined on the basis of written representations in accordance with the Commercial Appeals Service (CAS) procedure.

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 can do this online at <https://acp.planninginspectorate.gov.uk> or by writing to the Planning Inspectorate, Temple Quay House, 2 The Square Bristol BS1 6PN within 4 weeks of the appeal's starting date. **Please note there is no opportunity to make further representations at the appeal stage**

Please note that any representations you submit to the Planning Inspectorate will be copied to the appellant and this local planning authority and will be considered by the Inspector when determining the appeal.

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', written in a cursive style.

Julie Roscoe
Director of Planning, Building Control & Licensing