

**Consultation list for appeal APP/B4215/Z/23/3324122**  
**Appeal at Apollo Theatre, Stockport Road, Manchester, M12 6AP**

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ  
Environmental Health, Environmental And Public Protection City Wide Support,  
Hammerstone Road, Manchester, M18 8EQ  
Panache Motor Co, 14 Hyde Road, Manchester, M12 6BW  
Apollo Ballroom, Hyde Road, Manchester, M12 6BW  
The Apsley Cottage, Apsley Grove, Manchester, M12 6AW  
4 Polygon Street, Manchester, M13 9SG  
6 Polygon Street, Manchester, M13 9SG  
2 Polygon Street, Manchester, M13 9SG  
8 Polygon Street, Manchester, M13 9SG  
Apollo Theatre, 1 Stockport Road, Manchester, M12 6BW  
14 Hyde Road, Manchester, M12 6BW  
Flat 6, 10 Polygon Street, Manchester, M13 9SG  
Flat 9, 10 Polygon Street, Manchester, M13 9SG  
Flat 7, 10 Polygon Street, Manchester, M13 9SG  
Flat 17, 10 Polygon Street, Manchester, M13 9SG  
Flat 4, 10 Polygon Street, Manchester, M13 9SG  
Flat 13, 10 Polygon Street, Manchester, M13 9SG  
Flat 18, 10 Polygon Street, Manchester, M13 9SG  
3 - 9 Hyde Road, Manchester, M12 6BQ  
Flat 1, 10 Polygon Street, Manchester, M13 9SG  
Flat 3, 10 Polygon Street, Manchester, M13 9SG  
Flat 5, 10 Polygon Street, Manchester, M13 9SG  
Flat 14, 10 Polygon Street, Manchester, M13 9SG  
Flat 2, 10 Polygon Street, Manchester, M13 9SG  
Flat 11, 10 Polygon Street, Manchester, M13 9SG  
Flat 8, 10 Polygon Street, Manchester, M13 9SG  
Flat 10, 10 Polygon Street, Manchester, M13 9SG  
Flat 12, 10 Polygon Street, Manchester, M13 9SG  
Flat 15, 10 Polygon Street, Manchester, M13 9SG  
Flat 16, 10 Polygon Street, Manchester, M13 9SG  
Flat At, The Apsley Cottage, Apsley Grove, Manchester, M12 6AW



The Owner/Occupier

Date: 3 October 2023

Dear Sir/Madam,

**Town & Country Planning Act 1990**

**Planning application reference:** 135171/AOH/2022

**Planning Inspectorate reference:** APP/B4215/Z/23/3324122

**Appellant's name:** Wildstone Group (Vivid Outdoor Media Limited)

**Development:** Removal of 2no.48-sheet paper paste advertising displays from building gable wall and replacement of 1no. 96-sheet backlit display mounted to gable wall with 1no. 96-sheet digital display, , Upgrade of existing internally illuminated 96-sheet advertising display to a digital format and removal of 2x 48-sheet displays from site.

**Location:** Apollo Theatre, Stockport Road, Manchester, M12 6AP

**Appeal start date:** 3 October 2023

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 adjacent to a main radial route, and would form an incongruous feature within the street scene. The proposed display would thereby appear out of context with its location. The proposal would therefore have an unacceptable and detrimental impact on the listed building, on which it is proposed to be attached, and the visual amenity of the area and surrounding occupiers, 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 and DC19 of the Unitary Development Plan for the City of Manchester.

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.

If you wish to make further comments in relation to this case, please ensure that any representations are received by the Planning Inspectorate by the 21 November 2023, otherwise there is a risk that your representations will not be considered. Please remember to quote the Planning Inspectorate reference number on all correspondence.

When made, the decision will be published online at <https://acp.planninginspectorate.gov.uk> and on the Council's website.

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', written in a cursive style.

Julie Roscoe  
Director of Planning, Building Control & Licensing