

Consultation list for appeal

Appeal at 1184 Rochdale Road, Manchester, M9 6ER

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Environmental Health, Environmental And Public Protection City Wide Support,
Hammerstone Road, Manchester, M18 8EQ
Councillor Veronica Kirkpatrick, C/o Member's Services, P O Box 532, Town Hall
Extension, Manchester M60 2LA
Councillor Hannah Priest, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
Councillor Basil Curley, C/o Member's Services, P O Box 532, Town Hall Extension,
Manchester M60 2LA
1180 Rochdale Road, Manchester, M9 6ER
1174 Rochdale Road, Manchester, M9 6ER
1182 Rochdale Road, Manchester, M9 6ER
The Avenue Library And Learning Centre, Victoria Avenue East, Manchester, M9 6HW
1178 Rochdale Road, Manchester, M9 6ER
Top Flat, 1176 Rochdale Road, Manchester, M9 6ER
1 - 5 Victoria Avenue, Blackley, Manchester, M9 6RA
4 Victoria Avenue East, Manchester, M9 6HB
1176 Rochdale Road, Manchester, M9 6ER
2 Victoria Avenue East, Manchester, M9 6HB



Planning

Katie Raw
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katie.raw@manchester.gov.uk

P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 10 May 2023

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 135984/AOH/2023

Planning Inspectorate reference:

Appellant's name: Mr Matt Swindles

Development: Replacement of existing 48 sheet advertisement display, with illuminated digital display, , digital poster panel

Location: 1184 Rochdale Road, Manchester, M9 6ER

Appeal start date: 10 May 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 planning permission for the above-mentioned development. The reasons for refusing the application are as follows:

- 1) The proposed digital display by reason of its location, size, appearance, elevated position and means of illumination, would create an intrusive, over-dominant feature in the street-scene along Rochdale Road and Victoria Avenue East, affecting main radial routes. The proposed display would thereby appear out of context within its location. The proposal would therefore have an unacceptable and detrimental impact on 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, DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

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 Katie Raw 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