

Consultation list for appeal APP/B4215/Z/22/3305606

Appeal at Hollinwood Avenue Adjacent To Moston Station, Manchester, M40 0JB

Highway Services, Hammerstone Road Depot, Gorton, Manchester, M18 8EQ
Environmental Health, Environmental And Public Protection City Wide Support,
Hammerstone Road, Manchester, M18 8EQ
Network Rail, 1st Floor , Square One, 4 Travis Street, Manchester, M1 2NY
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
339 Hollinwood Avenue, Manchester, M40 0JA
337 Hollinwood Avenue, Manchester, M40 0JA
335 Hollinwood Avenue, Manchester, M40 0JA
354 Hollinwood Avenue, Manchester, M40 0JA
356 Hollinwood Avenue, Manchester, M40 0JA
358 Hollinwood Avenue, Manchester, M40 0JA
360 Hollinwood Avenue, Manchester, M40 0JA
362 Hollinwood Avenue, Manchester, M40 0JA



Planning

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P O Box 532 Town Hall
Manchester M60 2LA

The Owner/Occupier

Date: 7 November 2022

Dear Sir/Madam,

Town & Country Planning Act 1990

Planning application reference: 133737/AOH/2022

Planning Inspectorate reference: APP/B4215/Z/22/3305606

Appellant's name: Network Rail

Development: Installation of 48 sheet digital LED billboard to replace existing sign

Location: Hollinwood Avenue Adjacent To Moston Station, Manchester, M40 0JB

Appeal start date: 7 November 2022

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 internally illuminated sequential LED display would further emphasise the presence of advertising material on this site. By virtue of its size, character and siting, the changeable content of the sign would be an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians and presenting a poor visual relationship to the building behind. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area and be contrary to government guidance contained in chapter 12 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) and saved policies E3.3 (Environmental Improvement and Protection), DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan.

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 Janine Renshaw-Livesey 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