

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Refusal of Advertisement Consent

Applicant

Network Rail
C/o Agent

Agent (if used)

Mr Sam Beresford
Tetra Tech
Quay West
Media City
Trafford Wharf Road
Manchester
M17 1HH

Part 1 – Particulars of the application/development

Proposal: Installation of 48 sheet digital LED billboard to replace existing hoarding

Location: The Corner Of Hyde Road And Williams Road, Manchester, M18 7BN

Date of application: 14 March 2022

Application number: 133205/AOH/2022

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **Refused** in accordance with the application and plans submitted for the reason(s) listed below.

Article 35 Declaration

Reason(s) for decision

0) Officers have attempted to work with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. The applicant was advised of the City Council's concerns, in relation to this advertisement, and invited to withdraw the application, but requested the application be determined .

1) The proposed advertising display would by virtue of its size, location, means of illumination and method of display, when viewed in conjunction with existing advertisement hoardings, would have a cumulatively and detrimental impact on visual amenity, thereby constituting an unduly obtrusive, incongruous and over dominant feature within the streetscene and in a prominent location on a main radial route . 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.

Date: 5 May 2022

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This decision refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, they may appeal to the Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.