

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

Refusal of Advertisement Consent

Applicant

Mr Mumtaz Awad
509A Wilmslow Road
Manchester
M20 4BA

Agent (if used)

Miss Susan Russell
49 Alness Road
Manchester
M16 8HW

Part 1 – Particulars of the application/development

Proposal: Installation of 1No. internally illuminated fascia sign and 1No. internally illuminated hanging sign

Location: Sultan Restaurant , 513 Wilmslow Road, Withington, Manchester, M20 4BA

Date of application: 29 December 2021

Application number: 132617/AO/2021

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

Officers have communicated their concerns regarding the canopy which determines the position of the proposed signs to the applicant. The proposal without the canopy in place is considered to be contrary to the development plan, national policy and saved policies and therefore refused in line with those policies.

Reason(s) for decision

1) The proposed advertisement by reason of its position above the existing fascia level of the property and that of the adjacent property would appear as an incongruous feature to the detriment of the visual amenity of the area. The proposed development is therefore contrary to the provisions of Core Strategy policy DM1, and saved Unitary Development Plan policy DC14.

Date: 18 February 2022

Signed: 

Julie Roscoe
Director of Planning
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.