

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

Refusal of Advertisement Consent

Applicant

Poster Property Limited
1 Bartholomew Lane
London
EC2N 2AX

Agent (if used)

Miss Chloe Brown
Carter Jonas
One Chapel Place
London
W1G 0BG

Part 1 – Particulars of the application/development

Proposal: Installation of an advertisement hoarding with illuminated digital display

Location: Fairfield Service Station , Fairfield Street, Manchester, Ardwick, M1 2AH

Date of application: 29 October 2021

Application number: 132086/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

Reason(s) for decision

1) The proposed display screen, due to its size, appearance, position, means of illumination and method of display, would create an intrusive, over-dominant feature in the street-scene along one of the City's main radial routes, whilst also adding to existing advertisement clutter in the area, to the detriment of visual amenity. The proposed advertisement is therefore contrary to saved policies DC15 and E3.3 of the Unitary Development Plan for the City of Manchester, policies DM1 and EN1 of the Manchester Core Strategy, The Town and Country Planning (Control of Advertisements) Regulations 2007 and the National Planning Policy Framework (NPPF).

2) The proposed digital advertising screen and support structure is refused on the basis it would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity and on the regeneration proposals for the surrounding environment including those detailed Manchester Piccadilly SRF by affecting the potential for attracting investment to the area and the implementation of the Manchester Piccadilly

SRF and undermining the recent and significant improvements to the area. The proposal would therefore be contrary to Policy SP1 (Spatial Principles) of the Adopted Core Strategy for the City of Manchester.

Date: 22 December 2021

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.