

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

### **Refusal of Advertisement Consent**

#### **Applicant**

Urban & Provincial Advertising Limited  
The Station House  
15 Station Road  
St Ives  
PE27 5BH

#### **Agent (if used)**

Justin Kenworthy  
Barton Willmore LLP  
7 Soho Square  
London  
W1D 3QB

### **Part 1 – Particulars of the application/development**

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**Proposal:** Installation of two internally illuminated advertisement media displays

**Location:** 960 Rochdale Road, Manchester, M9 7EP

**Date of application:** 2 July 2021

**Application number:** 130937/AO/2021

### **Part 2 – Particulars of decision**

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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**

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Officers have communicated their concerns about this proposal to the applicant during the course of the planning application, but these concerns have not been overcome. The proposal 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**

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1) The proposed advertising display would by virtue of its size, location, design, appearance and levels of luminance, have a detrimental impact on visual amenity thereby constituting an unduly obtrusive, incongruous and over dominant feature within the street scene and in a prominent location on Rochdale Road, a main radial route. The proposal would therefore have an unacceptable and detrimental impact on the visual 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 DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan.

2) The advertisement display, size, appearance, elevated position, means of illumination and digital display in close proximity to residential properties presents an intrusive feature to the residents on the opposite side of the road to the site on Rochdale Road, to the detriment of residential amenity. The proposed advertisement is therefore contrary to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and SP1 of the Manchester Core Strategy, The Town and Country Planning (Control of Advertisements) Regulations 2007 and the National Planning Policy Framework (NPPF).

Date: 3 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](http://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.