

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

Refusal of Advertisement Consent

Applicant

Amer
72 Oxford Street
Manchester
M1 5NH

Agent (if used)

Mr Robert Perry
Rob Perry Design
7 Chandos Road
Heaton Chapel
Stockport
SK4 5AJ

Part 1 – Particulars of the application/development

Proposal: Fascia illuminated signage from cool white LED source on pink backdrop with matching projecting sign.

Location: 72 Oxford Street, Manchester, M1 5NH

Date of application: 29 June 2021

Application number: 129855/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

In assessing the merits of a planning application, officers will seek to work with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. However, on this occasion some of the work had already been completed before the application been determined and, therefore, it was not possible to resolve issues in a satisfactory manner.

Reason(s) for decision

1) The proposed advertisement material, when viewed in conjunction with the existing advertisement material on the proposal site, would result in an unacceptable level of advertisement clutter within a prominent location on Oxford Road as a major radial route to the City Centre. The proposal would therefore have an unacceptable and detrimental cumulative impact on the visual amenity of the area and be contrary to policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) of the Core Strategy for the City of Manchester (2012) in

particular, saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan (1995) and government guidance contained in chapter 12 of the National Planning Policy Framework (2021).

2) The advertising material, by virtue of its siting, scale and appearance, including use of bright pink materials, together with being located on a key radial route, would have a detrimental impact on the character and visual amenity of the area. This is contrary to saved policy E3.3 of the Unitary Development Plan for the City of Manchester (1995) and to policies SP1, EC8, EN1 and DM1 of the Manchester Core Strategy (2012), the Guide to Development in Manchester Supplementary Planning Document and Planning Guidance and Section 12 of the National Planning Policy Framework (2021).

3) The proposed advertising material on the premises would cause harm to the heritage significance of the settings of nearby listed buildings (including the Palace Theatre (Grade II); Manchester South Junction And Altrincham Railway Viaduct (Grade II); St James Buildings, 79 Oxford Street (Grade II); 61 Oxford Street (Grade II); 127 To 133 Portland Street Including 47 Oxford Street (Grade II); Churchgate House, 56 Oxford Street (Grade II STAR) and Kimpton Hotel (Grade II STAR) and the Whitworth Street Conservation Area, located directly opposite the application site. The proposal would therefore not be in accordance with Saved UDP (1995) Policy DC19.1, which states that "In determining applications for development having an impact on buildings of Special Architectural or Historic Interest, the Council will have regard to the desirability to protecting their general setting, and will seek to preserve and enhance the settings of listed buildings" and Section 16 of the National Planning Policy Framework (2021) on Conserving and Enhancing the natural environment"

Date: 20 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.