

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

Refusal of Advertisement Consent

Applicant

Mr Gerry O Brien
Blow Up Media UK Ltd
3-8 Carburton Street
London
W1W 5AJ

Agent (if used)

Mr Philip Koscién
21 First Avenue
Acton
London
W3 7JP

Part 1 – Particulars of the application/development

Proposal: Retention of scaffold screen advertisement measuring 20m x 10m with external illumination and set within a brick mural surround for a further period of 12 months (17-08-22)

Location: 43-45 Piccadilly Gardens, Manchester, M1 2AP

Date of application: 2 August 2021

Application number: 131236/AOH/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 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 a timely manner.

Reason(s) for decision

1) The proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, in particular constituting an unduly obtrusive, incongruous and over dominant feature located in a prominent location adjacent to radial entry routes into and throughout the City Centre and opposite quality open space. Continued temporary consents for large scale advertising hoardings on the site are not in the long term interests of the site, and a further approval would effectively grant approximately 9 years of cumulative consent, for what was originally considered a temporary measure. The current proposal would therefore have an

unacceptable and detrimental impact on the amenity of the area which possesses high footfall/ pedestrian activity contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies T.1 (Sustainable Transport), EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management), SP1 (Spatial Principles) and EN12 (Area priorities for Open Space, Sport and Recreation), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), DC18.1 (Conservation Areas), DC19.1 (Listed Buildings) and E3.3 (Environmental Improvement and Protection) of The Unitary Development Plan for the City of Manchester (UDP).

2) The proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, in particular on the character, appearance and condition of the listed building at 47 Piccadilly and the character and appearance of the surrounding Stevenson Square conservation area constituting an unduly obtrusive, incongruous and overly dominant feature on the Grade II Listed Building on which it would be located and within the street scene, potentially delaying the redevelopment of the site and allowing the further deterioration of the listed building. A further approval would effectively grant approximately 9 years of cumulative consent for what was originally considered a temporary measure. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area and constitute unjustifiable harm to a listed building contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management) and SP1 (Spatial Principles), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), DC18.1 (Conservation Areas), DC19.1 (Listed Buildings) of The Unitary Development Plan for the City of Manchester (UDP).

3) The proposed advertisement, due to its siting and appearance, including its size and design, would have a detrimental impact upon visual amenity and regeneration - including the ongoing regeneration of the area in a prominent location within an area of the City Centre, which has seen considerable financial investment and regeneration activity resulting in an area of increasingly high amenity value - by delaying the redevelopment of a site in a highly prominent location and having a poor appearance within the street scene. It is therefore considered that the proposal would be inconsistent with 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).

Date: 23 September 2021

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.