

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

Refusal of Advertisement Consent

Applicant

Mr Richard Page
Wildstone
2 The Hayloft
Far Peak
Northleach
Cheltenham
GL54 3AP

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Erection of a 48-sheet internally illuminated sequential digital advertising display

Location: Land At Pin Mill Brow, Manchester, M12 6AE

Date of application: 22 June 2021

Application number: 130832/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 advertisement hoarding, when viewed in conjunction with the existing advertisement adjacent to the proposal site, would contribute to advertisement clutter within a prominent location adjacent to Pin Mill Brow 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 in particular and saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan and government guidance contained in chapter 12 of the National Planning Policy Framework.

Date: 12 August 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.