

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

Refusal of Advertisement Consent

Applicant

N Brown
Griffin House
40 Lever Street
Manchester
M60 6ES

Agent (if used)

Mr Kareem Kaaba
Hartbrights
Leltex House
Longley Lane
Sharston
Manchester
M22 4SY

Part 1 – Particulars of the application/development

Proposal: Installation of 2no. non illuminated, PVC mesh advertising banners fixed to the Lever Street elevation of 40 Lever Street for a temporary period of 5 years

Location: JD Williams And Co Ltd, Ground To Fifth Floors, Griffin House, 40 Lever Street, Manchester, M60 6ES

Date of application: 19 May 2021

Application number: 130473/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

Officers have attempted to work with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. 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 and therefore refused in a timely manner.

Reason(s) for decision

1) The proposed 2no. advertising banners by virtue of their size, location, design, and appearance, would harm the external appearance of the host building and have a detrimental impact on visual amenity. The banners would be unduly obtrusive,

incongruous and an over dominant feature within the streetscene, contributing to advertisement clutter within a prominent location close to a major route to and from the city centre detracting from amenity in the area and would undermine local regeneration. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area 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 SP1, CC9,DM1, EN1, EN3, T1 and saved policies DC15.1 and DC15.2 of the Unitary Development Plan.

Date: 12 July 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.