

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

Refusal of Advertisement Consent

Applicant

Chris Thomas
The Manchester Screen Holdings Ltd
Dunham House
Brook Court
Lower Meadow Road
Wilmslow
SK9 3ND

Agent (if used)

Mr Chris Thomas
2 Bell Barn Road
Stoke Bishop
Bristol
BS9 2DA

Part 1 – Particulars of the application/development

Proposal: Replace one internally illuminated 48-sheet poster panel with one digital, LED illuminated 48-sheet poster display unit; and replace banner to flank wall.

Location: Gable At 54 To 56, Swan Street , M4 5JU, Manchester, M4 5JU

Date of application: 1 April 2022

Application number: 133410/AOH/2022

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 worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. The proposal is considered to be contrary to the development plan and therefore determined in a timely manner.

Reason(s) for decision

1) The proposed advertisement would by virtue of its size, location, character, siting, and the changeable content have a detrimental impact on visual amenity. The proposed advertisement would be an over-dominant and obtrusive feature within the street scene, overwhelming to pedestrians, to the detriment of the visual amenity of the area and of the key arterial route. The display sign would also 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. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), and E3.3 (Environmental Improvements and Protection) of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles), and DM1 (Development Management of the Core Strategy for the City of Manchester.

Date: 27 May 2022

Signed:

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written over a horizontal line.

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.