MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Wildstone Group Limited
Barton Hall
29 Gloucester Street
Cirencester
GL7 2DJ

Agent (if used)

Mr Dan Ingram
Barton Willmore
Tower 12
18-22 Bridge Street
Spinningfields
Manchester
M3 3BZ

Part 1 – Particulars of the application/development

Proposal: Removal of 3 existing advertisement signs and replacement with 1 x internally illuminated advertisement sign

Location: Land Adjacent To 1076 And 1082 Stockport Road, Manchester, M19 2SU

Date of application: 1 October 2020

Application number: 128178/AOH/2020

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 advertising hoarding would by virtue of its size, location, design appearance and means of illumination would constitute an unduly obtrusive, incongruous and over dominant feature within the streetscene due to its prominent location on Stockport Road, which is a major route to and from the city centre and Levenshulme District Centre, and thereby have a detrimental impact on visual amenity and character of the area. The proposal would therefore be 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 EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) and saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan.

Date: 25 November 2020

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.