

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

Refusal of Advertisement Consent

Applicant

Vivid Outdoor Media Limited
Landmark House
Station Road
SK8 7BS

Agent (if used)

Mr Paul Thacker
Turnkey Design Partnership Ltd
The Cube
19 Love Lane
Cirencester
GL7 1YP

Part 1 – Particulars of the application/development

Proposal: Replacement of 2 no. existing illuminated 48-sheet advertisement displays with 2 no. illuminated 48-sheet digital advertisement displays

Location: Land At 110-114 Cheetham Hill Road , Manchester, M4 4FG

Date of application: 1 June 2020

Application number: 127006/AO/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

The proposal was assessed with regards to policies outlined in the National Planning Policy Framework, Unitary Development Plan Saved Policies, Local Development Framework Core Strategy Development Plan and other material considerations. In this instance a solution that was acceptable to both the Local Planning Authority, and the applicant/agent could not be reached as the nature of the proposal was considered to be unacceptable.

Reason(s) for decision

1) The proposed LED digital advertisement display by reason of its appearance, position, means of illumination and method of display, would create a, intrusive and incongruous feature in the character of the local street-scene along one of the City's main arterial routes (Cheetham Hill Road) and create a harmful impact upon the adjacent Grade II Listed Building, St Chads Church to the detriment of visual amenity.

The proposal would therefore have an unacceptable and detrimental impact on the visual amenity of the area contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, EN3, SP1 and DM1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, DC19 and E3.3 of the Unitary Development Plan for the City of Manchester.

Date: 22 July 2020

Signed:

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written in a cursive style.

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.