MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr Thomas Johnston
JCDecauxUK
991 Great West Road
Brentford
TW8 9DN

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Removal of 1no. internally illuminated sequential advertisement and the installation of 1no. internally illuminated sequential digital display on the flank wall of 298 Oxford Road

Location: 298 Oxford Road, Manchester, M13 9NS

Date of application: 11 February 2020

Application number: 126063/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

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, national policy and saved policies and therefore refused in a timely manner.

Reason(s) for decision

1) The proposed advertisement display by reason of its size, appearance, elevated position, means of illumination and digital display, would create an intrusive and over-dominant feature in the street-scene along one of the City's main radial routes, to the detriment of visual amenity within the area, and to the detriment of pedestrian routes in this area. The proposed advertisement is therefore contrary to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies SP1, DM1, T1 and EN1 of the Manchester Core Strategy, The Town and Country Planning (Control of

Advertisements) Regulations 2007 and the National Planning Policy Framework (NPPF).

2) The proposed advertisement display by reason of its size, appearance, elevated position, means of illumination and digital display, would form an incongruent feature with a poor relationship to the host building, to the detriment of visual amenity within the area. The proposed advertisement is therefore contrary to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and EN1 of the Manchester Core Strategy, The Town and Country Planning (Control of Advertisements) Regulations 2007 and the National Planning Policy Framework (NPPF).

3) The proposed advertisement display by reason of its size, appearance, elevated position, means of illumination and digital display, would be an over-dominant and intrusive feature in the street scene and would add to existing advertisement clutter and illumination, to the detriment of visual amenity within the area. The proposed advertisement is therefore contrary to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and EN1 of the Manchester Core Strategy, The Town and Country Planning (Control of Advertisements) Regulations 2007 and the National Planning Policy Framework (NPPF).

Date: 6 April 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.