MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Naheed Ahmed
NAC Manchester Ltd and Mass Media Ltd
1370 Oldham Road
Manchester
M40 1EZ

Agent (if used)

Nick Evans
Colony Architects
250 South Oak Way
Green Park
Reading
RG2 6UG

Part 1 – Particulars of the application/development

Proposal: Installation of a pole mounted, double sided LED digital display sign

Location: 1370 Oldham Road, Manchester, M40 1EZ

Date of application: 18 September 2019

Application number: 124873/AOH/2019

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 dual sided digital illuminated sign would, by virtue of its size, illumination and prominent location represent an over-dominant and obtrusive feature within the street scene and have poor visual relationship to the wider area, to the detriment of the visual amenity of the area and the key radial route. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 12 (Achieving well designed places) 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.

2) The proposed 6.820 metre high LED digital display signs would further emphasise the proliferation of signage in this location, to the detriment of visual amenity in the area

and on the key radial and orbital routes. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 12 (Achieving well designed places) 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.

3) The proposed LED digital advertising screens are refused on the basis that the advertisement screens would by virtue of their size, location; design and appearance have a detrimental impact on the amenity of the occupiers of residential accommodation, and, could also cause additional disamenity to these occupiers due to the lighting levels and changing images generated by the screen. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section12(Achieving well designed places) 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: 13 November 2019

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.