MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Neil Scoresby
InLinkUK
pp HWH300
PO Box 67501
BT Centre
London
EC1P 1PG

Agent (if used)

Miss Mandy Poon
Mono Consultants
Steam Packet House
76 Cross Street
Manchester
M2 4JG

Part 1 – Particulars of the application/development

Proposal: Installation of 2 no. digital LED display screens to BT InLink unit.

Location: Pavement Outside Of 306 Wilmslow Road , Manchester, M14 6NL

Date of application: 17 January 2019

Application number: 122424/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 advertisement display and structure, by reason of its size, height, siting and digital display on the public footpath in a prominent position would create a visually discordant and obtrusive feature in the street scene along one of the City's main radial routes, which would create an appearance of advertisement clutter detrimental to the visual amenities of the area. As such the proposal is contrary to policies SP1 and DM1 of the Manchester Core Strategy, saved Unitary Development Plan policies E3.3, DC15.1 and DC15.2, paragraph 132 of the National Planning Policy Framework and paragraph 2.42 of the Guide to Development in Manchester Supplementary Planning Document (2007).

Date: 29 March 2019

Signed: 

Julie Roscoe
Head 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/appeal-planning-inspectorate. The Inspectorate will publish details of your appeal on the internet.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.