MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Miss Anna McAree
Build Hollywood Ltd
George House
49-55 George Street
Manchester
M1 4HF

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Display of various small non illuminated advertising panels

Location: George House, 49-55 George Street, Manchester, M1 4HF

Date of application: 7 July 2017

Application number: 116568/AOH/2017

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

Article 35 Declaration

In assessing the merits of an application for planning permission officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this case there were no problems in relation to dealing with the application.

Reason(s) for decision

1) The proposed advertising structure, incorporating 16no. advertising boards, would by virtue of their size, location, design and appearance have a detrimental impact on the character of the George Street Conservation Area and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, would contribute to advertisement clutter and would have a detrimental impact on regeneration. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 and 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), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management) and SP1 (Spatial Principles), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), DC18.1 (Conservation Areas) and E3.3 (Environmental Improvement and Protection) of The Unitary Development Plan for the City of Manchester (UDP).

Date: 22 September 2017

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.