MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mt Steven Dobie
Loxley Estates
Loxley House
Manor Street
Audenshaw
Manchester
M34 5JG

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Installation of internally illuminated individual letter sign at first floor level to front elevation and installation of internally illuminated high level fascia sign on gable elevation

Location: 585 -591 Ashton New Road, Manchester, M11 4EA

Date of application: 5 October 2016

Application number: 113634/AO/2016

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 attempted to work with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. The applicant has, however, failed to respond to correspondence in relation to changes/details requested.

Reason(s) for decision

1) The display of the signage, on the Ashton New Road elevation of the property, is considered to be unacceptable by virtue of its positioning, type of illumination and relationship to adjacent residential accommodation. It is considered that the resulting illumination of the sign would have a detrimental impact on the visual amenity of the area and the amenity of the occupiers of the adjacent residential accommodation and the proposed development is considered contrary to policy DM1 of the Core Strategy for

the City of Manchester, Saved policies DC14.1 and E3.3, of the Unitary Development Plan for the City of Manchester and guidance contained in the National Planning Policy Framework.

2) The display of the signage, on the Buchan Street elevation of the property is considered to be unacceptable by virtue of its size, positioning, type of illumination and relationship to and impact upon the appearance of the existing building and relationship to an existing advertisement hoarding. It is considered that the resulting visual clutter, and illumination of the sign, would have a detrimental impact on the visual amenity of the area and the proposed development is considered to be contrary to policy DM1 of the Core Strategy for the City of Manchester, Saved policies DC14.1 and E3.3, of the Unitary Development Plan for the City of Manchester and guidance contained in the National Planning Policy Framework.

Date: 30 November 2016

Signed: 

Julie Roscoe
Head 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, he may appeal to the First 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.

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

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.