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

ADVERTISEMENT CONSENT

MANCHESTER CITY COUNCIL

Name and Address of Applicant

Highway Media UK Ltd
Canal House
40 Thomas Telford Basin
Piccadilly
Manchester
M1 2NH

Name and Address of Agent

Part I – Particulars of Application

Date of Application	Application ref. no.
9 October 2008	087858/AOH/2008/N1

Particulars and location of development:

Display of internally illuminated 48 sheet advertisement hoarding with associated stretched PVC imitation brickwork skin to cover gable end

54 Swan Street
Manchester
M4 5JU

Part II – Particulars of Decision

The Manchester City Council hereby give notice in pursuance of the provisions of the Town and Country (Control of Advertisements) (England) Regulations 2007 of the following decision

Decision **Refused**
Date of Decision **4 December 2008**

for the carrying out of development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:

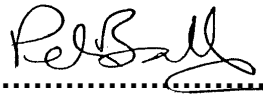
Part III – Conditions and Reasons

1) In the interests of visual amenity since the proposed hoardings, together with other advertising material nearby, would lead to an over proliferation of advertising material on this part of Swan Street. The proposals are therefore contrary to policy DC15.1j and E3.3 of the Unitary Development Plan for the City of Manchester.

2) In the interests of visual amenity since the proposed hoarding would have an adverse impact on the setting and appearance of the adjacent Smithfield Conservation Area to the detriment of policy E3.8 of the Unitary Development Plan for the City of Manchester.

3) In the interests of visual amenity since the proposed advert hoarding would have an adverse impact on the setting of nearby listed buildings at 29 and 39 to 47 Swan Street to the detriment of policy E2.7 of the Unitary Development Plan for the City of Manchester.

4) The proposed sign by virtue of its location on the gable end of a commercial property would be unacceptable because it would be out of scale with the property and would relate poorly to it. The proposal is therefore contrary to Policy DC15.1i of the Unitary Development Plan for the City of Manchester (adopted 1995).

Signed**……**

Peter Babb, Head of Planning

on behalf of the Council
Town Hall,
Manchester M60 3NY

NOTES

1. Leaflets attached:

2. This consent 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**.**

3. 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 Appeals area of the Planning Portal – www.planningportal.gov.uk/pcs. The Inspectorate will publish details of your appeal on the internet (on the Appeals area of the Planning Portal).

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.