MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr David Smith
WHSmith Retail Ltd
Greenbridge Road
Swindon
Wiltshire
SN3 3LD

Agent (if used)

CMC Projects
New Cambridge House
Bassingbourn Road
Litlington
Royston
Hertfordshire
SG8 0SS

Part 1 – Particulars of the application/development

Proposal: The installation of internally illuminated fascia panel signage and vinyls applied to the glazing.

Location: New M&S Simply Food Unit , Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL

Date of application: 8 August 2013

Application number: 102793/AO/2013/C1

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 31 Declaration

Officers have worked with the applicant in a positive and pro-active manner to seek solutions to problems arising in relation to dealing with the planning application. Officers worked with the applicant during the planning application process to deal with problems relating to visual amenity, suggesting changes to the proposed signage in order to achieve an acceptable appearance.

Reason(s) for decision

1) In the interest of visual amenity the appearance of the fascia signs are strident and obtrusive features in terms of position, size and scale and are unduly dominant and incongruous features on the building. Therefore, the advertisements are considered to be detrimental to visual amenity in the area. For these reasons the proposal is contrary

to policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved Policies E3.3 (Environmental Improvement and Protection) and DC15.1 (Advertisements, Hoardings and Posters) of the Unitary Development Plan for the City of Manchester; and to Central Government advice contained within Section 7 (Requiring Good Design) of the National Planning Policy Framework .

2) The advertisement displays by reason of their size, location, design and orientation have an adverse impact on visual amenity within the area which given the recent and ongoing improvements to the built environment and adjacent public realm in this vicinty would have a detrimental impact on the overall image of the area and as a consequence have a negative and undermining effect on regeneration efforts taking place within this area. For this reason the proposal is therefore contrary Core Strategy Policies DM1 (Development Management) and EN1(Design Principles and Strategic Character Areas) and the objectives of the City Centre Strategic Plan.

Date: 3 October 2013

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 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.