MANCHESTER CITY COUNCIL

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

## Refusal of Advertisement Consent

**Applicant**

Bruntwood Limited
City Tower
Piccadilly Plaza
Manchester
M1 4BT

**Agent (if used)**

Mr Martin Stephens
JCDecaux UK Ltd
991 Great West Road
Brentford
Middlesex
TW8 9DN

## Part 1 Particulars of the application/development

**Proposal**: The installation of a freestanding tower totem structure incorporating digital LED advertisement signs.

**Location**: Armstrong House , Oxford Road, Manchester, M1 7ED

**Date of application**: 4 March 2013

**Application number**: 099077/AOH/2012/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

## Reason(s) for decision

1) Refuse on the basis that the proposed LED advertisement displays would have a detrimental impact on highway safety along a section of the Mancunian Way. This is due to its proposed design and location in that the display would be situated directly adjacent to an existing gantry sign on the Mancunian Way, which provides key lane designation information. In an eastbound direction the proposed sign is located prior to an exit lane from Mancunian Way onto Sackville Street and the A6. In a westbound direction two on slips are positioned prior to the proposed sign with a second on slip, from A34, providing a very sharp short queuing lane creating a visibility and safety conflict between vehicles merging with westbound Mancunian Way traffic . It is considered that the proposed displays would present a major distraction in this location and cause driver confusion, to the detriment of public safety. For these reasons, the proposed LED displays is unacceptable and inconsistent with planning policy in the National Planning Policy Framework, policies SP1, T1 and DM1 of the Manchester Core

Strategy, saved policies DC15.1 and DC15.2 of the Manchester Unitary Development Plan and to the advice given in Annex B of Circular 03/2007.

2) The proposed LED advertisement display, due to its design, character, size and location is considered to be unacceptable due to the detrimental impact it would have on visual amenity within the area. The proposed display would be an obtrusive feature that would adversely affect views of the application site within the street scene and would be detrimental to views along two gateway routes, and would be an overbearing feature within the location for pedestrians. For these reasons, the proposed LED display is unacceptable and inconsistent with National Planning Policy Framework, policies SP1, T1 and DM1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, DC19.1 and E3.3 of the Manchester Unitary Development Plan.

Date: 15 May 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.