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: Application for Advertisement Consent for the display of a single sided, portrait orientated LED screen, measuring 7.5m in height by 5m wide, located at City Tower, Piccadilly Plaza. The proposed screen will be orientated to face Portland Street and is designed to fit within a purpose built surround that will match the look of the concrete material of the parapet wall and hotel building.

Location: City Tower, Piccadilly Plaza, Manchester, M1 4BT

Date of application: 18 January 2013

Application number: 099107/AOH/2012/C2

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 proactive manner based on seeking solutions to problems arising in relation to dealing with this proposal. As there was an issue with the principle of this type of display in this location there was no valid reason for entering into negotiations with the applicant about a more appropriate proposal. The applicant was made aware of this and they were advised that the application would be refused and given the opportunity to withdraw it. This opportunity was not taken up and accordingly,as the proposal is contrary to the policies within the Development Plan and National Planning Guidance the application has bee.

Reason(s) for decision

0) On the basis that the proposal is contrary to section 7 of the National Planning Policy Framework, Section 2 (part b and d (i)) of the Appendix B of Circular 03/2007 - Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Appendix E of Circular 03/2007.,Core Strategy Policies DM1 (Development Management), EN1(Design Principles and Strategic Character Areas) and SP1(Spatial Principles), saved Unitary Development Plan for the City of Manchester policies E3.3 (Environmental Improvement and Protection - Enhancing the City's Environment) ,DC 15 ('Adversements, Hoardings and Posters) and Paragraph 2.20 of the Guide to Development in Manchester SPDin that the proposed advertisment panel would be an incongruous features within the street scene which would have a negative impact on the appearance of the building , would be detrimental to visual amenity, would not enhance or create character or make a positive contribution to the neighbourhood, would not upgrade the appearance of a major radial route into and out of the City, would have a negative impact on the setting of adjacent heritage assets and as such it is considered that the proposed panels would be detrimental to the visual amenity and environmental quality adjacent to a prominent radial route into and out of the City Centre and that this adverse impact on visual amenity would be detrimental to the overall image of the City and to the regeneration efforts taking place in the Piccadilly Gateway Area

1) The advertisement display by reason of its size, location, design and orientation would have a poor relationship with the architectural features of the host building, would be detrimental to visual amenity, would not enhance or create character or make a positive contribution to the neighbourhood and would detract from the setting of nearby heritage assets. On this basis the proposal is therefore contrary to Sections 7 (Requiring Good Design) and 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework and Appendix E of Circular 03/2007 - Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Core Strategy policies SP1 (Spatial Principles), CC9 (Design and Heritage), EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage) and DM1 (Development Management); and saved Unitary Development Plan for Manchester policies DC15 (Advertisements, Hoardings and Posters') and DC 19.1 (Listed Buildings).

2) The advertisement display by reason of its size, location, design and orientation would have an adverse impact on visual amenity within the adjacent area which would by virtue of its location on a principle corridor of movement across the City and adjacent to a major transport hub into, out of and around the City Centre would fail to upgrade the appearance of a major radial route within the City Centre and have an adverse impact on visual amenity which would be detrimental to the overall image of the City. For these reasons the proposal is contrary to Section 7 (Requiring Good Design) of the National Planning Policy Framework, Core Strategy policies DM1 (Development Management) and EN1 (Design Principles and Strategic Character Areas) saved Unitary Development Plan for Manchester policy E3.3 (Environmental Improvement and Protection (Enhancing the City's Environment)).

3) The advertisement display by reason of its size, location, design and orientation would have an adverse impact on visual amenity within the adjacent area which given the recent and ongoing improvements to the built environment and adjacent public realm in this part of the City Centre would have a detrimental impact on the overall image of the City and as a consequence have a negative and undermining effect on regeneration efforts taking place within the 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: 13 March 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.