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

ADVERTISEMENT CONSENT

MANCHESTER CITY COUNCIL

Name and Address of Applicant	Name and Address of Agent
Rajan Imports Ltd c/o Agent	HSR UK Ltd Po Box 61456 London NW10 1XU

Part I – Particulars of Application

Date of Application	Application ref. no.
24 October 2008	088041/AOH/2008/N1

Particulars and location of development:

Erection of 2 illuminated freestanding 96 sheet advertisement hoardings, set above screen fencing

Land At 63/71 New Bridge Street
Cheetham
Manchester

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 **10 December 2008**

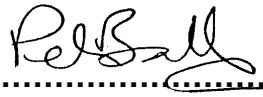
for the carrying out of development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:

Part III – Conditions and Reasons

1) The proposed advertisements would have a detrimental effect on visual amenity and the appearance of the main arterial route, as together with existing advertisements, the proposed advertisements would add to the excess of advertising matter in the area, and the appearance of clutter in the locality. The proposed development therefore conflicts with policies DC15.1 (j) and (a) and E3.3 of Manchester City Council's adopted UDP.

2) The hoardings by reason of their size, character and position would constitute strident and unduly dominant features, and would be visually obtrusive within the street-scene, and therefore detrimental to the visual amenity of the locality in general. The proposed development would therefore, conflict with policies DC15 9 (a) and (c) of Manchester City Council's adopted UDP.

3) The hoardings and associated wooden fence would form a long solid unattractive wall on a main orbital route that would detract from the open character of the area and elevated nature of the hoarding would accentuate the detrimental visual impact that they would have on the visual amenities of the area contrary to policies E3.3 and DC15 (a) and (c) of the City Council's Unitary Development Plan for the City of Manchester.

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.