MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr Alan Mottershead
PO Box 371
Altrincham
Cheshire
WA15 7WJ

Agent (if used)

Mr Alan Mottershead
PO Box 371
Altrincham
Cheshire
WA15 7WJ

Part 1 – Particulars of the application/development

Proposal: Part retrospective application for erection of 2 no. non-illuminated 48 sheet advertising panels with associated infill timber fencing, for a temporary period until 1 July 2016

Location: 190-196 Oldham Road, Ancoats, Manchester, M4 6BQ

Date of application: 11 April 2013

Application number: 102163/AOH/2013/N1

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) The proposed advertisement displays would be out of scale and proportion with the adjoining buildings and site context thereby forming an obtrusive and incongruous feature within the street scene that would be harmful to the site and its setting within the Ancoats Conservation Area contrary to the guidance contained within policies DC15.1(a), DC15.1(c), DC15.2(b) and E3.3 of the Unitary Development Plan for the city of Manchester, policy DM1 of the adopted Core Strategy for the city of Manchester and paragraph 67 of the National Planning Policy Framework.

2) The proposed advertisement displays by reason of their siting in an area where there exist several advertisement displays within close proximity, would give rise to a cluster of advertisement displays whose cumulative impact would have a negative impact on the visual amenity of the area, on the street scene and on the setting of the Ancoats Conservation Area contrary to the guidance contained within policies DC15.1(j) and

E3.3 of the Unitary Development Plan for the city of Manchester, policy DM1 of the adopted Core Strategy for the city of Manchester and paragraph 67 of the National Planning Policy Framework.

Date: 30 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.