MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mrs Elizabeth Fritchley
William Hulmes Grammar School
Springbridge Road
Manchester
M16 8PR

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Installation of an internally illuminated advertising hoarding

Location: Land At William Hulmes Grammar School, Springbridge Road, Manchester, M16 8PR

Date of application: 21 March 2012

Application number: 098917/AOH/2012/S1

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.

Reason(s) for decision

1) The hoarding, by reason of its size, character and position would constitute an isolated and over-dominant feature which would adversely affect the appearance of the wider street-scene. The proposal is therefore detrimental to the visual amenity of the area contrary to the provisions of paragraph 67 of the National Planning Policy Framework and policy DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the emerging Core Strategy of the Local Development Framework.

2) The proposed advertisement display hoarding, by virtue of its size, character and proximity to the western signal head at the stop line of the Platt Lane and Princess Road junction would be a distraction to motorists, to the detriment of highway safety. The proposed advertisement display is therefore contrary to the provisions of paragraph 67 of the National Planning Policy Framework and policy DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the emerging Core Strategy of the Local Development Framework.

Date: 14 May 2012

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.