MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Sainsburys Supermarkets Limited
C/O Agent

Agent (if used)

Mr Matthew Grant
WYG
Quay West At MediaCityUK
Trafford Wharf Road
Trafford Park
Manchester
M17 1HH

Part 1 – Particulars of the application/development

Proposal: Installation of 3 no. non-illuminated wall mounted signs on front and side elevations

Location: Sainsburys Supermarket , Heaton Park, Heaton Park Road, Higher Blackley, Manchester, M9 0QS

Date of application: 29 March 2016

Application number: 111635/AO/2016/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 35 Declaration

In this case, it has been necessary to provide the Applicant with a reasoned justification as to why the development fails to meet the requirements of planning policy, as regards the Core Strategy for the City of Manchester, and the National Planning Policy Framework.

Reason(s) for decision

1) The proposed advertisements, by virtue of the size of the red lettering, and the expansive coverage of the advertisements upon an isolated building, are contrary to the National Planning Policy Framework (NPPF), and saved policy DC14 of the Unitary Development Plan, as the advertisements will appear visually intrusive within the surrounding area, to the detriment of amenity.

Date: 24 May 2016

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 Gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet.

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.