MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr Paul Hardy
Vivid Outdoor Media Ltd
Landmark House
Station Road
Cheadle Hulme
SK8 7BS

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: The installation of an internally illuminated intermittent LED advertisement hoarding.

Location: Dawson Street, Hulme, Manchester, M15 4LG

Date of application: 25 April 2014

Application number: 105529/AOH/2014/C1

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

Discussions have taken place with the applicant in a positive and proactive manner to seek clarification of issues arising in relation to dealing with the planning application, in particular, those associated with the details and location of the proposed alterations. Initial concerns have been addressed and clarified in a satisfactory manner.

Reason(s) for decision

1) The proposed advertising hoarding would by virtue of its size, location, design and appearance have a detrimental impact on the character of the Castlefield Conservation Area and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, would contribute to advertisement clutter, would be located in a prominent location adjacent to an orbital route around the City Centre and radial entry routes into and throughout the City Centre and would have a detrimental impact on regeneration. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 and 12 of the National Planning Policy Framework, the Core Strategy for the

City of Manchester in particular policies EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management) and SP1 (Spatial Principles), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), DC18.1 (Conservation Areas) and E3.3 (Environmental Improvement and Protection) of The Unitary Development Plan for the City of Manchester (UDP).

2) The proposed advertisement and associated structures would by virtue of its size, location, design and appearance have a detrimental impact on the surrounding environment and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, interfering with the architectural relief provided by the arch within the railway viaduct wall, and in a prominent location adjacent to a gateway route into the City Centre. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to Government Guidance contained in Section 7 (Requiring Good Design) of the National Planning Policy Framework, and the saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), DC19 9Listed Buildings), and E3.3 (Environmental Improvements and Protection)of the Unitary Development Plan for Manchester, and EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), SP1 (Spatial Principles), CC1(Primary Economic Development Focus: City Centre Fringe), C1 (Centre Hierarchy), CC9 (Design and Heritage), and DM1 (Development Management) of the Core Strategy for the City of Manchester, and Government Circular 03/2007 (Criteria for deciding applications and appeals involving poster sites).

Date: 20 June 2014

Signed: 

Julie Roscoe
Head of Planning, Building Control & Licensing

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.