MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Ms Natalie Waldron
Gusto Restaurants Limited
98 King Street
Knutsford
Cheshire
WA16 6HQ

Agent (if used)

Mrs Victoria Kirkpatrick
Bridge Architects
19 Lumb Lane
Littlemoss
Manchester
M43 7BU

Part 1 – Particulars of the application/development

Proposal: Wall mounted illuminated hanging sign associated with new restaurant entrance, window vinyls, and logo branded fixed fabric awnings to existing windows/new door opening of Lloyd Street elevation, Elliot House.

Location: The Olive Press , 4 Lloyd Street, Manchester, M2 5AB

Date of application: 11 June 2014

Application number: 105967/AO/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 prior to the submission of this application, and it was clearly stated that the proposed awnings were unlikely to be considered acceptable to the City Council. The acceptable dimensions of projecting signs was also discussed. As such, initial concerns have not been addressed in a satisfactory manner.

Reason(s) for decision

1) The proposed awnings would be unduly obtrusive and would significantly detract from the architecture and heritage value of the listed building, upon which they would be located. The awnings would detract from the setting and appearance of the window reveals, within which they would be located, and would not be in accordance with policy

DC19.1 (Listed Buildings) and DC 15.2 (Advertisements) contained with the Unitary Development Plan for the City of Manchester; Policy CC9 (Design and Heritage), Policy EN3 (Heritage) and Policy DM1 (Development Management) of the Manchester Core Strategy; and, Section 7 (Requiring Good Design) and Section 12 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework.

2) The proposed awnings would be unduly obtrusive and would significantly detract from the appearance and character of the Deansgate Conservation Area, within which they would be located, and would not be in accordance with policy DC18.1 (Conservation Areas) and DC 15.2 (Advertisements) contained with the Unitary Development Plan for the City of Manchester; Policy CC9 (Design and Heritage), Policy EN3 (Heritage) and Policy DM1 (Development Management) of the Manchester Core Strategy; and, Section 7 (Requiring Good Design) and Section 12 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework.

3) The proposed projecting sign is considered to be unacceptable by virtue of the proposed thickness, some 50mm, which is consider to be unduly obtrusive and would significantly detract from the architecture and heritage value of the listed building, upon which it would be located, and would not be in accordance with policy DC19.1 (Listed Buildings) and DC 15.2 (Advertisements) contained with the Unitary Development Plan for the City of Manchester; Policy CC9 (Design and Heritage), Policy EN3 (Heritage) and Policy DM1 (Development Management) of the Manchester Core Strategy; and, Section 7 (Requiring Good Design) and Section 12 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework.

Date: 6 August 2014

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.