MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr Mark Wilkinson
Infinity Outdoor Ltd
1st Floor
44 Charlotte Street
London
W1T 2NR

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: The erection of a 15.1 metre internally illminated free standing double sided digital advertisement displays.

Location: 84 Great Ancoats Street, Ancoats, Manchester, M4 5BG

Date of application: 24 January 2014

Application number: 104742/AOH/2014/C2

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 advertisements and associated structure 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 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), 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), and DM1 (Development Management) of the Core Strategy for the City of Manchester.

2) The proposed advertisement structure and display would appear large scale and unduly prominent and In the interests of visual amenity the advertisement display by reason of its location, size, and design, would detract from the setting of nearby listed buildings and the adjacent conservation areas. For these reasons the proposal is contrary to policies DC18.1 (Conservation Areas)and DC 19.1 (Listed Buildings) of the Unitary development Plan for the City of Manchester.

3) The proposed advertsement structure and display is hereby refused on the basis that the proposed LED advertisements would have a detrimental impact on highway safety along a section of Great Ancoats Street. This is due to its proposed design, prominence and location on a busy vehicle route, giving rise to a number of existing safety considerations on the approach to the digital sign.

An existing signalised pedestrian crossing is situated prior to the junction of Great Ancoats Street / Port Street, which incorporates yellow box junction markings. At this point safety considerations will include vehicles breaking on the approaches to the junction and also vehicles turning out of Port Street together with pedestrians utilising the existing crossing point. After the junction the carriageway splits from two lanes to three lanes resulting in vehicles merging / diverging. A number of advanced directional signs are also situated adjacent to the sign location providing directional information for vehicles approaching the signalised junction of Great Ancoats Street / Newton Street. An existing bus stop is also located directly adjacent to the proposed sign location resulting in vehicles overtaking parked buses creating an added safety conflict to approaching traffic.On the south easttbound approach safety considerations include vehicles breaking on the approaches to the junction of Great Ancoats Street / Newton Street and also pedestrians utilising the exiting pedestrian facilities at the junction. The junction of Great Ancoats Street / Jersey Street is situated directly opposite the proposed sign and safety conflicts including vehicles breaking on the approaches to the junction and also vehicles turning into / out of Jersey Street may occur. A further bus stop is situated after the proposed sign which again may lead to vehicles overtaking parked buses. A total of 22 accidents (1 fatal, 7 serious and 14 slight) have occurred at these conflict points throughout the past 5 year period and any additional visual distraction in this location will create further safety concerns. It is considered that the proposed displays would present a major distraction in this location and cause driver confusion, to the detriment of public safety.

For these reasons, the proposed LED displays are unacceptable and inconsistent with planning policy in the National Planning Policy Framework, policies SP1, T1 and DM1 of the Manchester Core Strategy, saved policies DC15.1 and DC15.2 of the Manchester Unitary Development Plan.

Date: 21 March 2014

Signed: 

Julie Roscoe
Head of Planning, Building Control & Licensing

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.