MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr M Hadi Barman
C/o Agent

Agent (if used)

Mr M Hadi Barman
Barel Architecture Ltd
Level One
Basecamp Liverpool
49 Jamaica Street
Liverpool
L1 0AH

Part 1 – Particulars of the application

Proposal: Installation of 1 internally and 1 externally illuminated sign

Location: 453 Wilmslow Road, Manchester, M20 4AN

Date of application: 15 July 2025

Application number: 143215/AO/2025

Part 2 – Particulars of decision

Manchester City Council gives notice that consent for the advertisement(s) 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 proposal, by reason of its internally illuminated components, inappropriate design elements, excessive scale and massing, positioning above fascia level, and siting adjacent to a key radial route within the Withington Conservation Area, would be out-of-keeping with surrounding shopfronts, would be harmful to the visual amenity of the area, and would detract from the designated heritage asset, causing unnecessary visual harm and detriment to the special architectural and historic interest of the Withington Conservation Area. As such, the proposal is contrary to saved policies E3.3, D14, DC15, and DC18 of the Unitary Development Plan for the City of Manchester, policies DM1, SP1, EN1, and EN3 of the Manchester Core Strategy, chapters 12 and 16 of the National Planning Policy Framework, MCC's Shopfront and Signage Design Guide, policies JP-P1 and JP-P2 of Places for Everyone and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Date: 9 September 2025

Signed: 

Julie Roscoe
Director 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 (as amended) 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 to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 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. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.