MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Simon Warner
BT Group Plc
1 Braham Street
London
E1 8EE

Agent (if used)

Mr Martin Brown
Telent
Rutland House
5 Allen Road
Livingston
EH54 6TQ

Part 1 – Particulars of the application

Proposal: Two digital 75 inch LCD display screen, one on each side of the Street Hub unit.

Location: Footpath Outside 931 Rochdale Road, Manchester, M9 8AE

Date of application: 23 April 2025

Application number: 142781/AOH/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 proposed advertisements (incorporating changing images), by virtue of their position, size, appearance, means of illumination and method of display, would introduce visually intrusive features in the streetscene. The resulting harm to the amenities of the area and the character of the streetscene would be exacerbated the highly prominent display of illuminated images on two elevations of the related hub structure. The proposals would thereby further lead to an over proliferation of visual clutter when viewed in conjunction with surrounding street furniture. The resulting adverse impact on the amenities of the area and character of the streetscene would be contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

Date: 17 June 2025

Signed:

Julie Roscoe
Director 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 (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.