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 single black digital communications totem.

Location: Footpath On Ashton New Road Opposite Grey Mare Lane Junction, Manchester, M11 3FF

Date of application: 14 April 2025

Application number: 142696/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 advertisement would by virtue of its siting, scale, design, appearance and means of illumination would be obtrusive, incongruous and form overly dominant feature located in a prominent location adjacent to radial entry routes into and throughout the City Centre to the detriment of the street scene and pedestrian experience. The advertisement would also introduce advertisement clutter into the street scene in an area which is sensitive to change including the residential led regeneration opposite the site at Grey Mare Lane together with undermining the wider regeneration efforts at the Campus. The proposed advertisements would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007; the Core Strategy for the City of Manchester, in particular policies DM1, EC7, EN1 and SP1; the Unitary Development Plan for the City of Manchester policies E3.3 and DC15; and Places for Everyone policy JP-P1 and the NPPF.

2) The proposed advertisement would by virtue of its poor siting, constrain a footway which experiences high levels of footfall and contribute to overspill. Moreover by virtue

of its siting adjacent to the existing vehicular access/egress point off Ashton New Road to the parking area situated to the southeast of the Etihad Stadium impact upon sightline visibility. Therefore the proposed adverts would impact upon highway safety and be contrary to Town and Country Planning (Control of Advertisements) Regulations 2007; the Core Strategy for the City of Manchester, in particular policies DM1, EC5, SP1 and T1; the Unitary Development Plan for the City of Manchester saved policy DC15.2(d); and Places for Everyone policy JP-P1 and the NPPF.

Date: 9 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.