

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

Refusal of Advertisement Consent

Applicant

Mr Stephen Smith
City Outdoor Media Ltd
Edward House
North Mersey Business Centre
Woodward Road
Liverpool
L33 7UY

Agent (if used)

Mrs Susan Jones
Susan Jones Consultancy
Arbourfield
West View Road
Norley
WA6 8NR

Part 1 – Particulars of the application

Proposal: 1 no LED digital advertisement to replace 1 no 96 sheet and 2 no 48 sheet backlit advertisements.

Location: ECP Car Park, Aytoun Street, Manchester

Date of application: 6 February 2025

Application number: 142082/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, design and appearance, have a detrimental impact on visual amenity, and in particular on the character and appearance of the adjacent listed building and the ongoing regeneration of the area. The advertisement would form an unduly obtrusive and incongruous feature within the street scene, thereby negatively impacting on the character and appearance of the surrounding area. The proposal would therefore have an unacceptable and detrimental impact on the visual amenity of the area and constitute unjustifiable harm to a listed building contrary to Sections 12 and 16 of the National Planning Policy Framework, policies SP1, EN1, EN3, CC9 and DM1 of the Manchester Core Strategy (2012), saved policies DC15 and DC19 of the Unitary Development Plan for the City of Manchester (1995).

Date: 28 April 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.