

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

Refusal of Advertisement Consent

Applicant

Mr Chaudhry Arshad
Worldwide Foods
34 Crescent Road
Manchester
M8 9JX

Agent (if used)

Mr Mohamed Muse
Muse Architects
14 Gerry Wheale Square
Manchester
M14 7HT

Part 1 – Particulars of the application

Proposal: Erection of a non-illuminated signage board as per the submitted drawings.

Location: 28 Slade Lane, Manchester, M13 0QE

Date of application: 14 February 2025

Application number: 142164/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 displayed advertisement signage, by virtue of its position, size, appearance and prominence, has resulted in the introduction of a visually obtrusive and overbearing structure within the streetscene, which detracts from the established arrangement of business signage in the locality. The displayed signage is therefore harmful to the character and visual amenities of the area and is contrary to policies SP1 and DM1 of the Core Strategy for the City of Manchester, saved policy DC15 and the guidance contained within the National Planning Policy Framework.
- 2) The positioning of the displayed advertisement signage in relation to the forecourt of 24 Slade Lane combined with the associated building signage has produced visual clutter around the site and its context. The displayed advertisement signage has thereby harmful affected the character of the streetscene and the visual amenities of the area contrary to policies SP1 and DM1 of the Core Strategy for the City of Manchester, saved policy DC15 and the guidance contained within the National Planning Policy Framework.
- 3) The projection of the displayed advertisement signage along the northern boundary of 28 Slade Lane has introduced a visually obtrusive structure that has had an

overbearing impact on, and relationship to number 28 Slade Lane. The resulting harm to residential and visual amenity is contrary to policies SP1 and DM1 of the Core Strategy for the City of Manchester, saved policy DC15 and the guidance contained within the National Planning Policy Framework.

Date: 10 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.