MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

DTZ Investors
C/o Agent

Agent (if used)

Heather Lindley-Clapp
Nexus Planning
One Express
1 George Leigh Street
Manchester
M4 5DL

Part 1 – Particulars of the application

Proposal: Conversion of existing screens to allow moving images.

Location: The Printworks, Withy Grove, Manchester, M4 2BS

Date of application: 24 December 2024

Application number: 141817/AO/2024

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 would, by virtue of their location and content (including moving elements) would have a detrimental impact on visual amenity, becoming highly obtrusive and a visually dominant feature located at a prominent City Centre location within the Shudehill Conservation Area (which also contains a number of listed buildings). The increased visual prominence would, contingently, increase the sense of visual clutter created by these large and numerous digital advertisement screens. In conjunction with the high-level siting, the signage would be more noticeable to occupiers of surrounding buildings, thereby leading to an unduly harmful impact to to the amenity of nearby residential properties. The proposal would therefore be contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, the Core Strategy for the City of Manchester (2012) in particular policies EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management), SP1 (Spatial Principles) and DM1 (Development Management), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2

(Advertisements, Hoardings and Posters), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of The Unitary Development Plan for the City of Manchester (1995).

Date: 18 February 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.