MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr Jamie Scahill
Magpie Union Limited
1 Goods Yard Street
Manchester
M3 3BG

Agent (if used)

Part 1 – Particulars of the application

Proposal: Installation of 1no. internally illuminated projecting sign.

Location: 1 Goods Yard Street, Manchester, M3 3BG

Date of application: 8 November 2024

Application number: 141337/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 projecting sign, by virtue of its thickness, would form an overly large, bulky and discordant, incongruous feature on the building that would fail to respond positively to the architectural language and character of both the building itself. It would be detrimental to the visual amenity of the building and the surrounding area, appearing incongruous when viewed in the same context as nearby listed buildings and the wider conservation area, in particular within the setting of the Grade II listed Former Grape Street Railway Bonded Warehouse and Castlefield Conservation Area. The projecting sign would therefore be contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, together with policies SP1, EN1, EN3, CC9, and DM1 of the Manchester Core Strategy (2012), saved policies DC14, DC18 and DC19 of the Unitary Development Plan for the City of Manchester (1995), policy JP-P2 of Places for Everyone (2024), and sections 12 and 16 of the NPPF (2024).

Date: 31 December 2024

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.