

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

Refusal of Advertisement Consent

Applicant

Wildstone Estates Limited
1 Bartholomew Lane
London
EC2N 2AX

Agent (if used)

Amon Yiu
Carter Jonas
One Chapel Place
London
W1G 0BG

Part 1 – Particulars of the application

Proposal: Installation of 2no. Digital advertisement displays following removal of existing 48-sheet and 96-sheet advert panels

Location: 371 Oldham Road, Manchester, M40 8RR

Date of application: 21 May 2024

Application number: 140078/AOH/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 installation of 2no. digital advertisement displays following removal of existing 48-sheet and 96-sheet advert panels by virtue of its siting, scale and appearance would result in an obtrusive feature in the street scene together with causing advertisement clutter with another internally illuminated advertisement hoarding in close proximity of this location. This would have an unduly harmful impact on the visual amenity and character of the local area on an important road route into and out of the city centre. This would be contrary to the provisions of the TCPA (Control of Advertisements) Regulations 2007, policies SP1 and DM1 of the Manchester Core Strategy (2012), saved policy DC15 and E3.3 of the Unitary Development Plan for the City of Manchester (1995), policy JP-S1 of Places for Everyone and the National Planning Policy Framework.

2) The installation of 2no. digital advertisement displays following removal of existing 48-sheet and 96-sheet advert panels would create driver distraction as the proposed signs would sit behind the traffic signals. There is insufficient information submitted with the application to demonstrate that the hoardings would not increase the risk of accidents along this section of highway. The hoardings would therefore result in an

unduly harmful impact on public safety which is contrary to the provisions of the TCPA (Control of Advertisements) Regulations 2007, policies SP1 and DM1 of the Manchester Core Strategy (2012), saved policy DC15 and E3.3 of the Unitary Development Plan for the City of Manchester (1995), policy JP-S1 of Places for Everyone and the National Planning Policy Framework.

Date: 9 September 2024

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.