

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

Refusal of Advertisement Consent

Applicant

Mr David Esterkin
Manchester Industrials Limited
Land At The Corner Of Oldham Road &
Cipher Street
Oldham Road
Manchester
M4 5HD

Agent (if used)

Mr Tim Thomas
The Thomas Partnership
The Office
6 Park Cottages
Goddards Lane
Camberley
GU15 2PX

Part 1 – Particulars of the application

Proposal: Removal of an existing 48 sheet backlight panel to be replaced by two digital 48 sheets.

Location: Land At The Corner Of Oldham Road & Cipher Street, Manchester, M4 5HD

Date of application: 28 June 2024

Application number: 140015/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 proposed billboard, by virtue of its siting, scale, design and appearance and materiality, would form an unattractive and obtrusive feature in the street scene. The advertisement would fail to respond positively to its surroundings, creating a dominant and incongruous feature along this part of Oldham Road which would be detrimental to visual amenity. In addition, the advertisement fails to preserve or enhance the setting of the Ancoats Conservation Area and would be detrimental to aspirations of the New Cross NDF Zone B and the ongoing regeneration of the Poland Street Zone which seeks to improve the character and appearance of Oldham Road. This would be contrary to the provisions of policies SP1, DM1 and EN1 of the Manchester Core Strategy, saved policies DC15 and DC18 of the Unitary Development Plan, Sections 12 and 16 of the National Planning Policy Framework, the New Cross NDF and the Poland Street Zone NDF.

Date: 23 August 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.