MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr Ben Porte
New World Payphones
33 Golden Square
Soho
London
W1F 9JT

Agent (if used)

Part 1 – Particulars of the application

Proposal: Installation of a digital advertising display integrated within replacement digital communications kiosk.

Location: Pavement Outside 3-10 , Piccadilly, Manchester

Date of application: 3 April 2024

Application number: 139688/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 digital advertising display, by virtue of its siting, design, and appearance, would form an overly dominant and visually intrusive feature within the street scene. In addition, the digital display would contribute towards advertisement clutter in a prominent location in the city centre. The proposal would have a negative effect upon current efforts to de-clutter, regenerate, and improve adopted highway within the City Centre environment in the interest of optimising the pedestrian environment and public realm, as well as to future efforts to regenerate and improve the public realm of Piccadilly Gardens and the surrounding area. The proposal would therefore result in an unduly harmful impact on the visual amenity and character of the street scene and the setting of nearby listed buildings. The advertisement is therefore contrary to the provisions of policies EN1, EN3, SP1, CC9, and DM1 of the Manchester Core Strategy (2012), saved policies DC15.1, DC15.2, DC18 and DC19 of the Unitary Development Plan for the City of Manchester (1995), Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and the NPPF.

Date: 28 May 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.