

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)

Mr Justin Kenworthy
Stantec UK Ltd
7 Soho Square
London
W1D 3QB

Part 1 – Particulars of the application

Proposal: Installation of two digital advertising screens

Location: Land Adjacent To Rochdale Road, Manchester, M9 5BJ

Date of application: 21 May 2024

Application number: 139965/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 advertisement displays and structures, by reason of their scale and massing, illuminated digital display, and inappropriate siting in a prominent position adjacent to a public highway and in proximity to residential properties, would create an overly dominant, overbearing and visually obtrusive feature within the street scene, contributing to the visual clutter of the area, to the detriment of visual and residential amenity.

As such the proposal is contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy, saved policies, DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester, policy JP-P1 of the Places for Everyone Plan and policies of the NPPF.

Date: 16 July 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.