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

Refusal of Advertisement Consent

Applicant

ASDA Stores Ltd
ASDA House
South Bank
Great Wilson Street
Leeds
LS11 5AD

Agent (if used)

Mrs Catherine Brown
Whittam Cox Architects
Carrwood Court
Carrwood Road
Chesterfield
S41 9QB

Part 1 – Particulars of the application/development

Proposal: Retention of 2 no. internally illuminated individual letter signs, 2 no. non-illuminated individual letters signs, 2 no. internally illuminated projecting signs.

Location: Retail Unit T4 , Circle Square, Oxford Road, Manchester, M1 7ED

Date of application: 9 November 2023

Application number: 137720/AO/2023

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **Refused** in accordance with the application and plans submitted for the reason(s) listed below.

Article 35 Declaration

Reason(s) for decision

1) The retained individual letters and service panel signage, by virtue of their siting, position and relationship to the premises fail to respond positively to the high-quality facades, architectural language and character of both the building itself and the surrounded area. In addition, the retained projecting sign, by virtue of its style, design, size, and appearance, forms an incongruous and bulky feature to the premises and fails to respond positively to the high-quality facades, architectural language, and character of both the building itself and the surrounded area. The signage has an unduly harmful impact on the visual amenity of the development and character of the local area which is contrary to the provisions of policies SP1, CC9, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995), the NPPF and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Date: 28 December 2023

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 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 approval for the proposed development, or to grant consent or approval subject to conditions, they may appeal to the Secretary of State in accordance with section 78 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.