

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

Refusal of Advertisement Consent

Applicant

Toomey
Frog and Bucket
Frog And Bucket
102 Oldham Street
Manchester
M4 1LJ

Agent (if used)

Carter
Scanlite
Unit 1 Kincaig Business Park
Kincaig Road
Blackpool
FY2 0PJ

Part 1 – Particulars of the application/development

Proposal: Installation of 1no internally illuminated LED digital display screen.

Location: Frog And Bucket, 102 Oldham Street, Manchester, M4 1LJ

Date of application: 4 December 2023

Application number: 138522/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 proposed advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, constituting an obtrusive, incongruous and over dominant feature located in a prominent location adjacent to radial entry routes into and throughout the City Centre and within the Stevenson Square Conservation Area (which also contains a number of listed buildings. The signage would have an unduly harmful impact on the character and appearance of the area forming a highly visible feature within the street scene. The current proposal would therefore be contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies T.1 (Sustainable Transport), EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management), SP1 (Spatial Principles) and EN12 (Area priorities for Open Space, Sport and Recreation), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and

Posters), DC18.1 (Conservation Areas), DC19.1 (Listed Buildings) and E3.3 (Environmental Improvement and Protection) of The Unitary Development Plan for the City of Manchester (UDP).

2) The installation of a digital advertisement display would create driver distraction at a complex highway junction. There is insufficient information submitted with the application to demonstrate that the digital display would not increase the risk of accidents along this section of highway. The advertisement 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 DC14.5 of the Unitary Development Plan for the City of Manchester (1995) and the National Planning Policy Framework

Date: 29 January 2024

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.