MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

Mr John Valentine
Unit 14
Chorley Central Business Park
Stump Lane
Chorley
PR6 0BL

Agent (if used)

Mr Joe Simcock
Aldrock Surveyors Ltd.
Unit 5
Cunningham Court
Shadsworth Business Park
Blackburn
BB1 2QX

Part 1 – Particulars of the application/development

Proposal: Installation of 2 no. illuminated high level signs.

Location: 43 Lever Street, Manchester, M1 1FN

Date of application: 23 August 2023

Application number: 137747/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 Installation of 2 no. illuminated high level signs, by virtue of their position on the building, size and appearance, would create highly prominent and visually intrusive features on the building in the street scene and would relate poorly to the architecture and form of the building. In addition, the signage would cause advertisement clutter when seen in context with other existing signage at the building. The signage would form an incongruous addition to the conservation area which would fail to preserve or enhance its special character and appearance. The proposal would therefore result in an unduly harmful impact on the visual amenity of the building and wider conservation area. The proposal is therefore contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1, EN3, CC9 and DM1 of the Manchester Core Strategy (2012 and saved policies DC14, DC15 and DC18 of the Unitary Development Plan for the City of Manchester (1995).

Date: 5 October 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.