

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

Refusal of Advertisement Consent

Applicant

Mrs Susan Fleming
Ocean Outdoor UK Ltd
25 Argyll Street
London
W1F 7TU

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Continued siting of double sided LED advertisement totem for 2.5 years

Location: Advertising Right Ocean Outdoor Digital Outside 188, Deansgate, Manchester, M3 3WB

Date of application: 14 November 2023

Application number: 138548/AOH/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.

Reason(s) for decision

1) The advertisement by virtue of its siting, style, appearance, illumination and materiality would not respond positively to the character and appearance of the local area and Deansgate Conservation Area and would undermine ongoing public realm improvements along Deansgate. The digital nature of the sign, together with its large size, forms an obtrusive feature within the Conservation Area and forms unnecessary clutter within the street scene. The sign is therefore harmful to the visual amenity which is contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, Manchester Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Unitary Development Plan Policies DC15 and DC18, Places for Everyone Plan Policy JP-P2, the National Planning Policy Framework and National Planning Practice Guidance.

Date: 11 January 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 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.