

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

Refusal of Advertisement Consent

Applicant

Mr Adeel Hassan
A Cima Foods Ltd T/A Don Tacos
Unit E3
1 Piccadilly Gardens
Manchester
M1 1RG

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Retention of 2 no. illuminated fascia sign.

Location: Ground Floor, 1 Piccadilly Gardens, Manchester, M1 1RG

Date of application: 12 December 2023

Application number: 138764/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 2 no fascia signs are considered to be unacceptable due to their size and design, as they relate poorly to the architectural features of the building on which they are located, are not in keeping with the other advertisements on the building, do not comply with the One Piccadilly Signage Guidelines, and are unduly obtrusive on the building. They are thereby detrimental to the visual amenity of both the building and the surrounding street scene, on a major route within the City Centre, and would therefore undermine the regeneration that has taken place in the Piccadilly area, and have a detrimental impact on the settings of nearby listed buildings.

For these reasons the fascia signs are contrary to policies SP1 (Spatial Principles), CC9 (Design and Heritage), EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage) and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved Policies E3.3 (Environmental Improvement and Protection), DC14 (Shop Fronts and Related Signs) and DC 19.1 (Listed Buildings) of the Unitary

Development Plan for the City of Manchester; to Central Government advice contained within Section 7 (Requiring Good Design) and Section 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework; and to the guidance given in the Piccadilly Partnership Design Guide Commercial Frontages and the One Piccadilly Signage Guidelines.

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.