

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

Refusal of Advertisement Consent

Applicant

Mr Thomas Johnston
JCDecauxUK
991 Great West Road
Brentford
TW8 9DN

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Removal of the existing display followed by the installation of an internally illuminated advertisement of similar dimensions.

Location: Land Between 317 And 325 Oldham Road, Manchester, M40 8ED

Date of application: 21 November 2023

Application number: 138439/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 proposed digital hoarding sign by reason of its size, appearance, position, means of illumination and method of display, would fail to respond positively to its surroundings, creating a dominant and incongruous feature which would have an unduly harmful impact on the character of the local street-scene. This would harm visual amenity and detract from the character and quality of the adjacent buildings, including the setting of a non-designated heritage asset. Additionally, the digital hoarding would be unsuitable on a major arterial route into Manchester city centre (Oldham Road), where the city is promoting improvements and high quality design as part of the ongoing regeneration activity. The application is hereby refused, pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), policies DM1, SP1, EN3 and EN1 of the Manchester Core Strategy, saved policies DC15 and E3.3 of the Unitary Development Plan and the NPPF

Date: 8 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.