

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

Refusal of Advertisement Consent

Applicant

Mr Mike Lee
Zambrero
57 Upper Montagu Street
London
W1H 1SG

Agent (if used)

Mr Joshua Phillips
Ampersand Associates Ltd.
3 The Old Stables
Cannons Mill Lane
Bishops Stortford
CM23 2BN

Part 1 – Particulars of the application/development

Proposal: Retention of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign

Location: 7-9 Piccadilly, Manchester, M1 1LZ

Date of application: 7 September 2023

Application number: 137501/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 1no. internally illuminated fascia sign by virtue of its position in front of the glass, resulting appearance and materiality, creates a incongruous feature he glass shopfront of the unit. The sign relates poorly to the style, character and quality of this shop frontage and undermines the original design intent of the building. This has had an unduly harmful impact on the visual amenity of the building in the street scene. The sign 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).

2) The 1no. externally illuminated projecting sign, by virtue of its siting, design, materiality, colour and size, creates an obtrusive and visually clumsy feature on the building. The design of the bracket creates a large, complex structure that fails to relate

appropriately simple architectural language of the elevation. The cabling and external lighting, by virtue of the contrast in colour with the stone cladding, is highly visually prominent and adds a bulky, low quality element to the lightweight facade. The sign has resulted in an unduly harmful impact on the visual amenity of the building. The sign 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: 30 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.