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

Refusal of Advertisement Consent

Applicant

Mr Mark Allan
A&S Leisure Group Ltd
15 Livesey Street
Sheffield
S6 2BL

Agent (if used)

Mr Peter Hirsch
ChapmanTaylor
Bass Warehouse
4 Castle Street
Manchester
M3 4LZ

Part 1 – Particulars of the application/development

Proposal: Installation of external illuminated menu sign

Location: 57 Portland Street, Manchester, M1 3HP

Date of application: 2 November 2023

Application number: 138464/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 proposed externally illuminated menu sign by virtue of its position mounted on one of 3 cladding panels facing Portland Street would relate poorly to the facade and its architectural features associated with this contemporary, modern building. The sign would have an adverse impact on the architectural quality and design of the building and its character resulting in an unduly harmful impact on visual amenity. The sign is therefore contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1, and DM1 of the Manchester Core Strategy (2012) and saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995).

Date: 28 December 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.