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

## Refusal of Advertisement Consent

**Applicant**

Mr Hao Thuyet Lieu
Komorebi Kissaten Ltd
3 Nisbett Walk
Sidcup
DA14 6BT

**Agent (if used)**

Mr Ryo Murata
Ryoma Ltd
Level 1 Devonshire House
No.1 Mayfair Place
London
W1J 8AJ

## Part 1 – Particulars of the application/development

**Proposal**: Installation of 1 no. illuminated fascia sign and 2 no. illuminated projecting signs.

**Location**: Ground Floor, 58 Mosley Street, Manchester, M2 3HZ

**Date of application**: 21 November 2023

**Application number**: 138381/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 2no. externally illuminated projecting signs, by virtue of their siting, design, size, materiality, number and level of illumination, create two obtrusive, bulky and visually clumsy features on the building. The signage 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).

2) The 1no. internally illuminated fascia sign by virtue of its siting, design and materiality, creates an unsightly and incongruous feature to the 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 within the conservation area. 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).

Date: 10 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.