

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

Refusal of Advertisement Consent

Applicant

Wildstone Estates Limited
1 Bartholomew Lane
London
EC2N 2AX

Agent (if used)

Alder King Planning Consultants
Pembroke House
15 Pembroke Road
Bristol
BS8 3BA

Part 1 – Particulars of the application/development

Proposal: Conversion of 2 no. externally illuminated advertisement displays to 1 no. internally illuminated advertisement display.

Location: Land Northwest Of Oldham Road At The Entrance To Back Hampson Street, Manchester

Date of application: 26 June 2023

Application number: 137403/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.

Article 35 Declaration

Reason(s) for decision

1) The proposed billboard, by virtue of its design and siting, would form an unattractive and obtrusive feature in the street scene that, when viewed in conjunction with other advertisements at the location, would create an unacceptable level of advertisement clutter along Oldham Road, thereby harming visual amenity. Additionally, the proposed billboard would be unsuitable on a major arterial route into Manchester city centre, where the city is promoting improvements and high quality design as part of the ongoing regeneration activity. This would be contrary to the provisions of policies SP1, DM1 and EN1 of the Manchester Core Strategy (2012), saved policies E3.3 and DC15 of the Unitary Development Plan for Manchester (1995), Sections 12 and 16 of the National Planning Policy Framework.

Date: 16 August 2023

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.