

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

Refusal of Advertisement Consent

Applicant

Mr Steve Staley
Vision Advertising
Houldsworth Mill Business Centre
Houldsworth Street
Stockport
SK5 6DA

Agent (if used)

Mr Tim Spottiswood
89 Claude Road
Manchester
M21 8DE

Part 1 – Particulars of the application/development

Proposal: Installation of freestanding internally illuminated hoarding sign.

Location: Land Adjacent To 73 Rochdale Road, Manchester, M4 4HY

Date of application: 17 February 2023

Application number: 136297/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 digital hoarding sign by reason of its size, appearance, position, means of illumination and method of display, would create an intrusive and incongruous feature together with having an unduly harmful impact on the character of the local street-scene along one of the City's main arterial routes (Rochdale Road). The proposal would also have an unduly harmful impact on the setting of the adjacent Grade II Listed Building, Marble Arch Public House, to the detriment of visual amenity. The proposal would therefore have an unacceptable and detrimental impact on the visual amenity and historic environment of the area contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, EN3, SP1 and DM1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, DC19 and E3.3 of the Unitary Development Plan for the City of Manchester and Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Date: 11 April 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.