

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

### **Refusal of Advertisement Consent**

#### **Applicant**

Wildstone Group (Vivid Outdoor Media Limited)  
22 Berghem Mews  
Blythe Road  
London  
W14 0HN

#### **Agent (if used)**

Mr Richard Page  
Wildstone Planning  
2 The Hayloft  
Far Peak  
Northleach  
Cheltenham  
GL54 3AP

### **Part 1 – Particulars of the application/development**

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**Proposal:** Removal of 2no.48-sheet paper paste advertising displays from building gable wall and replacement of 1no. 96-sheet backlit display mounted to gable wall with 1no. 96-sheet digital display

Upgrade of existing internally illuminated 96-sheet advertising display to a digital format and removal of 2x 48-sheet displays from site.

**Location:** Apollo Theatre, Stockport Road, Manchester, M12 6AP

**Date of application:** 5 December 2022

**Application number:** 135171/AOH/2022

### **Part 2 – Particulars of decision**

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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**

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#### **Reason(s) for decision**

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1) The proposed advertisement display by reason of its size, location, design, appearance, elevated position, means of illumination and method of display, would create an unduly obtrusive and over-dominant feature in the street-scene adjacent to a main radial route, and would form an incongruous feature within the street scene. The proposed display would thereby appear out of context with its location. The proposal would therefore have an unacceptable and detrimental impact on the listed building, on which it is proposed to be attached, and the visual amenity of the area and surrounding occupiers, contrary to Government Guidance contained in the National Planning Policy

Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policies E3.3, DC15 and DC19 of the Unitary Development Plan for the City of Manchester.

Date: 24 April 2023

Signed:

A handwritten signature in black ink, appearing to read 'Julie Roscoe', written in a cursive style.

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](http://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.