

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

Refusal of Advertisement Consent

Applicant

Hamilton Pyramid Europe
Exchange Tower
Habour Exchange Square
London
E14 9GE

Agent (if used)

Mr Darren Friston
Street Design Partnership
16 Brewery Yard
Deva Centre
Trinity Way
Salford
M3 7BB

Part 1 – Particulars of the application/development

Proposal: Erection of 4no internally illuminated fascia signs

Location: Macdonald Manchester Hotel , 91 London Road, Manchester, M1 2PG

Date of application: 3 May 2023

Application number: 136724/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 advertisements by virtue of their style, appearance, illumination and materiality would not respond positively to the architecture and appearance of the hotel building on a prominent road frontage. The acrylic finish, together with the red illumination, would provide a garish finish to the signage which would stand in harsh contrast to the subtle design of the building. The proposed signage is therefore harmful to the visual amenity of the hotel building and surrounding street scene which is contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and National Planning Practice Guidance.

Date: 28 June 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.