

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

Refusal of Advertisement Consent

Applicant

Mr Mark Swindells
2 Cheetham Hill Road
Manchester
M4 4EW

Agent (if used)

Mr Thomas Zub
Zub-Architecture
71 Park Road
Lytham St Annes
FY8 1PW

Part 1 – Particulars of the application/development

Proposal: Installation of 2 x LED Billboard signs following removal of existing totem sign

Location: 2 Cheetham Hill Road, Manchester, M4 4EW

Date of application: 10 February 2023

Application number: 136224/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 development, by virtue of its scale, siting and design, would create a highly prominent and visually intrusive feature in the street scene and would cause advertisement clutter with other existing signage. This would harm visual amenity and detract from the character and quality of the adjacent buildings, including the setting of a Grade-II listed building. The application is hereby refused, pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), policies DM1, SP1 and EN1 of the Manchester Core Strategy, saved policies DC15, DC18 and E3.3 of the Unitary Development Plan and the NPPF

Date: 5 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.