

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

Refusal of Advertisement Consent

Applicant

Dr. Nilesh Bhatt
Gartside Street Dental Lounge
74 Gartside Street
Manchester
M3 3EL

Agent (if used)

Helen Young
Pegasus Group
No. 4 St Pauls Square
Liverpool
L3 9SJ

Part 1 – Particulars of the application/development

Proposal: Installation of a projecting hanging digital advertising screen and wall-mounted digital advertising screen

Location: 74 Gartside Street, Manchester, M3 3EL

Date of application: 22 February 2023

Application number: 136326/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 location, design and appearance and proportions would fail to respond positively to the building and local environment. They would form a poorly designed, obtrusive, and incongruous feature on the building which would have an unduly harmful impact on the visual amenity, character and setting of the building and the terrace within which it is located in the street scene together with the St John Street and Castlefield Conservation Areas. The proposal would therefore result in less than substantial harm to the significance to the historic elements within the environment with the level of harm caused not being outweighed sufficiently by the public benefits of the scheme. The proposal is contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, CC9, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC14.5 and DC18.1 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF.

2) The proposed advertisements by virtue of the proposed luminance levels of the advertisements, which are confirmed as 2000 and 2500cd/m² and are therefore in excess of the MCC standard of 600cd/m² and therefore detrimentally affect public safety, in particular highway safety. The proposal is therefore contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, T1, T2 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1 and DC14.5 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF.

Date: 19 April 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.