

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

Refusal of Advertisement Consent

Applicant

Mrs Truc Karmen
Studio 64
64 Premier Suites
Shudehill
Manchester
M4 4AA

Agent (if used)

Mr Antony Grainger
Sign Focus
Gower Street
Bradford
BD5 7JF

Part 1 – Particulars of the application/development

Proposal: Retention of internally illuminated double sided projecting sign

Location: Premier Suites , 64 Shudehill, Manchester, M4 4AA

Date of application: 4 April 2023

Application number: 136570/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 projecting box sign, due to its depth, forms a bulky feature on the building which is detrimental to the visual amenity of the building and the street scene. It has an unduly harmful impact on the visual amenity of the premises within the street scene and the character of the conservation area. The sign is therefore contrary to the provisions of policies SP1, CC9, EN1 and DM1 of the Manchester Core Strategy (2012), saved policies E3.3 and DC14 of the Unitary Development Plan for the City of Manchester (1995), and Sections 12 (Achieving well-designed places) and 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Date: 30 May 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.