

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

Refusal of Advertisement Consent

Applicant

Wildstone Estates Limited
22 Berghem Mews
Blythe Road
London
W14 0HN

Agent (if used)

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

Part 1 – Particulars of the application/development

Proposal: Installation of 1 x internally illuminated digital LED poster sign to replace 5 externally illuminated advertising displays

Location: Land At Fairfield Street (Off William Street), Manchester, M12 5FX

Date of application: 3 January 2023

Application number: 135880/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 advertising signage would by virtue of its excessive height and illuminated display area and overly prominent location and appearance, when viewed in conjunction with existing advertisement hoardings, would have a cumulative and detrimental impact on visual amenity. The proposed advertising signage would thereby constitute an unduly obtrusive, incongruous and overly dominant feature within the streetscene and contribute to advertisement clutter within a prominent location close to major routes to and from the city centre and undermine local regeneration. The proposal would therefore have an unacceptable and detrimental impact on the amenity of the area contrary to policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) of the Core Strategy for the City of Manchester, saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan and the guidance within Chapter 12 (Achieving well-designed places) of the National Planning Policy Framework.

Date: 28 February 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.