

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

Refusal of Advertisement Consent

Applicant

Mr John Valentine
Unit 14
Chorley Central Business Park
Stump Lane
Chorley
PR6 0BL

Agent (if used)

Mr Joe Simcock
Aldrock Surveyors Ltd.
Unit 5
Cunningham Court
Shadsworth Business Park
Blackburn
BB1 2QX

Part 1 – Particulars of the application/development

Proposal: Installation of wrap around flex face signage, signage board and door surround.

Location: 43 Lever Street, Manchester, M1 1FN

Date of application: 3 January 2023

Application number: 135739/AO/2022

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 2 proposed LED illuminated Flexiface signs by reason of their position above the existing fascia level of the property, and that of the adjacent property, would fail to respond appropriately to the appearance, character and architecture of the property and form an incongruous feature. The fascia sign on the Lever Street elevation is considered to be overly large and obtrusive and would have an adverse impact on the appearance of the building and, along with the proposed door surround signs and 2 proposed LED illuminated Flexiface signs add to advertisement clutter at the property. This would have a detrimental and unduly harmful impact on the visual amenity and character of the local area including the Stevenson Square Conservation Area which includes a number of listed buildings. The proposed development is therefore contrary to the provisions of Core Strategy policies SP1, EN3 and DM1 of the Manchester Core

Strategy (2012) and saved policies DC14, DC18 and DC19 of the Unitary Development Plan for the City of Manchester (1995), and the NPPF.

Date: 23 February 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.