

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

Refusal of Advertisement Consent

Applicant

John Magil
47 Market Street
Manchester
M1 1WR

Agent (if used)

Miss Amy Conetta
Blaze Signs Ltd
5 Patricia Way
Pysons Road
Broadstairs
CT10 2XZ

Part 1 – Particulars of the application/development

Proposal: Installation of 1 x illuminated fascia sign and 1 x illuminated projecting sign

Location: 47 Market Street, Manchester, M1 1WR

Date of application: 26 January 2023

Application number: 136006/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 fascia sign due to its size, design and position, would relate poorly to the architectural features of the building, would not be in keeping with the other advertisements in the street scene and would be contrary to the advertisement strategy for the Arndale Shopping Centre. The proposed fascia sign would thereby be detrimental to the visual amenity of the building and the street scene. For these reasons the proposed advertisements are contrary to policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas), and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved policies E3.3 (Environmental Improvement and Protection) and DC14 (Shop Fronts and Related Signs) of the Unitary Development Plan for the City of Manchester; and Section 12 (Achieving well-designed places) of the National Planning Policy Framework.

2) The projecting sign, due to its depth, would form a bulky feature on the building, would not be in keeping with the other projecting box signs in the street scene and would be contrary to the advertisement strategy for the Arndale Shopping Centre. The proposed projecting box sign would thereby be detrimental to the visual amenity of the building and the street scene. For these reasons the proposed advertisements are contrary to policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas), and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved policies E3.3 (Environmental Improvement and Protection) and DC14 (Shop Fronts and Related Signs) of the Unitary Development Plan for the City of Manchester; and Section 12 (Achieving well-designed places) of the National Planning Policy Framework.

Date: 23 March 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.