

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

Refusal of Advertisement Consent

Applicant

Cheshire Cheese Assets Ltd
C/o Agent

Agent (if used)

James Berggren
EdgePlan Ltd
7 Charlotte Street
Manchester
M1 4DZ

Part 1 – Particulars of the application/development

Proposal: Retention of halo Illuminated lettering fascia sign and retention of 8 externally applied vinyl window signs

Location: 32 Oldham Road, Manchester, M4 5FE

Date of application: 1 February 2023

Application number: 136118/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 and the 8 externally applied vinyl, by virtue of their design, position, appearance and location do not respond positively to the architecture and appearance of the building, have created advertisement clutter and have created a visually harmful feature in the street-scene along a key radial route, at the gateway to the Ancoats Conservation Area, to the detriment of visual amenity and the heritage value of immediate area. The advertisements would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, saved policies DC14, DC18.1 and E3.3 of the Unitary Development Plan for the City of Manchester, policies DM1, EN1, EN3 and SP1 of the Manchester Core Strategy, the National Planning Policy Framework (NPPF) and the Ancoats and New Islington Neighbourhood Development Framework.

Date: 20 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.