

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

Refusal of Advertisement Consent

Applicant

Mr James Browne
BT Telecommunications Plc
Pp 8.05
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1 Knightrider Street
London
EC4V 5BT

Agent (if used)

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Solutions30
Regus - 82 King Street
Manchester
M2 4WQ

Part 1 – Particulars of the application/development

Proposal: Advertisement consent for the display of 2no. digital 75" LCD display screens

Location: Pavement Outside 653 Wilmslow Road, Manchester , M20 6QZ

Date of application: 3 November 2022

Application number: 135389/AOH/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 proposed advertisement display and structure, by reason of its size, height, siting and digital display on the public footpath in a prominent position would create a visually discordant and obtrusive feature in the street scene along one of the City's main radial routes, which would create an appearance of advertisement clutter detrimental to the visual amenities of the area.

As such the proposal is contrary to policies SP1 and DM1 of the Manchester Core Strategy, saved Unitary Development Plan policies E3.3, DC15.1 and DC15.2, paragraph 132 of the National Planning Policy Framework and paragraph 2.42 of the Guide to Development in Manchester Supplementary Planning Document (2007).

2) The proposed advertisement display and structure, by reason of its design, appearance and siting within a conservation area would detract from the designated

heritage asset, causing unnecessary visual harm and detriment to the special architectural and historic interest of the Blackburn Park Conservation Area as well as significantly detracting from the historic character of the Grade II Listed Buildings situated nearby which includes: the Rhodes Memorial Clock Tower, the Didsbury War Memorial, Didsbury Public Library, the Church of Emmanuel, Emmanuel Vicarage and No.694 Wilmslow Road.

As such, the proposal is contrary to policy EN3 of the Manchester Core Strategy, saved Unitary Development Plan policy DC18 and chapter 16 of the National Planning Policy Framework.

Date: 19 January 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.