

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

Refusal of Advertisement Consent

Applicant

Mr Darren Alderson
Billboard Advertising Limited
Jackson Calvert
33 Coleshill Street
Sutton Coldfield
Birmingham
B72 1SD

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Installation of 2 x externally illuminated 48 sheet signs and 1 x internally illuminated LED 96 sheet sign

Location: Land At Junction Of Devonshire Street North And Higher Ardwick, Manchester, M12 6JR

Date of application: 19 January 2023

Application number: 136024/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 96 sheet internally illuminated LED advertising signage would by virtue of its height, extent of its illuminated display area and overly prominent positioning and appearance, would represent a departure from the previously established display of advertisement signage. The adverse visual impact of the 96 sheet advertising sign would be exacerbated by the reinstatement of two, 46 sheet advertising signs. The concentrated siting of advertisement signage, in close proximity to the junction of Higher Ardwick and Devonshire Street South, would have a cumulative, unduly prominent and obtrusive impact on the streetscene relating to major routes to and from the city centre and setting of neighbouring buildings at 37 - 49 Devonshire Street. The proposal would thereby have an unacceptable and detrimental impact on local amenity, including the amenities of pedestrians and other road users, and be

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 the National Planning Policy Framework.

Date: 9 March 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.