

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

Refusal of Advertisement Consent

Applicant

Sportsdirect.com Retail Limited
Unit A Brook Park East
Meadow Lane
Shirebrook
Mansfield
NG20 8RY

Agent (if used)

Mrs Katherine Sneed
Jigsaw Planning
PO Box 2844
Glasgow
G61 9DG

Part 1 – Particulars of the application/development

Proposal: Erection of 2 internally illuminated fascia box signs with backing panel.

Location: Unit MSU12, Arndale Centre, Manchester, M4 3AJ

Date of application: 7 December 2022

Application number: 135691/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 proposed advertisements by virtue of their location, design and appearance and proportions would fail to respond positively to the building and local historic environment. They would form a poorly designed, obtrusive and incongruous feature on the building which would have an unduly harmful impact on the visual amenity, character and setting of the building in the streetscene together with the Smithfield Conservation Area, the Grade II Listed department store and the non-designated heritage assets on High Street and Market Street. The proposal would therefore result in less than substantial harm to the significance to the historic environment and the named heritage assets with the level of harm caused not being outweighed sufficiently by the public benefits of the scheme. The proposal is contrary to policies SP1, CC9, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC14.5, DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester (1995),

Sections 16 (2) and 66 of (Listed Buildings and Conservation Areas) Act 1990 and the NPPF.

Date: 1 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.