

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

Refusal of Advertisement Consent

Applicant

Ahmed
Big Licks
Unit 3
73 - 83 Liverpool Road
Manchester
M3 4AQ

Agent (if used)

Mr Phill Armstrong
Whitebox Architecture.com
8 Church Hill
WA16 6DH

Part 1 – Particulars of the application/development

Proposal: 1no. fascia mounted illuminated sign

Location: Unit 3, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Date of application: 21 January 2022

Application number: 132645/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 sign (denoted as sign 2 on drawing number 101 rev B, received by the City Council as local planning authority on 31st January 2022) , by reason of its siting, scale, appearance and position in front of the existing fascia of the property, would fail to respond appropriately to the appearance and architecture of the property, and form an alien and incongruous feature. This would have a detrimental and harmful impact on the street scene along this part of Liverpool Road and the visual amenity and character of the local area including the Castlefield Conservation Area and the St John Street Conservation Area which both contain a number of listed buildings whose settings would be adversely affected.

The proposed development is therefore contrary to the provisions of Sections 7 (Requiring Good Design) and 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework, policies EN3 (Heritage), CC9 (Design and

Heritage) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Date: 31 August 2022

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.