

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

### **Refusal of Advertisement Consent**

#### **Applicant**

Mr James Williams  
Notemachine UK Ltd  
Russell House  
Elvicta Business Park  
Crickhowell  
NP8 1DF

#### **Agent (if used)**

### **Part 1 – Particulars of the application/development**

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**Proposal:** Retrospective application for the installation of advertisement signage relating the installation and ATM in the ground floor Gorton Lane elevation

**Location:** 548 Gorton Lane, Manchester, M18 8EH

**Date of application:** 26 May 2022

**Application number:** 133889/AO/2022

### **Part 2 – Particulars of decision**

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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**

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### **Reason(s) for decision**

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1) The proposed advertisement is integral to the installation of an ATM that, due to its virtue of its siting, lack of appropriate security measures and lack of inclusive access and relationship to the host building, has a harmful and detrimental impact upon the safety of pedestrians. On this basis, the proposal is considered to be unacceptable and contrary to policies DM1 and SP1 of the Core Strategy for the City of Manchester and policy DC14.5 of the Core Strategy for the City of Manchester.

Date: 21 July 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](http://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.