

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

Refusal of Advertisement Consent

Applicant

Mr Devlin
Chef & Brewer
Didsbury Hotel
852 Wilmslow Road
Manchester
M20 2SG

Agent (if used)

Mrs Gillian Shepley
Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

Part 1 – Particulars of the application/development

Proposal: Installation of advertisements to include 1x post mounted pictorial sign, 2x sets of sign written house name letters, 2x post mounted welcome signs and 1x sign written directional sign, following removal of projecting sign.

Location: Didsbury Hotel , 852 Wilmslow Road, Manchester, M20 2SG

Date of application: 16 May 2022

Application number: 133776/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 directional signage (03) and sign (01) by reason of their height, scale, materials, and cumulative impact, represent an over-dominant and visually obtrusive form of development within the street scene which has a high amenity value. The proposal would therefore have an unacceptable and detrimental impact upon the visual amenity and character of the street scene, contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, Chapter 12 of the National Planning Policy Framework - 'Achieving Well-Designed Places' (NPPF 2021), saved policies DM1 and SP1 of the Manchester Core Strategy and saved policies DC15.1 and DC15.2 (Advertisements) of the Unitary Development Plan for the City of Manchester.

Date: 11 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. 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.