

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

Refusal of Advertisement Consent

Applicant

Network Rail
C/o Agent

Agent (if used)

Mr Sam Beresford
Tetra Tech
Quay West
Media City
Trafford Wharf Road
Manchester
M17 1HH

Part 1 – Particulars of the application/development

Proposal: Installation of 1 no. 48 sheet LED digital billboard

Location: Corner Of London Road And Altrincham Street, Manchester, M1 2PW

Date of application: 16 May 2022

Application number: 133376/AOH/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 advertisement would by virtue of its size, location, design and appearance have a detrimental impact on visual amenity, character, appearance and ongoing regeneration of the surrounding area constituting an unduly obtrusive, incongruous and overly dominant feature to the listed viaduct on which it would be located and within the wider street scene. The proposal would result in less than substantial harm to the significance of heritage assets and there would not be the required public benefits to outweigh this. The advertisement would be contrary to Government Guidance contained in Section 12 and 16 of the National Planning Policy Framework, the Core Strategy for the City of Manchester in particular policies EN1 (Design Principles and Strategic Character Areas), CC9 (Design and Heritage), EN3 (Heritage), DM1 (Development Management) and SP1 (Spatial Principles), the Guide to Development in Manchester, in particular paragraphs 2.6 and 11.45 and saved policies DC15.1, and DC15.2 (Advertisements, Hoardings and Posters), DC18.1 (Conservation

Areas), DC19.1 (Listed Buildings) of The Unitary Development Plan for the City of Manchester (UDP) and Manchester Piccadilly Strategic Regeneration Framework.

Date: 29 June 2022

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.