

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

Refusal of Advertisement Consent

Applicant

Ms Verity Cheyne
BT Telecommunications PLC
BT - One Braham
1 Braham Street
E1 8EE

Agent (if used)

Mr Oliver Taylor
Dalcour Maclaren
8 Priory Court
Poulton
Cirencester
GL7 5JB

Part 1 – Particulars of the application

Proposal: Installation of 2no internally illuminated digital display screens.

Location: Outside No. 48 King Street, Manchester, M2 6AF

Date of application: 22 October 2025

Application number: 144340/AOH/2025

Part 2 – Particulars of decision

Manchester City Council gives notice that consent for the advertisement(s) referred to in Part 1 has been **refused** in accordance with the application and plans submitted for the reason(s) listed below.

Reason(s) for decision

1) The two-sided digital screen, by virtue of its siting, scale, design, appearance and means of illumination, would form a highly prominent item of advertisement awkwardly sited towards the centre of the footway along a premier commercial street in the City's Primary Shopping Area and Retail Core. It would add further prominence to the digital totem advertisement screens along King Street, increasing the advertisement clutter they form together along a key commercial route, also increasing visual clutter when seen together with existing street furniture in this location. This would be to the detriment of the visual amenity and pedestrian experience of the locality. The proposal would therefore result in an unduly harmful impact on the visual amenity of the St Anns Square Conservation Area, within the setting of a number of listed buildings. The proposed advertisements would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007; Sections 66 and 72 of the Listed Building and Conservation Areas Act 1990; Places for Everyone Policies JP-Strat2, JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC2, CC9, EN1, EN3, T1 and DM1; saved UDP Policies DC15.1, DC15.2, DC18 and DC19; as well as guidance contained in Sections 12 and 16 of the National Planning Policy Framework and Section 2.41 of The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance.

Date: 15 December 2025

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 (as amended) 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 to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 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.