

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

Refusal of Advertisement Consent

Applicant

Mr Richard Page
Wildstone Estates Limited
50 Eastbourne Terrace
Paddington
London
W2 6LG

Agent (if used)

Part 1 – Particulars of the application

Proposal: Installation of 1no. digital advertisement board with full motion.

Location: Land Adjacent To 15 Oldham Road, Manchester, M4 5EQ

Date of application: 3 February 2026

Application number: 145100/AOH/2026

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 proposed LED motion display screen would result in an intensified and unduly prominent form of advertisement in a highly visible location adjacent to radial entry routes into and throughout the City Centre to the detriment of the street scene, the residential character of the regenerating area and pedestrian experience along the route. It would form an obtrusive and dominant modern element seen in conjunction with the Grade II listed Former Midland Bank and detract from its significant architectural style and detailing. The proposal therefore fails to comply with the Town and Country Planning (Control of Advertisements) Regulations 2007 where it relates to the general characteristics of the locality and historic interest, and would be contrary to the material provisions of development plan including Places for Everyone policies JP-Strat2, JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1; EN3; T1 and DM1; saved policies E3.3, DC15.1, DC15.2, DC18 and DC19 of the Unitary Development Plan for Manchester; and fail to meet the requirements set out in sections 12 and 16 of the National Planning Policy Framework.

2) The proposed LED motion display screen would by virtue of the screen's siting adjacent to a signalised junction with associated pedestrian crossing facilities on Oldham Road, and distracting full motion display, would have an unduly harmful impact

upon highway and pedestrian safety. It would therefore be contrary to Town and Country Planning (Control of Advertisements) Regulations 2007; the material provisions of Places for Everyone Policies JP-C5 and JP-P1; Core Strategy Policies SP1, CC5, T1 and DM1, Saved Unitary Development Plan Policies DC15.1 and DC15.2; as well as Section 12 of the NPPF.

Date: 18 March 2026

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.