MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Applicant

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

Agent (if used)

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

Part 1 – Particulars of the application

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

Location: Piccadilly, Outside No. 11-13, Manchester, M60 1AY

Date of application: 30 September 2025

Application number: 144199/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 proposed digital advertising display, by virtue of its siting, scale, appearance, and consistent rotation of advertisement images, would form an overly dominant and visually obtrusive feature within the street scene and within the setting of the adjacent Smithfield Square Conservation Area and nearby listed buildings. The advertisement would also contribute to advertisement clutter in a sensitive location in the city centre, as well as undermine current efforts to de-clutter the City Centre environment, particularly wider place making objectives associated with the future proposed regeneration of Piccadilly Gardens. The proposal would therefore result in an unduly harmful impact on the visual amenity of the area, within the setting of designated heritage assets. The advertisement is therefore contrary to the provisions of Town and Country Planning (Control of Advertisements) (England) Regulations 2007, policies JP-P1, JP-P2 and JP-C5 of the Places for Everyone Plan, policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC15.1, DC15.2, DC18, DC19 and DC22 of the Unitary Development Plan for the City of Manchester (1995), sections 12 and 16 of the National Planning Policy Framework, and Sections 66(1) and 72(1) of the Listed Buildings and Conservation Areas Act 1990.

Date: 25 November 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.