

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

Refusal of Advertisement Consent

Applicant

Miss Verity Cheyne
BT Telecommunications PLC
1 Braham Street
London
E1 8EE

Agent (if used)

Nia Bywater
Dalcour Maclaren
Pinkers Court Office Park
Gloucester Road
Rudgeway
Bristol
BS35 3QH

Part 1 – Particulars of the application

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

Location: Outside Primark, Mosley Street, Manchester , M60 1AY

Date of application: 30 September 2025

Application number: 144117/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 Upper King Square Conservation Area and the Grade II listed No. 10 Mosley Street and non-designated heritage asset Former Lewis's Department Store building. 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 the Grade II listed No. 10 Mosley Street and non-designated heritage asset Former Lewis's Department Store buildings. 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.

2) The proposed digital advertising display, by reason of its siting, size, solid construction, consistent rotation of advertisement images, and its close relationship to the existing tram lines, would form a visually obtrusive structure with the potential to hamper tram drivers' forward visibility of the street scene and obscure the views of pedestrians that may emerge at speed from behind the structure into the path of oncoming trams, to the detriment of public safety, and as such is contrary to the provisions of Town and Country Planning (Control of Advertisements) (England) Regulations 2007, policies JP-Strat2, JP-C5, JP-C6 and JP-P1 of the Places for Everyone Plan, policies SP1 and DM1 of the Manchester Core Strategy, saved policies DC15.1, DC15.2, and DC22 of the Unitary Development Plan for the City of Manchester (1995), and the National Planning Policy Framework (NPPF).

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.