

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
London
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 Piccadilly Hotel, Manchester, M1 4AL

Date of application: 22 October 2025

Application number: 144338/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 static advertisement images, would form an overly dominant and visually obtrusive feature within the street scene. The advertisement would contribute to advertisement clutter in a sensitive location in the city centre, thereby undermining current efforts to minimise clutter in the City Centre environment. The proposal would therefore result in an unduly harmful impact on the visual amenity of the area. The advertisement is therefore contrary to the provisions of Town and Country Planning (Control of Advertisements) (England) Regulations 2007, policies JP-P1 and JP-C5 of Places for Everyone Plan, policies SP1, EN1, and DM1 of the Manchester Core Strategy (2012), saved policies DC15.1 and DC15.2, of the Unitary Development Plan for the City of Manchester (1995), and chapter 12 of the National Planning Policy Framework.

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.