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: Land On Oxford Street Outside No.15 Oxford Court, Manchester, M1 5AE,

Date of application: 30 September 2025

Application number: 144198/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) This two-sided digital screen, by virtue of its siting, scale, design, appearance and means of illumination, would form an obtrusive, incongruous and overly dominant feature in the footway in a prominent and highly visible location in the City Centre to the detriment of the character and visual amenity of the local context and pedestrian experience. The sign would also increase visual clutter due to existing advertisements and street furniture in this location when seen together, by increasing the size and number of advertisements compared to the existing BT totem, and due to the consistent rotation of static images. This would further have an unduly harmful impact on the setting and significance of the Grade II listed buildings at 15 Oxford Court, 18-20 and 24-28 Oxford Street, the Grade II* Listed Central Library and the adjacent George Street and St Peters Square Conservation Areas. The proposed advertisements would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007; Places for Everyone Policies JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3 and DM1; saved UDP Policies DC15.1, DC15.2, DC18 and DC19; and Sections 12 and 16 of the National Planning Policy Framework.

Date: 26 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.