MANCHESTER CITY COUNCIL

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

Refusal of Advertisement Consent

Part 1 – Particulars of the application

Proposal:

Double-sided freestanding digital advertisement totem.

Location:

Corner of Loverose Way and Symphony Park, Circle Square, Oxford Road Manchester M1 7ED

Application reference:

PLA-2026-001086

Applicant:

Ocean Outdoor UK Ltd

Date of application:

20 July 2026

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part 1 are **refused** in accordance with the application and plans submitted for the reasons listed below.

Reason(s) for decision

1) The proposal would therefore result in an unduly harmful impact on the visual amenity of Circle Square due to its obtrusive and dominant feature in the street scene. The proposed digital advertising display would result in the removal of an existing high-quality sign and would diminish the existing place-making of the public realm and is therefore contrary to the provisions of Town and Country Planning (Control of Advertisement) (England) Regulations 2007, Policies JP-P1, of the Places for Everyone Plan, Policies SP1 and DM1 of the Manchester Core Strategy (2012), saved Policies DC15.1, DC15.2 of the Unitary Development Plan for the City of Manchester (1995) and Policy DP3 and S3 of the National Planning Policy Framework.

Date: 09 September 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.

1. 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/appeal-decision-consent-display-advertisement. 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.