



Appeal Decision

Site visit made on 15 October 2019

by Paul Cooper MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 8 November 2019

Appeal Ref: APP/B4215/Z/19/3230887

1-4 Sagar Street, Manchester M8 8EU

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Ravinder Singh against the decision of Manchester City Council.
 - The application Ref 122805/AO/2019, dated 22 February 2019, was refused by notice dated 18 April 2019.
 - The advertisement proposed is all mounted digital internally illuminated LED advertisement screen to gable of first floor extension approved as part of planning permission referenced 121647/FO/2018.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue in this case is the effect of the advertisement on the amenity of the area.

Reasons

3. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state that the control of advertisements may be exercised in the interests of amenity and public safety. This is reinforced in both the National Planning Policy Framework (the Framework) and the Planning Practice Guidance (the PPG)
4. The appeal proposal is for an illuminated sequential LED display sign, set with a recessed panel on the side elevation of a second floor extension that has planning consent. It will measure 5m x 2.4m, and be located 6.5m from ground level, and the sequential advertisements would change at a speed no greater than every 10 seconds.
5. Bury New Road is the principal frontage for the appeal building, and is a main radial route, which from the evidence in front of me, is identified as an area where the Council is looking to create high quality development to improve the overall appearance of the area.
6. The sign would be visible for some distance along the road, travelling out of the City Centre and I feel that it would be visually intrusive, even in an area with a number of other advertisements, adding to the overall feel of clutter in the locality. The sequential advertisement in such a prominent location close to the Sagar Street frontage would distract to a greater degree than the surrounding

advertisements and dominate the immediate locality, being particularly discordant during the hours of darkness, despite the illumination level being reduced.

7. As a result, I find that the sign would be poorly located, having a negative impact on the area. I have noted the comments of the appellant in relation to the location of other LED advertisements and previous approvals at appeal for other developments, but I have assessed this appeal on its own merits, and I do not have full details of those schemes, nor the specific locational characteristics in relation to the appeal site. In conclusion on this issue, the proposed advertisement would be even more dominant and would have a greater impact on the host building and street scene than that which presently exists.
8. For the reasons set out, the proposal, by reason of its size, changing images and illumination, along with its elevated position and prominent location, would be dominant and overbearing on the host building and within the street scene. As such the proposal would harm the amenity of the surrounding area. In that respect the proposal is contrary to saved Policy DC15 and Policy E3.3 of the Unitary Development Plan for the City of Manchester and Policies DM1 and EN1 of the Manchester Core Strategy, which although not decisive, seek in various ways to ensure that development protects and enhances the built environment, as well as the Town and Country Planning (Control of Advertisements) Regulations 2007 and the advertisement and amenity aims of the Framework.

Conclusion

9. For the reasons given above, I conclude that this appeal should be dismissed.

Paul Cooper

INSPECTOR