

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143641/AO/2025
Date registered valid: 5 August 2025
Proposal: Installation of two free-standing LED signs
Address: Land At 158 Cheetham Hill Road, Manchester, M8 8LQ
Ward(s): Cheetham Ward

Applicant: Kausar Farhana, Arkangel Towers Ltd
Agent (if any): Mr Sam Iqbal, Savoy Town Planning
Case officer: Katie Raw
Tel: 0161 234 4164
Email: katie.raw@manchester.gov.uk

Recommendation: Refuse
Date of recommendation: **25 September 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 26 August 2025

Standard consultations:

Printed: 14 August 2025 Expired: 5 September 2025

Neighbour notifications

Printed: 14 August 2025 Expired: 5 September 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

The application site relates to Land at 158 Cheetham Hill Road within the north Manchester ward of Cheetham, in a prominent location on an area of open land at the junction between Cheetham Hill Road and Derby Street to the south. At the time of the site visit, the site was characterised by soft landscaping with heras fencing securing the site (see Figure 1). The site sits in front of the Gurdwara building to the east and is bounded by the gable end of three storey building no.160 Cheetham Hill Road to the north.



Figure 1, Applicant Site

Description of area

The surrounding area consists of a range of commercial uses including wholesale outlets, light industrial premises, vehicle repair workshops storage facilities, restaurants and takeaways, as well as the religious building of Gurdwara to the east.

Description of development

The application seeks advertisement hoarding consent for the installation of two free-standing LED signs. The signs would sit in the corners of the land close to Cheetham Hill Road- one sign would sit to the north west and one sign would sit to the south west of the site. The signs would face out to such corresponding corner.

The LED digital display screen would have a height of 8 metres including the stand (2 metres in height), would have a depth of 0.3 metres and a width of 3.8 metres. The signs would be externally illuminated with static images and would have an illuminance level of 300cd/m².

Negotiations during the Course of the Application

During the course of the application, the agent confirmed the signs displaying upcoming construction relates to the advertisement of future prospects of development on the site, subject to any successful planning applications.

During the course of the application, the agent was advised that the scheme could not be supported on the grounds of visual amenity. The agent supplied a detailed justification and suggested the client would be willing to make amendments to ensure the scheme could be supported. Having reviewed the justification and the possibility of amendments, in this instance, the LPA does not believe amendments would overcome concerns in relation to visual amenity. As such, the initial scheme is assessed within this report.

Planning History

065701/AOH/CITY2/02- Large scale temporary illuminated banner display including promotion of the 2002 Commonwealth Games.
Not Proceeded With 18.02.2003.

066439/AOH/NORTH1/02- Erection of 2 x 96 sheet externally illuminated advertisement hoardings, associated fencing and landscaping.
Refused 29.11.2002.

065664/AOH/NORTH1/02- Two 96 sheet externally illuminated advertisement hoardings.
Refused 22.08.2002.
This application was allowed at appeal. 27 March 2003.

050838/OO/NORTH1/96- Erection of a drive-in hand car wash.
Refused 15.11.1996.

040911- Erection of a three storey building to form four wholesale cash and carry units with storage on first and second floors.
Refused 11.06.1992.

032803- Erection of a two-storey building to form 4no.Cash and Carry units with car parking spaces for 13 vehicles.

Approved 19.01.1989.

019893- Change of use from a storage and wholesale warehouse to the manufacture and ancillary retail sale of household textile items with ancillary offices.

Approved 07.09.1983.

Consultations & Notification Responses

Local Residents

One neighbour objection was received during the course of the application and such concerns will now be summarised. Concern was raised the proposal would not relate sympathetically to the existing character nor contributes positively to the locality. It introduces visual intrusion and clutter. The proposed LED signs due to their scale, illumination and siting would create an alien and dominant feature. Concern was raised the signs would give rise to highway safety issues from the proximity to Cheetham Hill Road and the bright nature of the signs. The neighbour raised concern the proposal would result in light pollution and adversely impact surrounding commercial activity. The signs would detract from the corporate frontage of neighbouring commercial properties. The neighbour claims the signs would adversely impact footfall to surrounding businesses. The proposal would create an unacceptable precedence.

Highway Services

Comments received from colleagues in Highway Services can be summarised as:
The proposed two free-standing LED signs will not located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

The location of the two free-standing LED signs is not considered to generate any adverse impact for vehicles travelling along Cheetham Hill Road and Derby Street.

Detail is sought on proposed installation arrangements from a highways perspective. Informatives in relation to licensing, hoarding / scaffolding, and skips, and temporary pedestrian and traffic management were provided to be attached to the decision notice of any approval granted.

Highways requested a standard advertisement condition be attached to any approval granted.

Environmental Health

Environmental Health requested a condition to limit the illumination levels of the proposed digital display screen. Environmental Health confirmed the proposed illuminance would be in line with the maximum level of 300 cd/m² as permitted per the suggested condition.

Issues

POLICY

Town and Country Planning (Control of Advertisements) Regulations 2007

Powers to be exercised in the interests of amenity and public safety:

3.—(1) The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

National Planning Policy Framework (December 2024)

Section 12 'Achieving Well Designed Places' Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Manchester Core Strategy (2012) Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework.

A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

The following Core Strategy policies are considered relevant to this application:

Policy DM1 (Development Management) states that all development should have regard to:

- appropriate siting, layout, scale, form, massing, materials and detail,
- the effects on amenity including light and road safety,
- the impact on the character of the surrounding area in terms of design, scale and appearance,
- vehicular access and car parking
- effects relating to landscape, archaeological or built heritage.

Policy SP1 (Spatial Principles) states that development in all parts of the City should make a positive contribution to neighbourhoods of choice, creating well designed places that enhance

or create character, consider the needs of all members of the community and protect and enhance the built environment.

Policy EN1 (Design Principles and Strategic Character Areas) states all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Unitary Development Plan for Manchester (1995)

Whilst the Core Strategy has now been adopted some of the UDP policies remain saved as there are no replacement policies contained in the Core Strategy.

The following Unitary Development Plan policies are of relevance to this application: Policies DC15.1 and 15.2 (Advertisements, Hoardings and Posters) state that the City Council will take into account the impact of advertisements on visual amenity and public safety when determining applications for the display of advertisements, including free standing advertisement hoardings.

Policy E3.3 (Environmental Improvement and Protection) states the Council will upgrade the appearance of the City's major radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent premises; encouraging new development of the highest quality; and ensuring that landscape schemes are designed to minimise litter problems.

Policy CC4 states the Council intends to enhance the character of Cheetham Hill Road, Bury New Road/Great Ducie Street, and the Metrolink line. A high standard of design will be expected from new developments in order to restore the unity and particular character of the roads, and to improve the setting of listed and other important buildings. In addition, the Council will encourage the conservation and refurbishment of buildings of character and quality.

Reason: To ensure improvements in the appearance of the City's major radial and orbital routes. To complement this policy, the Council will also take action to reduce the number of unauthorized signs and advertisements in the Cheetham Hill Road, and Bury New Road/Great Ducie Street areas.

Places for Everyone (2022-2039)

Places for Everyone is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024. The Plan and its policies are now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given full weight in the planning balance.

The policies of relevance are:
JP- S1- Sustainable development

Strangeways Local Plan (2009)

The Strangeways Local Plan is a 10- 15 year plan addressing the economic and physical issues of the area. The Local Plan seeks to ensure that a comprehensive and holistic regeneration strategy is in place.

The role of the Local Plan is to:

- Provide a framework to guide physical change and thereby encourage and maximize investment.
- Establish key objectives and priorities for the area.
- Encourage business and investor confidence.
- Provide a framework for the co-ordination and implementation of services.

The Strangeways Local Plan area has been divided into six neighbourhoods. The applicant site sits within the Cheetham Hill Corridor neighbourhood. The vision for this neighbourhood is for Cheetham Hill Road to become one of the main commercial arterial corridors leading to the city centre. This will involve the development of a mix of commercial uses, including restaurants, offices and wholesale trade utilising vacant and underused sites along the corridor.

In relation to townscape and public realm, the aim is to enhance the public realm of Cheetham Hill Road through enhancements to the pavements, the introduction of street trees, lighting and car parking provision.

In relation to connections and accessibility, the aspiration is to develop the junction with Cheetham Hill Road and Derby Street as a gateway into the Warehouse District from Derby Street.

ISSUES

Principle of Development

The submitted application is for the display of the installation of two free-standing LED signs.

The application site sits at a prominent location on an area of open land at the junction between Cheetham Hill Road and Derby Street to the south. At the time of the site visit, the site was characterised by soft landscaping with heras fencing securing the site. The site sits in front of the Gurdwara building to the east and is bounded by the gable end of three storey building no.160 Cheetham Hill Road to the north.

As shown within historic Google images, there is a history of 2 x 96 sheet externally illuminated advertisement hoardings at the site. Such consent was allowed via appeal through the application of 066439/AOH/NORTH1/02- Erection of 2 x 96 sheet externally illuminated advertisement hoardings, associated fencing and landscaping, allowed 27 March 2003. However, such signs were subsequently removed from the site from 2014 onwards, and the site has been clear up to the circumstances seen on site during the Officer's visit. As consent was granted in 2003 before the implementation of the City Council's Local Development Framework (2012) and the Strangeways Local Plan (2009), the policy background for the site has developed and so the site is assessed in respect of the circumstances of the site as cleared as can be seen for the last 11 years and within the emerging policy context.

The current proposal cannot be supported. Alternative solutions were provided from the agent- reducing the overall height, limiting illumination levels, or incorporating design features to soften the visual impact. Such suggestions were not considered to overcome the concerns which had been raised, and the assessment of the application is based on the initial scheme submitted.

Having assessed the proposal, it is considered the two free-standing LED signs would have a detrimental visual impact on the surrounding environment and constitute an unduly obtrusive and dominant feature within the street scene, appearing out of context with its location on a key radial route to and from the city centre. The proposal fails to contribute positively to the evolving character of this neighbourhood.

Visual Amenity

The application seeks advertisement hoarding consent for the installation of two free-standing LED signs. The signs would sit in the corners of the land close to Cheetham Hill Road- one sign would sit to the north west and one sign would sit to the south west. The signs would face in the direction of the corresponding corner.

The LED digital display screen would have a height of 8 metres including the stand (stand is 2 metres in height), would have a depth of 0.3 metres and a width of 3.8 metres. The signs would be externally illuminated with static images and would have an illuminance level of 300cd/m².

Due to the positioning of the proposed advertisements, the freestanding signs would be visible from motorists travelling north and south along Cheetham Hill Road and across Derby Street, as well as by the surrounding properties and pedestrians. Given the height of the structures (8 metres at the highest point), given the position in front of the established building line of the row of terraced properties to the north and not set further back into the site, the proposal would constitute an unduly obtrusive and dominant feature within the street scene. This would be particularly felt at the north western corner with the close proximity to no.160 Cheetham Hill Road and current off street parking provision for such row of terraces. This is exemplified by the proposed 300 cd/m² illuminance level for the signs which would result in a visually intrusive feature to passersby and surrounding properties.

Within written correspondence from the agent (dated 8 September 2025), the agent suggests signage is integral to the identity and economy of the area by advertising the range of commercial businesses in the area. Such advertisements would display the piece of land for development opportunities and so would not support the vitality of an individual business sited at the site. Examples of the 'Chappati Corner' and 'Gurdwara' signage is identified by the agent as creating landmarks in the streetscene. Again, such adverts are used for the purpose of displaying the nature of the businesses attached to a building and so are not considered comparable.

The proposal fails to contribute positively to the evolving character of this neighbourhood. The site sits within the Cheetham Hill Corridor of the Strangeways Local Plan and the junction of Cheetham Hill Road and Derby Street is identified as a gateway into the Warehouse District from Derby Street (see Figure 2). During the course of the application, it was confirmed the signage would advertise future development at the site (although the site does not benefit from any approved consent on the site nor applications pending consideration and this is acknowledged by the applicant). The advertisement of the land in the highly visual manner proposed is not considered to benefit nor enhance the wider public realm of Cheetham Hill Road. The structures would act as overly large and overly dominant features and would detract from the proposed purpose of the Cheetham Hill Road and Derby Street junction.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Refuse

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The installation of two free-standing LED signs would by virtue of its siting and proximity to Cheetham Hill Road, appearance, design, means of illumination and digital display, would have a detrimental visual impact on the surrounding environment and constitute an unduly obtrusive and dominant feature within the street scene, appearing out of context with its location on a key radial route to and from the city centre. The proposal fails to contribute positively to the evolving character of this neighbourhood. The proposal would therefore have an unacceptable and detrimental impact on the visual amenity of the area contrary to Government Guidance contained in the National Planning Policy Framework, provisions of the TCPA (Control of Advertisements) Regulations 2007, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2, CC4 and E3.3 of the Unitary Development Plan for the City of Manchester, policy JP- S1 of Places for Everyone and the Strangeways Local Plan.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

22 Bent Street, Manchester, M8 8NF
24 Bent Street, Manchester, M8 8NF
26 Bent Street, Manchester, M8 8NF
28 Bent Street, Manchester, M8 8NF
147 Cheetham Hill Road, Manchester, M8 8LY
147A Cheetham Hill Road, Manchester, M8 8LY
147B Cheetham Hill Road, Manchester, M8 8LY
149 Cheetham Hill Road, Manchester, M8 8LY
149A Cheetham Hill Road, Manchester, M8 8LY
20 Bent Street, Manchester, M8 8NF
Parisian House, 145 Cheetham Hill Road, Manchester, M8 8LY
13 Derby Street, Manchester, M8 8QE
Second Floor, 144 Cheetham Hill Road, Manchester, M8 8PZ
First Floor, 144 Cheetham Hill Road, Manchester, M8 8PZ
First Floor, 142B Cheetham Hill Road, Manchester, M8 8PZ
Ground Floor Rear, 142C Cheetham Hill Road, Manchester, M8 8PZ
AGMA (NW) LTD, Units 1 And 3 Ground Floor, 135 Cheetham Hill Road, Manchester, M8 8LY
First Floor Unit 4, 135 Cheetham Hill Road, Manchester, M8 8LY
Basement Unit 2, 135 Cheetham Hill Road, Manchester, M8 8LY
Second Floor Unit 5, 135 Cheetham Hill Road, Manchester, M8 8LY
First Floor, 142 Cheetham Hill Road, Manchester, M8 8PZ
13 - 15 Stocks Street, Manchester, M8 8GW
Second Floor, 137 - 139 Cheetham Hill Road, Manchester, M8 8LY
170 - 172 Cheetham Hill Road, Manchester, M8 8LQ
First Floor, 142C Cheetham Hill Road, Manchester, M8 8PZ
Ground Floor Front, 142C Cheetham Hill Road, Manchester, M8 8PZ
First Floor, 160 Cheetham Hill Road, Manchester, M8 8LQ
Second Floor And Third Floor, 133A Cheetham Hill Road, Manchester, M8 8LY
148 Cheetham Hill Road, Manchester, M8 8PZ
166 - 168 Cheetham Hill Road, Manchester, M8 8LQ
141 Cheetham Hill Road, Manchester, M8 8LY
Ground Floor, 144 Cheetham Hill Road, Manchester, M8 8PZ
137 - 139 Cheetham Hill Road, Manchester, M8 8LY
Central Gurdwara, 32 Derby Street, Manchester, M8 8RY
135 Cheetham Hill Road, Manchester, M8 8LY
French Imports Ltd, 160 - 162 Cheetham Hill Road, Manchester, M8 8LQ
142D Cheetham Hill Road, Manchester, M8 8PZ
142 Cheetham Hill Road, Manchester, M8 8PZ
Ground Floor, 142 Cheetham Hill Road, Manchester, M8 8PZ
Store Rear Of 141, Cheetham Hill Road, Manchester, M8 8LY
142B Cheetham Hill Road, Manchester, M8 8PZ
150 Cheetham Hill Road, Manchester, M8 8PZ
Swift Agencies, 160 - 162 Cheetham Hill Road, Manchester, M8 8LQ
Vivir, 160 - 162 Cheetham Hill Road, Manchester, M8 8LQ
160 - 162 Cheetham Hill Road, Manchester, M8 8LQ
First Floor, 137 - 139 Cheetham Hill Road, Manchester, M8 8LY
Ground Floor, 137 - 139 Cheetham Hill Road, Manchester, M8 8LY
133A Cheetham Hill Road, Manchester, M8 8LY
Ground Floor, 142D Cheetham Hill Road, Manchester, M8 8PZ

First Floor, 142D Cheetham Hill Road, Manchester, M8 8PZ
131 Cheetham Hill Road, Manchester, M8 8PY
162 Cheetham Hill Road, Manchester, M8 8LQ
Ground Floor, 160 Cheetham Hill Road, Manchester, M8 8LQ
152 Cheetham Hill Road, Manchester, M8 8PZ
First Floor, 133A Cheetham Hill Road, Manchester, M8 8LY
109 Cheetham Hill Road, Manchester, M8 8PY
133 Cheetham Hill Road, Manchester, M8 8LY
6 Bent Street, Manchester, M8 8NF
164 Cheetham Hill Road, Manchester, M8 8LQ
146 Cheetham Hill Road, Manchester, M8 8PZ
142C Cheetham Hill Road, Manchester, M8 8PZ
144 Cheetham Hill Road, Manchester, M8 8PZ
Ground Floor, 11 Derby Street, Manchester, M8 8QE
First Floor, 11 Derby Street, Manchester, M8 8QE
36 Derby Street, Manchester, M8 8RY

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH AREA