

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143834/TEL/2025

Date registered valid: 27 August 2025

Proposal: Prior Approval for installation of a 20-metre-high Orion Streetpole, with 6no. stacked antenna (3no. on top, 3no. below), 2no. 0.3m dishes and proposed 2no. equipment cabinets

Address: Grass Verge At Worldwide Foodstores, Crescent Road, Crumpsall, Manchester, M8 9JX

Ward(s): Crumpsall Ward

Applicant: Cornerstone Telecommunications Infrastructure Ltd

Agent (if any): Ms Nikola Kukure, WHP Telecoms Ltd

Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 22 September 2025

Application details

Type of application: Telecommunication Application

Development type: Notifications

Date of site visit: 5 September 2025

Standard consultations:

Printed: 29 August 2025 Expired: 19 September 2025

Neighbour notifications

Printed: 29 August 2025 Expired: 19 September 2025

Site notice

Posted: 5 September 2025 Expired: 26 September 2025

Press advert

Published: 2 September 2025 Expired: 23 September 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building and surroundings

The application site comprises a section of grass verge located adjacent to the southern footway of Crescent Road, within the heart of the Cheetham Hill District Centre.

The surrounding area is predominantly commercial in nature, featuring a supermarket and its associated surface-level car park to the east and south. To the west lie the rear elevations of commercial premises fronting Cheetham Hill Road, while the northern side of Crescent Road is lined with additional commercial buildings.

A Grade II listed building is situated a short distance to the south-west, with its rear elevation facing the car park.



Aerial view of application site

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of development

Prior Approval is sought for the installation of a 20-metre-high telecommunication mast in the form of an Orion Street pole, with 6no. stacked antenna (3no. on top, 3no. below), 2no. 0.3m dishes and proposed 2no. equipment cabinets.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Highway Services - Sufficient carriageway clearance would be provided, and sufficient footway width is maintained by using part of the grassed verge.

It is understood that the proposal would not have an impact on the approved car park, pedestrian access, circulation or the external highway network.

It is accepted by Highways that the proposals would not cause a distraction to passing vehicles and would not give rise to forward visibility issues.

The equipment will be located on private land; permissions will be required from the landowner.

It is understood that the proposals would require a minimal level of routine servicing/maintenance, maintenance.

Environmental Health – A condition referring to noise levels for external equipment is suggested.

Planning History

None.

Policy

The following legislation, policy and guidance is considered relevant to the consideration of this application:

- Schedule 2, Part 16 of the Town and Country Planning (General Permitted Development) Order 2015;
- Saved policies DC17.1 and DC19 of the UDP;
- Policies DM1, EN3, EC6 and SP1 of the Manchester Core Strategy;
- Policy JP-C2 and JP-P2 of Places for Everyone Joint Development Plan;
- Sections 10 and 12 of the National Planning Policy Framework (NPPF).

Issues

Principle

The Town and Country Planning (General Permitted Development) (England) Order 2015 confers 'permitted development rights' for certain types of telecommunications development. This includes the erection of telecommunications masts which do not exceed a height of 30m above ground level on unprotected land. These permitted development rights remove the need to submit a full planning application but rather require a 'prior approval' application to be made.

This means that the Local Planning Authority can only control the details of the siting, design and external appearance of a telecommunication development, as the acceptability of the principle of the development is already established. The Local Planning Authority has 56 days in which to let the applicant know of its decision on whether prior approval is required for siting and appearance and to let the operator know of its decision to allow or refuse approval.

Given background Government planning guidance, a principal theme running through the National Planning Policy Framework is the commitment to ensuring sustainable economic growth. This includes the advancement of infrastructure and the use of smarter technologies.

Paragraph 119 at Section 10 of the NPPF states that "Advanced, high-quality communications infrastructure is essential for sustainable economic growth and social well-being".

Saved policy DC17.1 of the UDP similarly looks to support telecommunication development, subject to minimising any impact upon siting and appearance.

Within a letter issued to Local Planning Authorities from the Department for Digital, Culture, Media and Support, dated 24 May 2021, the Government is clear that digital connectivity is considered now, more than ever – vital to enable people to stay connected and businesses to grow. The demand for mobile data is increasing rapidly, and the COVID-19 pandemic has highlighted how important it is that we all have access to reliable, high quality mobile connectivity.

It is stated further that The National Planning Policy Framework ("the Framework") for England states that planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology, such as 5G.

The Framework is clear that decisions on applications should be made as quickly as possible, and within statutory timescales. Local planning authorities must determine applications on planning grounds only and they should not seek to prevent competition between different operators or question the need for an electronic communications system.

In this case, given the prevailing policy and Government support for telecommunication installations, together with consideration of the siting and appearance of the proposed installation, the principle of the proposed installation is considered satisfactory.

Further, the public benefits of a greatly enhanced communications network for businesses and residents alike in this location, would qualify as a considerable positive that would contribute to the wider economic output of the area, as well as social improvements.

Given the above, it is considered that the proposal complies with the overarching policy framework which outlines a general presumption in favour of telecommunication development. It is necessary however to further assess the appropriateness of the siting and appearance of the proposed equipment, as outlined below.

Siting and Appearance

The introduction of a tall structure within any urban environment will inevitably attract a degree of visual attention, particularly from pedestrians and nearby residents. However, visibility alone does not equate to harm, nor does it imply an excessive or unacceptable impact on the surrounding area.

In this case, it is considered that the applicant has taken reasonable and effective steps to mitigate potential impacts through careful siting and thoughtful design. The proposal reflects a balanced approach, weighing the technical and operational requirements of the installation against relevant planning policies and guidance, which generally support the deployment of such infrastructure.

A sequential site selection process has been undertaken, with the current location representing the most appropriate option when considering both coverage needs and environmental context. The installation is expected to deliver enhanced connectivity, supporting the social and economic well-being of local residents and businesses by improving digital infrastructure in the area.

Given the predominantly commercial character of the district centre and the relatively open nature of the surrounding streetscape, the proposed development can be integrated into the urban fabric without causing significant harm to visual amenity.

The monopole is to be positioned on a grass verge adjacent to the public footway and a surface-level car park, which is bordered by commercial premises. It faces a substantial brick wall associated with nearby retail units and is flanked by a row of mature trees. These vertical elements within the streetscape contribute to the visual assimilation of the structure, helping it blend more naturally into its surroundings.

Taking into account the technical constraints faced by the operator, the limited availability of suitable alternative sites, and the contextual characteristics of the immediate environment, it is considered that the siting and appearance of the proposed installation are acceptable. The mast and associated equipment are not expected to appear unduly prominent or intrusive, nor are they likely to result in any materially harmful impact on the character or visual quality of the area.



View of host grass verge to the opposite side of Crescent Road



View of host grass verge looking north-westwards

Heritage Impact

A short distance from the site lies the Grade II listed Old Crumpsall Library, with its rear elevation bounding the south-western boundary of the adjacent car park.

However, the presence of a substantial brick wall enclosing the building, combined with the intervening land uses, including a surface car park and more contemporary commercial developments helps to visually and physically separate the heritage asset from the proposed installation. Within the broader context of a predominantly commercial setting, it is considered that the proposal would not result in any significant or detrimental impact on the listed building or its setting. The heritage significance of the asset would therefore be preserved.

Any perceived impact is assessed as being less than substantial and, in accordance with national planning policy, is outweighed by the public benefits associated with the enhancement of digital infrastructure in this district centre location.

Access

The proposed installation is sited on a grass verge the back of the public footway and would not impinge upon the public footway. Pedestrian access would not therefore be impeded and the proposal would maintain ease of access for all.

Noise

Whilst Environmental Health has recommended a condition relating to external equipment and noise levels, noise is not a relevant consideration for this type of application; only the siting and appearance are material considerations. Furthermore, the equipment cabinets, which are the potential source of any noise, would themselves constitute permitted development. In any case, telecommunications equipment cabinets typically do not generate noise at a level likely to constitute a statutory nuisance. The suggested condition is therefore considered unnecessary.

Impact on Health and Safety

The role of the planning system however is not to duplicate existing controls under other legislation and is not the place to determine health safeguards. It is the Government's view that if a proposed development conforms to International Compliance for Public Exposure Guidelines for Public Exposure to Electromagnetic Fields established by the International Commission on Non-Ionising Radiation Protection (ICNIRP), further consideration of this issue should not be necessary by the Local Planning Authority.

It should also be noted that within the recent letter issued to Local Planning Authorities from the Department for Digital, Culture, Media and Sport, dated 24 May 2021, it is stated that the Government's independent advisers on matters of public health, are clear that there is no credible evidence of a negative impact of mobile technology, including 5G on people's health. Central to PHE's advice are the guidelines published by the International Commission on Non-Ionizing Radiation Protection (ICNIRP), which is formally recognised by the World Health Organisation.

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: Approve

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

1) The City Council is satisfied with the siting and appearance of the proposed telecommunication installation, in accordance with policies SP1 and DM1 of the Manchester Core Strategy, saved policy DC17.1 of the Unitary Development Plan for the City of Manchester and the National Planning Policy Framework (NPPF). The consent hereby provided shall ensure the installation be carried out only in accordance with drawings referenced 100/1A, 201/A and 301/1A, received by the City Council as Local Planning Authority on 27 August 2025.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC17.1 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Heritage & Urban Design

12 - 16 Bury Old Road, Manchester, M8 9JN
20 Bury Old Road, Manchester, M8 5BN
8A Bury Old Road, Manchester, M8 9JN
Iceland Frozen Foods, 22 Bury Old Road, Manchester, M8 5BN
Crumpsall Clinic, Humphrey Street, Manchester, M8 9JS
Jobcentre, 36 Crescent Road, Manchester, M8 9DQ
8B Bury Old Road, Manchester, M8 9JN
10 Bury Old Road, Manchester, M8 9JN
18 Bury Old Road, Manchester, M8 9JN
6B Bury Old Road, Manchester, M8 9JN
6A Bury Old Road, Manchester, M8 9JN

Appendix 2 – Planning constraints

Article 4 Direction - North Manchester 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
Area Team Boundary - Name: NORTH AREA