

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141762/AOH/2024
Date registered valid: 17 December 2024
Proposal: Display of a digital advertising screen (6m wide by 3m in height).
Address: 300 Cheetham Hill Road, Manchester, M8 0PL
Ward(s): Cheetham Ward

Applicant: Wildstone Estates Limited
Agent (if any): Ms Caitlin Daly Stantec
Case officer: Katie Raw
Tel: 0161 234 4164
Email: katie.raw@manchester.gov.uk

Recommendation: Refuse
Date of recommendation: 10 February 2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 16 January 2025

Standard consultations:

Printed: 6 January 2025 Expired: 27 January 2025

Neighbour notifications

Printed: 6 January 2025 Expired: 27 January 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 300 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 Alms Hill Road, on what is a main radial road into and out of Manchester city centre. There is an existing 'V' shaped area of grassed open space which is set on the junction of both of these roads and is in line with the side boundary with the adjacent property no.300 Cheetham Hill Road. The site has an existing large rectangular advertisement hoarding with associated structure which is set away from the back of pavement at this junction.

Description of area

The areas immediately adjacent to the site are predominantly residential in use, although there are some non-residential properties close by to the north of the site which have their own signage. These signs are however modest in scale and number.

Description of development

The application seeks advertisement hoarding consent for the display of a digital advertising screen (6m wide by 3m in height) set at 2.5m above ground level.

The screen would be illuminated with a level of 300 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions. The image would change every 10 seconds.

Negotiations during the Course of the Application

The agent was advised that the LPA could not support the application via email.

The agent put forward an alternative option of lower luminance levels or a curfew i.e. switching the display off at night to address the LPA's concerns. This alternative was not considered to overcome concerns raised in respect of disamenity.

A further option was presented by the agent of a different rate of change, perhaps every 30 seconds, along with the lower luminance levels or curfew. This alternative is not considered to overcome concerns raised.

Given neither alternative options are considered viable solutions, the application will be determined on the basis of the original submission.

Planning History

125259/AOH/2019- Land At Cheetham Hill Road And Alms Hill Road- Installation of LED sign with sequential display to replace existing 96 sheet sign.

Refused 27 December 2019.

Appeal dismissed 27 March 2020.

Concluded in appeal that: *the proposed display would cause significant harm to amenity due to its positioning and its display of frequently changing images. I have taken into account Policies EN1, SP1 and DM1 of Manchester's Local Development Framework Core Strategy 2012 and Saved Policies DC15.1, DC15.2 and E3.3 of The Manchester Plan Unitary Development Plan 1995 which collectively seek to protect amenity and so are material in this case, together with paragraph 132 of The National Planning Policy Framework. Given I have concluded that the proposal would harm amenity, the proposal conflicts with these policies.*

073224/AOH/2004/N1- Display of one 96 sheet internally illuminated advertising display unit in place of one existing 96 sheet display panel.

Refused 29 October 2004.

Appeal dismissed 18 January 2005.

Concluded in appeal that: *the appeal unit would be detrimental to the visual amenity of the area in general, but would be particularly detrimental to residential amenity, especially to the occupiers of Nos 2a-4c Alms Hill Road.*

050443/AO/NORTH1/96- Erection of an additional 1 x 96 sheet advertisement hoarding.

Application Refused 10 September 1996.

Appeal withdrawn.

No planning history can be found for the current sign displayed at the applicant site.

Consultations & Notification Responses

Local Residents

Local residents were consulted and no responses were received.

Highway Services

Highway Services were consulted and the following response was received:
The digital advertising screen will not be located on and will not project over the adopted highway network. A Projection over License will not be required.

The location of the digital advertising screen is not considered to generate any adverse impact for vehicles travelling along Cheetham Hill Road, Alms Hill Road and Bellott Street.

The illuminance level of the advertising display is stated to be up to 5,000 cd/m². It is noted that the brightness of the display will be adjusted by a light sensor. Therefore, this level of luminance is acceptable in principle from a Highways perspective.

The proposed digital advertising screen complies with headroom and carriageway clearance requirements.

It is confirmed that the minimum display time for each advertisement shall be 10 seconds. This is acceptable in principle from a Highways perspective.

Detail is sought on proposed installation arrangements from a highways perspective. The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to:
highwaylicences@manchester.gov.uk

The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to
highwaynetworkmanagement@manchester.gov.uk.

Highway Services recommended the inclusion of a standard advert condition on any approval granted.

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 affects 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.

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

ISSUES

Principle of Development

The submitted application is for the display of a digital advertising screen (6m wide by 3m in height), which would be sited 2.5m above ground level.

The site is located adjacent to the junction of Cheetham Hill Road, a major radial route to and from the City of Manchester, and Alms Hill Road, fronting an existing 'V' shaped area of grassed open space, which is set on this junction, and is in line with the side boundary with the adjacent property no.300 Cheetham Hill Road.

The site falls outside of the Cheetham Hill District Centre and lies within a predominantly residential area of Cheetham. The application site is within close proximity to residential properties along Alms Hill Road (property numbers 2, 2a, 2b, 4a, 4b & 4c) with an approximate distance of 27 metres to the north-east elevation and 29 metres to the north-west of the site, along Cheetham Hill Road (property number 411), of the existing signage.

The site has an existing large rectangular advertisement hoarding with associated structure, however, having checked planning records an advertisement application (073224/AOH/2004/N1) was refused and appeal dismissed by Planning Inspectors in 2005. The current advertisement in place does not have any record of consent.

The application seeks consent for a digital screen with measurements of 6 metres width by 3 metres in height. The screen would be illuminated with a level of 300 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions. The image would change every 10 seconds.

Whilst it is acknowledged that the current proposal is much smaller in scale than application ref: 125259/AOH/2019 (which was refused and dismissed on appeal), and would comprise a screen set above existing close boarded fencing, rather than a leg design as previously refused, the reduction of sign dimensions does not go far enough to mitigate concerns raised. Although, alternative solutions were provided from the agent, they were not considered to overcome the concerns which had been raised, and the application is based on the initial scheme submitted.

Having assessed the proposal, it is considered that it would be an obtrusive and dominant feature in the character of the street scene, to the detriment of visual amenity and to nearby residential properties along both Alms Hill Road and Cheetham Hill Road.

Amenity

The existing display is large, but its size is relatively well absorbed into the context of the street scene due to the substantial width of the two roads and because it is, for the most part, viewed against the three-storey gable of the adjacent building. These factors, in addition to the fact that the same image is displayed for a prolonged period of time, serve to reduce the impact that the existing display has upon the amenity of the surrounding area.

Within the proposal applied for, whilst the sign of the advertisement would be half the width of the existing sign, this would involve a level of illumination. The digital screen would change image every 10 seconds and would have an illumination level of 300 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions.

Even with the reduced dimensions, given the prominent location of the application site with open views across the grassed open space to the south at the junction between Cheetham Hill Road and Alms Hill Road, which is a main radial road into and out of Manchester city centre, it is considered that the proposal would result in a visually intrusive and commercialised feature to passersby and surrounding residents. The changing images every 10 seconds would continue to draw attention to the sign and change the character of the area from a residential setting to a more commercialised space. This would also give rise to harmful impacts to visual amenity to one of Manchester's key arterial routes.

Due to the location of the proposed signage, residential properties sited along Cheetham Hill Road and Alms Hill Road look onto the application site. Properties 2, 2a, 2b, 4a, 4b and 4c Alms Hill Road sit to the east of the application site and at the closest point be sited 32 metres from the proposal. No.411 Cheetham Hill Road would be sited approximately 31 metres from the proposal at the closest point to the west of the site.

Within the previously refused application of 125259/AOH/2019 which was dismissed at appeal, concern was raised to the potentially adverse impacts to the surrounding residential properties. Even with the reduction in the width of the proposed advertisement display than the scheme of 125259/AOH/2019, the neighbouring dwellings referenced above, and other surrounding properties would be impacted by the presence of the illuminated sign from their front windows. Whilst it is acknowledged that some of the neighbours would view the sign from an oblique angle, the proposal would be considered to create a more visually intrusive feature than the static sign currently present at the site. The signage would have an illuminance level of 5,000

cd/sqm during the day which is considered to create a visually prominent feature to the detriment of residential amenity to the surrounding properties. Although the level of illumination would reduce from the hours of dusk to dawn, given the prominent location, this reduction in illumination is not considered to overcome harm to the occupiers of the residential properties. Due to the nature of the radial route, the sign would be most commonly viewed in the daytime when the sign would be at its brightest and viewed by motorists using the radial route. The adverse impact to the neighbours would also be exaggerated by the nature of the changing images every 10 seconds which would draw further attention to the proposal. This would result in the residents experiencing 6 images per minute and would exaggerate the adverse impact from residential windows.

The proposed digital displays would be contrary to the above policies as it would detrimentally affect the views of the nearby residential properties along Cheetham Hill Road and Alms Hill Road. The residents of these properties would view, some extent of the display causing potential disturbance due to luminance levels and variations in these levels due to changing images.

In the proposed location the display would appear as a prominent obtrusive, over dominant feature within views from resident's windows and would spoil the setting of the value of the amenity space from within the street scene and along a radial route.

The proposed development is considered to result in an unduly harmful impact on the visual amenity of the area and would be contrary to the provisions of the TCPA (Control of Advertisements) Regulations 2007, policies SP1 and DM1 of the Manchester Core Strategy (2012), saved policies DC15 and E3.3 of the Unitary Development Plan for the City of Manchester (1995), policy JP-S1 of Places for Everyone and the National Planning Policy Framework.

Public Safety

Highway Services were consulted on the application and were satisfied that the digital advertising screen would not be located on, nor project over the adopted highway network. No concerns were raised to creating adverse implications to vehicles travelling along Cheetham Hill Road, Alms Hill Road and Bellott Street, or from a public safety perspective in respect to the proposed level of illuminance from a Highway Services perspective. However, although concerns have not been raised in relation to public safety matters, it is considered that the impact to visual amenity outweighs the acceptability of the scheme from a highway perspective.

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 display of a digital advertising screen (6m wide by 3m in height) following removal of existing 96-sheet advert panel would by virtue of its siting, appearance, design, means of illumination, display of changing images 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 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 and E3.3 of the Unitary Development Plan for the City of Manchester, and policy JP- S1 of Places for Everyone.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Flat 1, 304 Cheetham Hill Road, Manchester, M8 0PL
Flat 108, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 8, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 3, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 2, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 7, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 6, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 5, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 4, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 1, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 21, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 3, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 5, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 1, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 10, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 18, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 2, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 12, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 14, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 15, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 17, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 201, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT

Ground Floor, 300 Cheetham Hill Road, Manchester, M8 0PL
Flat 106, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 104, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 102, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 6, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
Flat 4, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
Flat 2, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
Flat 1, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
Flat 7, 409 Cheetham Hill Road, Manchester, M8 0PW
4B Alms Hill Road, Manchester, M8 0PY
Flat 8, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 13, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 11, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 16, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 19, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 20, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 4, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 6, 409 Cheetham Hill Road, Manchester, M8 0PW
Flat 9, 409 Cheetham Hill Road, Manchester, M8 0PW
First Floor And Second Floor, 300 Cheetham Hill Road, Manchester, M8 0PL
Ground Floor Rear, 302 Cheetham Hill Road, Manchester, M8 0PL
Ground Floor Front, 302 Cheetham Hill Road, Manchester, M8 0PL
302 Cheetham Hill Road, Manchester, M8 0PL
Flat 302, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 301, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 208, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 207, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 206, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 205, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 204, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 203, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 202, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 107, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 105, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 103, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
Flat 101, Westwood Apartments, 288 Cheetham Hill Road, Manchester, M8 0WT
4A Alms Hill Road, Manchester, M8 0PY
2 Alms Hill Road, Manchester, M8 0PY
2A Alms Hill Road, Manchester, M8 0PY
4C Alms Hill Road, Manchester, M8 0PY
2B Alms Hill Road, Manchester, M8 0PY
Flat 5, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
Flat 3, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
Flat 8, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
Flat 7, Brideoak Court, 411 Cheetham Hill Road, Manchester, M8 0PW
304 Cheetham Hill Road, Manchester, M8 0PL

Appendix 2 – Planning constraints

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

