

## Planning

## Growth & Development

### Delegated officer report for planning application

**Application no.** 139833/AO/2024  
**Date registered valid:** 22 April 2024  
**Proposal:** Advertisement consent for the installation of illuminated letter signage.  
**Address:** 107 Cheetham Hill Road, Manchester, M8 8PY  
**Ward(s):** Cheetham Ward

**Applicant:** M Sakaroglu  
**Agent (if any):** Rebecca Thompson  
**Case officer:** Ellie Knowles  
Tel: 0161 219 6633  
Email: [ellie.knowles@manchester.gov.uk](mailto:ellie.knowles@manchester.gov.uk)

**Recommendation:** Refuse  
**Date of recommendation:** 17 June 2024

## **Application details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 8 May 2024

### **Standard consultations:**

Printed: 29 April 2024      Expired: 21 May 2024

### **Neighbour notifications**

Printed: 29 April 2024      Expired: 21 May 2024

### **Site notice**

Posted: 8 May 2024      Expired: 30 May 2024

### **Press advert**

Published: 7 May 2024      Expired: 21 May 2024

**Departure from Development Plan:** No

**Environmental Statement:** Not required

## **Description of site/building/area**

The building under consideration is the Grade II listed former Cheetham Town Hall. It was constructed in the 1850s in an Italianate style in brick with stone dressings as the Cheetham Town Hall. It presents a prominent symmetrical frontage to Cheetham Hill Road, with central section of three-bays slightly projected forward, with a central carved doorway with fanlight, and an ornate iron porte-cochere to front. The curtilage of the building is bounded to the front and side by a low stone wall with ornate metal railings. The site frontage affords the original cobblestone driveway.





The application property features authorised signage in the form of individual gold lettering to the flank elevations of the central bay.

Unauthorised signage is present in the form of individual gold lettering to the principal elevation either side of the porte-cochere above ground floor windows, vinyl window stickers at ground floor level, two projecting ribbon banners at first floor level, two free standing posts to the southern entranceway and large totem sign adjacent to the front curtilage.

An unauthorised extraction flue has been erected at the rear of the application property.

### **Description of development**

The applicant is seeking Advertisement Consent for the installation of halo-illuminated letter signage to the front elevation. The signage consists of individual gold lettering to either side of the entranceway above ground floor windows. The signs spell the restaurant name “iMAMOGLU” and “TURKISH \* CUISINE”.

The proposal is retrospective. The two signs are different in font design and size. The signs are affixed to the historic fabric of the building by timber frames underneath, however no details of fixings have been submitted on plan.

A listed building application has been submitted to accompany this advertisement consent under ref: 139815/LO/2024.

### **Consultations & Notification Responses**

The proposal was advertised within the local press and a site notice was erected at the site.

#### ***Local responses***

None

## ***Consultee responses***

Urban Design & Conservation – Object to the proposal due to design and cumulative impact of existing signage on a listed building.

### **Relevant Planning History**

At the application site –

**139815/LO/2024** – Listed Building Consent for the installation of illuminated letter signage. Refused 13.06.2024, on the grounds of visual clutter.

**138380/LO/2023** – Listed Building Consent for the installation of 2 no. individual lettered signs with halo illumination. Approved 02.04.2024.

**138416/AO/2023** – Installation of 2 no. individual lettered signs with halo illumination. Approved 02.04.2024.

**111293/AO/2016/N1** – Advertisement Consent Application for the display of replacement internally illuminated signage upon the building and the siting of a free standing 4.8 metre high internally illuminated totem sign within the front curtilage. Approved 14.04.2016.

**111297/LO/2016/N1** – Listed Building Consent Application for the display of replacement internally illuminated signage upon the building, and the siting of a free standing 4.8 metre high internally illuminated totem sign within the front curtilage, and the painting of fascias, railings, and canopy. Approved 14.04.2016.

**111128/FO/2016/N1** – Installation of external cold store building, filling in of window openings, and creation of new door opening. Approved 14.04.2016.

**111129/LO/2016/N1** – Listed Building Consent for internal and external alterations, including, decoration work, additional stud walls, infilling of windows, creation of new external doorway, drainage to add toilets on the ground floor, installation of new internal disabled platform lift from the ground to first floor level, and installation of an external cold store. Approved 14.04.2016.

**060550/FO/NORTH1/00** – Change of use from town hall use to A3 usage including elevational alterations. Approved 22.01.2001.

**060551/LO/NORTH1/00** – LISTED BUILDING CONSENT Refurbishment of ground floor for A3 usage and first floor function rooms. Approved 22.01.2001.

**046772/FU/NORTH1/94** – Alterations and conversion of vacant building to form wholesale units, storage and community centre. Approved 04.05.1995.

**046774/LO/NORTH1/94** – LISTED BUILDING CONSENT Alterations to building. Approved 04.05.1995.

### **History of negotiations**

No negotiations were entered into with the agent, given that the proposal was considered unacceptable in principle on heritage grounds, even in the event of significant revisions.

### **Local Planning Policies**

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.

Manchester Core Strategy Development Plan Document (2012-2027) - The Core Strategy was adopted on the 11 July 2012 and replaces a large number of policies in Manchester's Unitary Development Plan. Parts of the policies have been superseded by the Places for Everyone Plan.

The Unitary Development Plan (UDP) for the City of Manchester (1995) - The Unitary Development Plan for the City of Manchester was adopted in 1995 and has largely been replaced with the policies contained within the Core Strategy. However, there are a number of policies that are extant.

The relevant **Places for Everyone** policies for this application are as follows:

JP-P1 – Sustainable Places

JP-P2 – Heritage

The relevant **Core Strategy** policies for this application are as follows:

DM 1 – Development Management

SP 1 – Spatial Principles (partially superseded by PfE)

C 3 – North Manchester District Centres – Cheetham Hill and Harpurhey

EN 1 – Design Principles and Strategic Character Areas

EN 3 – Heritage (partially superseded by PfE)

The relevant saved **UDP** policies for this application are:

DC14 – Shop Fronts and Related Signs

DC19 – Listed Buildings

The relevant supplementary planning guidance documents for this application are:

- Outdoor advertisements and signs: a guide for advertisers (2007)

### **National Planning Policy Framework**

The NPPF (2023) sets out broad national policies on themes such as housing, historic environment, town centres, design, climate change and the Green Belt. Central to the broad policy direction contained within the NPPF is the notion of sustainable development; development which effectively balances economic, social and environmental factors. The Local Planning Authority consider the following sections relevant to this proposal.

- Section 12 – Achieving well-designed places
- Section 16 – Conserving and enhancing the historic environment

### **Issues**

#### **Principle of development:**

In accordance with the NPPF, Planning Practice Guidance, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995).

The proposed halo-illuminated letter signage to the front elevation shall be considered only in the interests of amenity and public safety.

#### Impact on visual and residential amenity:

The signage, in the form of a halo illuminated individual lettering to the principal elevation, has had a negative impact on the Grade II listed building. It is considered that a degree of harm has been caused by this signage to the designated heritage assets' special significance.

This is on account of the inconsistent font, width, placement and style, which is not considered well-designated or high-quality. Moreover, given the proliferation of existing authorised and un-authorised signage on the Listed Building, the additional advertisement would add undue clutter to the most prominent aspect of the Grade II listed building, which detracts from the special architectural interest of the asset. The signage therefore fails to be visually attractive with the context of the hosting building and is not considered to be sympathetic to the surrounding street scene.

The quality and character of the listed building has suffered, due to the poor design and inappropriate siting of the advertisement when considered cumulatively with the significant degree of existing signage on site, with an adverse impact on local amenity and the setting of the adjacent listed buildings.

#### Public Safety:

The signage would not have a detrimental impact on public safety. In terms of luminance and in terms of positioning in relation to the highway, the signage would not be a distraction to road users or pedestrians. There is sufficient headroom and carriageway clearance of the signage.

#### Conclusion:

It is considered that for the reasons listed above, the signage would have a detrimental impact on visual amenity, as well as on the Listed Building, and should therefore be refused.

#### **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

### **Reasons for recommendation to refuse**

1. The advertisement, by virtue of its quantum, location, size and design, would fail to respond positively to the building and local environment. The signage forms a poorly designed feature on the listed building which relates poorly to the style, character, and quality of the building. Furthermore, the additional signage to the principal elevation is considered to introduce visual clutter to the listed building, when considered alongside the proliferation of existing authorised and unauthorised signage on site. The cumulative impact is considered unduly harmful on the visual amenity, character and significance of both the listed building and the surrounding street scene. The proposal is contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC14.5 and DC19.1 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF.

## **Appendix 1 – List of consultees & neighbours notified**

Heritage & Urban Design  
Highway Services

Second Floor, 144 Cheetham Hill Road, Manchester, M8 8PZ  
First Floor, 144 Cheetham Hill Road, Manchester, M8 8PZ  
26 Knowsley Street, Manchester, M8 8HQ  
First Floor, 142B Cheetham Hill Road, Manchester, M8 0PF  
Unit 3, 18 - 24 Knowsley Street, Manchester, M8 8HQ  
Unit 2, 18 - 24 Knowsley Street, Manchester, M8 8HQ  
Unit 1, 18 - 24 Knowsley Street, Manchester, M8 8HQ  
Ground Floor Rear, 142C Cheetham Hill Road, Manchester, M8 8PZ  
Unit 4H, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 4G, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 4F, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 4E, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 4D, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 4C, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 4B, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 4A, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
142A Cheetham Hill Road, Manchester, M8 8PZ  
First Floor, 142 Cheetham Hill Road, Manchester, M8 8PZ  
First Floor, Mousell Street, Manchester, M8 8HY  
Ground Floor, 3 Mousell Street, Manchester, M8 8HY  
FASHION UNDERWORLD LTD, Unit 1, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
3 Mousell Street, Manchester, M8 8HY  
First Floor, 142C Cheetham Hill Road, Manchester, M8 8PZ  
Ground Floor Front, 142C Cheetham Hill Road, Manchester, M8 8PZ  
Unit 5, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 7, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
148 Cheetham Hill Road, Manchester, M8 8PZ  
Ground Floor, 144 Cheetham Hill Road, Manchester, M8 8PZ  
1 - 7 Bent Street, Manchester, M8 8NF  
142D Cheetham Hill Road, Manchester, M8 8PZ  
142 Cheetham Hill Road, Manchester, M8 8PZ  
Ground Floor, 142 Cheetham Hill Road, Manchester, M8 8PZ  
142B Cheetham Hill Road, Manchester, M8 8PZ  
150 Cheetham Hill Road, Manchester, M8 8PZ  
Ground Floor, 142D Cheetham Hill Road, Manchester, M8 8PZ  
First Floor, 142D Cheetham Hill Road, Manchester, M8 8PZ  
1 Mousell Street, Manchester, M8 8HY  
131 Cheetham Hill Road, Manchester, M8 8PY  
152 Cheetham Hill Road, Manchester, M8 8PZ  
99 - 101 Cheetham Hill Road, Manchester, M8 8PY  
Unit 2, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
Unit 3, 103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
CLEOPATRA TRADING LTD, 122 Cheetham Hill Road, Manchester, M8 8PZ  
109 Cheetham Hill Road, Manchester, M8 8PY  
103 - 105 Cheetham Hill Road, Manchester, M8 8PY  
146 Cheetham Hill Road, Manchester, M8 8PZ  
142C Cheetham Hill Road, Manchester, M8 8PZ  
144 Cheetham Hill Road, Manchester, M8 8PZ  
140 Cheetham Hill Road, Manchester, M8 8PZ

124 Cheetham Hill Road, Manchester, M8 8PZ

## **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

Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected

Coal Authority - Development Low Risk - Name: DEVELOPMENT\_LOW\_RISK\_AREA

Historic Landfill Site 250m Buffer -

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: NORTH AREA