

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144566/AO/2025

Date registered valid: 19 November 2025

Proposal: Advertisement consent for the display of 2 no. internally illuminated fascia signs

Address: 593 Cheetham Hill Road, Manchester, M8 5EJ

Ward(s): Cheetham Ward

Applicant: Mr Ibraheem Mohammed

Agent (if any): Mr Tanveer Mohammed, TMA-CO Limited

Case officer: Carl Glennon
Tel: 0161 234 4530
Email: carl.glennon@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14 January 2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 22 December 2025

Standard consultations:

Printed: 4 December 2025 Expired: 27 December 2025

Neighbour notifications

Printed: 4 December 2025 Expired: 27 December 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

Description of area

This application relates to a part of two storey units that project beyond the building the front of a former public house that has been converted into shops. The application property is located the junctions formed by Cheetham Hill Road and Back St Marks Lane and Robin Hood Street. The property has brick elevations and slate pitched roof. The existing shopfront is concealed behind roller shutters that the have been in situ for a number of years. The shopfront the related fascia signage is related the principal elevation to Cheetham Hill Road and the returning (southern) elevation.



Fig.2 – Views of the application property

Description of advertisements

The proposed signage would be attached in the position to the existing fascia signage, which relates to the front (eastern) elevation and side (southern) elevation. The signage would be positioned 3.3 metres above ground level. The signage itself would have a height of 450 mm and length of 4.5 metres (eastern elevation) and 4.5 metres to the (southern elevation). The fascia would have a black background with individual letters with a height of 250 mm. The signage would be internally illuminated with a static display with illuminance levels of 100 cd/m². The signage is related to the use of the property as a restaurant considered under application Ref: 144565/FO/2025.



Fig.3 - Proposed elevations

Consultations & Notification Responses

Local businesses and residents – No comments received.

Highway Services – The following comments have been received:

- i. The proposed luminance of all signs is noted as being static and not exceeding 100cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.
- ii. The signs comply with headroom and carriageway clearance requirements.
- iii. Clarification is sought to confirm if some elements of the proposed signage extends outwardly over the adopted highway. If the signage extends over the adopted highway in excess of 350mm then a Projection Over License will be required. [The signage would have a maximum projection of 150 mm.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (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.

It is considered that the illuminated signage relates satisfactorily to the regulations.

National Planning Policy Framework Plan-making and national decision-making policies
December 2025 - The above draft document is the subject of public consultation, which expires on 10 March 2026. Notwithstanding the above, this emerging guidance is material to consideration of the proposed development.

The Framework re-affirms that the planning system has the following objectives (paragraph 16):

- a. An economic objective
- b. A social objective -health, social and cultural well-being; and
- c. An environmental objective.

Paragraph 17 states these objectives are not criteria against which every development proposal can or should be judged. Development plans and decisions should play an active role in guiding development towards sustainable solutions, but in doing so, should take local circumstances into account, to reflect the character, needs and opportunities of each area.

As well as setting out the procedural policies relating to plan making (including strategic planning and new local plans) and decision making, the draft NPPF sets out objectives, policies for plan making and policies for decision making across key policy areas in a clearer and more rules-based way.

The following chapter is relevant to the proposed development:

Chapter 14 - Achieving well-designed places

Policy DP3: Key principles for well-designed places - States that proposals respond to their context and create well-designed places. The following key principles are relevant to the assessment of the proposals:

- o Context: The proposed design should respond to the history, character and features of the site and its setting, so that it integrates into and enhances its surroundings.
- o Identity: create visually attractive, distinctive and characterful development to establish or maintain a strong sense of place and pride.

It is considered that the proposed signage would relate to the function the host building and relates appropriately to its context. The objectives of Chapter 14 would thereby be accorded with.

Reference is also made to Chapter 12 of the current NPPF, which was most recently revised on 12 December 2024

Chapter 12. Achieving well-designed places - States that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities'. It further states that: 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'. With regard to advertisement signage Chapter 12 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'.

It is considered that the proposed signage would relate to the function the host building and relates appropriately to its context. The objectives of Chapter 12 and draft Chapter 14 and the would thereby be accorded with.

Planning Practice Guidance - On 6 March 2014, the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things:

- i. Considerations affecting public safety - Sets out as series of circumstances where the display of advertisements may present danger to road users. In this case, required consideration has been given to the brightness of the proposed signage and its potential to distract road users;
- ii. Considerations affecting amenity - Requires consideration of the harm caused by the proposal on the characteristics of the neighbourhood and any adverse impact of the architectural character of the host building.

The display of signage would not have a harmful effect on the streetscene in the context of a district centre. The arrangement of advertisement signage and associated signage would be appropriately related to the architectural composition of the building. The proposal would therefore be satisfactorily related to the associated PPG.

The Places for Everyone Plan - The Inspectors' Report on the examination of the Places for Everyone plan was published on 15 February 2024. The Inspectors' Report sets out and justifies their recommendations in relation to the plan, and they have concluded that all legal requirements have been met and that with the recommended main modifications set out in the appendix to their report, the Places for Everyone plan is 'sound'. The nine constituent local authorities will now consider the Inspectors' Report and the adoption of Places for Everyone. The first Council meetings to approve the plan will be Salford and Wigan (28 February). The plan was considered at the Full Council meeting in Manchester on 20 March 2024 and was subsequently approved on 21st March 2024. Given the stage the Plan has reached, the Plan and its policies is 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 following policies are relevant and would not be accorded with for the reasons outline in this report:

- i. Policy JP-P1 (Sustainable places) - The proposal would accord with the objective of respecting the character and identity of the host building and its locality.
- ii. Policy JP-P6 (Health) - The proposal for the reasons outlined in this report, including related conditions, would not result in undue harm to the amenities of the locality.
- iii. Policy JP-S1 (Sustainable development) - As stated the proposal would not unduly harm the character and appearance of the streetscene. It would also help to deliver social and economic benefits by aiding the sustained operation of the related business. Policy JP-S1 would therefore, be positively responded to.

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 ('the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. 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 policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the relevant principles relate to the extent to which the development:

- a. Makes a positive contribution to neighbourhoods of choice including the creation of well designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment;
- b. Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;
- c. Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

The appearance and specification of the illuminated signage would not unduly affect the relationship of the building to the streetscene, including residential uses. The proposed signage would also aid the sustained operation of the development. Policy SP1 would thereby be accorded with.

Policy EN 1 Design Principles and Strategic Character Areas - Discusses the importance of that design to the character of the surrounding area. The proposed signage display would have

some visual impact on the surrounding streetscene. However, the proposed signage would be appropriately related to the architectural characteristics of the existing building. The proposed arrangement and dispersal of signage would be proportionate and satisfactory. The proposed illumination levels would be managed by conditions. The proposed display of signage would thereby appropriately relate to policy EN1.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues:

- a. Appropriate siting, layout, scale, form, massing, materials and detail;
- b. Impact on the surrounding areas in terms of the design, scale and appearance with regard to the character of the surrounding area;
- c. Effects on amenity;
- d. Design for health.

For the reasons previously set out above, it is considered that the proposed signage would be satisfactorily related to policy DM1, as it would not unduly harm affect the character of the sit screen. Given the separation of the site from neighbouring housing, it is not considered that the proposal would be harmful to residential amenity. Policy DM1 would thereby be appropriately accorded with.

Unitary Development Plan saved policies - The following saved policies of the UDP are considered to be relevant:

Policy E3.3 (Upgrade the appearance of radial and orbital routes) - This policy (E3.3) is relevant given the views of the site from Cheetham Hill Road, which is major radial routes to and from the City Centre. It is considered that the new signage would not adversely affect the streetscape along Cheetham Hill Road. The display area of signage would reflect the existing characteristics of the building. Policy E3.3 would thereby be accorded with.

Policy DC14 - Shopfronts and related signs

Policy DC14.1 - States that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shop fronts, where appropriate, and of the area within which the premises are located. Policy DC14.1 has been related to the relationship of the signage to the existing building and the context of the site and considered to be appropriate.

Policy DC14.5 - States that the advertisement regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,

- a. Signs should not normally be positioned other than at fascia level;
- b. Signs should respect the architectural form of buildings and shop frontages;

B. In the interests of public safety,

- h. Any sign which is detrimental to the safety of pedestrians or motorists will be refused.

It is considered that the illuminated signage has an acceptable visual impact and thereby accords with policy DC14.1 with regard to amenity. The proposed display of signage would not present apparent public safety issues and its positioning would accord with policy DC14.5.

Principle - The proposal would replace existing signage and would improve the appearance of the building. Its positioning would relate appropriately to the architectural configuration of the host building. The proposed signage would also aid the on-going operation of the future business. The principle of the proposal would therefore be acceptable.

Height and positioning - All of the proposed signs would achieve appropriate clearance above ground level. A proportionate number of signs would be installed allowing the defining characteristics of the host building to be maintained.

Highways Issues - No objections have been received from Highway Services as no public safety issues would arise. Informative have been included regarding permission requirements for works affecting the highways during the signage installation period.

Illumination levels - A condition has been included to ensure that no illumination exceeds the proposed maximum of 100 cd/m², which has been confirmed as acceptable by Highways. In these circumstances, the proposed illumination levels would not be unduly harmful to residential amenity or the operation of the highway.

Design - The proposed signage would be coherently related to and arranged within the existing elevations. The proposed design of the signage would be relatively simple. The proposed design would be acceptable.

Residential amenity – The surrounding area is retail / commercial in character with limited neighbouring upper floor residential use. Notwithstanding the above, the proposed levels of illumination would be within recommended guidelines thereby reducing potential harm to residential amenity.

Conclusion - It is considered that the proposed signage would be proportionate and appropriately related to the existing building and relationship to the streetscene. The proposed signage, subject to illumination controls secured by condition, would not unduly harm the amenities of the area. The advertisement signage would appropriately and satisfactorily relate to policies SP1, EN1 and DM1 of the Core Strategy for the City of Manchester, saved UDP policies DC14.1, DC14.5 and the National Planning Policy Framework.

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

Article 35 Declaration

N/A

Condition(s) to be attached to decision for approval

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents received by the City Council as local planning authority on 19 November 2025:

Proposed Plans Elevations Rev 041_03 Rev C.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

3) The illumination of the advertising signage shall not exceed 100 cd/m² as specified on the submitted application forms for the display of advertisements.

Reason - In the interests of the visual amenities of the area pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and saved policies E3.3 and DC14 of the Unitary Development Plan.

Informative

1) Requirements relating to licensing, hoarding/scaffolding, and skip requirements should be discussed with the Council Highways Licensing Team (highwaylicences@manchester.gov.uk).

Appendix 1 – List of consultees & neighbours notified

Highway Services

Flat 2, 2 Back St Marks Lane, Manchester, M8 5EU
Flat 1, 2 Back St Marks Lane, Manchester, M8 5EU
597 Cheetham Hill Road, Manchester, M8 5EJ
Printers, Back St Marks Lane, Manchester, M8 4FW
Basement, 597 Cheetham Hill Road, Manchester, M8 5EJ
Flat 4, 591B Cheetham Hill Road, Manchester, M8 5EJ
Flat 3, 591B Cheetham Hill Road, Manchester, M8 5EJ
Flat 2, 591B Cheetham Hill Road, Manchester, M8 5EJ
Flat 1, 591B Cheetham Hill Road, Manchester, M8 5EJ
591A Cheetham Hill Road, Manchester, M8 5EJ
591 Cheetham Hill Road, Manchester, M8 5EJ
Rear Of, 595 Cheetham Hill Road, Manchester, M8 5EJ
595 Cheetham Hill Road, Manchester, M8 5EJ
18 Bury Old Road, Manchester, M8 9JN

Appendix 2 – Planning constraints

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