

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144763/AOH/2025	
Date registered valid:	17 December 2025	
Proposal:	Installation of 1no. billboard poster sign.	
Address:	Land To The North East Of Blackett Street, Pin Mill Brow, Manchester, M12 6EJ	
Ward(s):	Piccadilly	Ward
Applicant:	Layth Mousa Bluefig Investments LLP	
Agent (if any):	Miss Laura Hallam Broadgrove Planning and Development Ltd	
Case officer:	Sam Tel: 0161 219 Email: sam.elliott@manchester.gov.uk	Elliott 2856
Recommendation:	Refuse	
Date of recommendation:	21/01/2026	

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 09 January 2026

Standard consultations:

Printed: 22 December 2025

Expired: 15 January 2026

Neighbour notifications

Printed: 22 December 2025

Expired: 15 January 2026

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

The application relates to a parcel of land between Aldow Industrial Estate and No. 2 Pin Mill Brow. The site is predominantly covered with shrubbery and trees and there is a section of grass adjacent to the public footway. The location is a green corner that contributes positively to the appearance of the area.

The site is located in a commercial part of a City Centre, next to interconnecting highways. It fronts onto the A635 section of the Mancunian Way, which forms part of the Inner Relief Route. Consequently, the site is located along one of Manchester's major orbital traffic routes around the City Centre and in proximity to the intersection with the busy radial route (Fairfield Street). As such, the site acts as a gateway route into and around Manchester City Centre, and accordingly is a highly trafficked and visible location. The adjacent footway is approximately 2.85m wide, with 4 lanes to the highway.

There is currently an existing unauthorised non-illuminated billboard adjacent to the application site, as well as a sequential LED hoarding opposite the site that was allowed on appeal after refusal by the City Council in 2019 (appeal ref: APP/B4215/Z/19/3229583).



(Figure 1: Application site, with 1no. unauthorised billboard and 1no. electronic billboard opposite)

Listed building: Not applicable

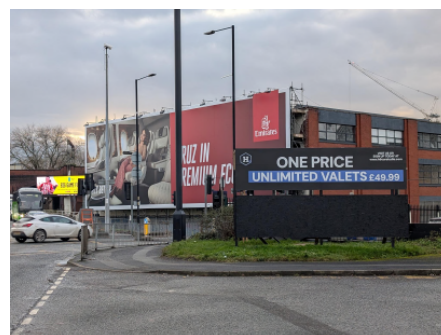
Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

There is a high concentration of advertisement in the vicinity, particularly around the interconnecting Ring Road, Fairfield Street and Pin Mill Brow. These comprise commercial unit signage and a number of advertisement hoardings.

Commercial unit signage includes various signs associated with the Currys store opposite the site, the YESSS ELECTRICAL store within the Aldow Industrial Estate, as well as the automobile garages in the vicinity.



(Figures 2-4: Examples of commercial signage in the vicinity)

Aside from the unauthorised billboard adjacent to the application site and the digital billboard immediately opposite the site, there are 2no LED totems and 1no large format LED billboard at the intersection of the A635 with Fairfield Street visible from the site, as well as a large temporary scaffold hoarding and 1no large format LED billboard further southwest along the Mancunian Way.



(Figures 5-8: Advertisement hoardings visible from site)

Additional hoardings in the area include 1no. LED totem and a cluster of 5no large format LED billboards along Fairfield Street, as well as 2no LED totems and 1no non-illuminated billboard along Pin Mill Brow.



(Figures 9-10: Advertisement hoardings in general vicinity around gateway location)

The signage and advertisement hoardings, seen together with existing street furniture and road signage, result in a cluttered appearance to this gateway location.

The application site is also within the Piccadilly Central site identified in the Manchester Piccadilly Strategic Regeneration Framework (SRF) (2018). The SRF recognises the gateway location of

the application site and sets out the ambition to utilise tall buildings in this area as landmarks to improve the approach to the City Centre.

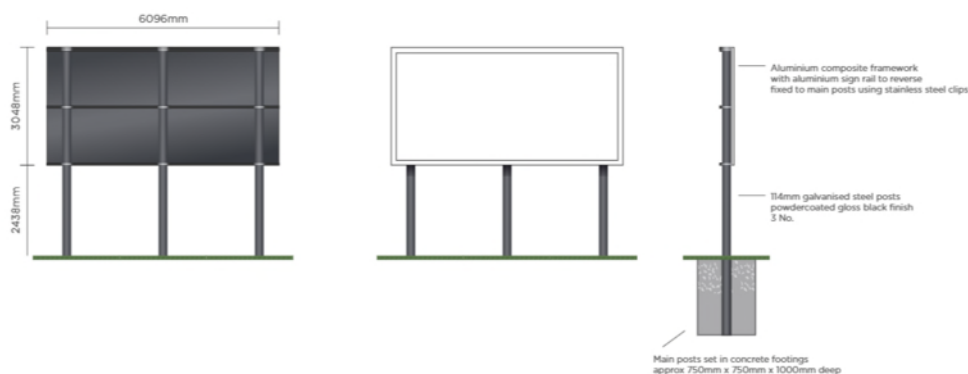
Description of development

Advertisement Consent is sought for the installation of 1no. billboard structure facing Pin Mill Brow.



(Figures 11-12: Proposed siting and visual)

The billboard would be one-sided, with a width of 6069mm and a height of 3048mm to display a non-illuminated hoarding. The billboard would be reverse fixed to 3no. 114mm galvanised steel posits, with a powder coated gloss black finish. The total height would be 5486mm.



(Figure 13: Proposed hoarding)

The posts would be set in concrete footings approximately 750mm x 750mm x 1000mm deep.

Background

The applicant confirmed via correspondence that the existing wooden structure billboard sited behind the proposed application site is unauthorised and does not fall within the curtilage of their red line boundary.

Planning History

052605/AO/CITY2/97: Illuminated 1 x 48 sheet advertisement panel fixed to pole. Appeal Dismissed.

065946/AOH/CITY2/02: 1 x 48 sheet freestanding illuminated electric rotating advertisement unit. Appeal Allowed.

081796/AOH/2006/C2: Replacement of 1no. 48 sheet hoarding with 2no. back lit freestanding 48 sheet hoardings situated back to back. Appeal Dismissed.

093886/AOH/2010/C2: 1 x 48 sheet double-sided advertisement display. Appeal Allowed

103983/AOH/2013/C2: Two freestanding static internally illuminated advertisement displays. Appeal Dismissed.

118757/AOH/2018: Replacement of existing internally illuminated 48-sheet advertising display with two internally illuminated 96-sheet digital advertising displays. Refused 22/03/2018.

122514/AOH/2019: Replacement of existing 48-sheet internally illuminated advertising display with a 48-sheet internally illuminated digital advertising display. Appeal Allowed.

130832/AO/2021: Erection of a 48-sheet internally illuminated sequential digital advertising display. Appeal Dismissed.

Consultations & Notification Responses

Publicity:

Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Highways Services:

No objection:

- private land permissions will be required from the landowner to guarantee rights of access
- A Projection over License will not be required as the proposed signage is not located on and will not project over the adopted highway network.
- Accepted that the location of the non-illuminated sign is not likely to generate any significant impact in terms of highway safety.
- Detail sought in relation to construction/fit-out.
- Applicant is required to discuss licenses and temporary traffic management.

Greater Manchester Police:

No objection, no concerns raised.

Cadent Gas:

No objection, informative requested:

- Holding objection initially placed.
- Upon review, requested an informative to ensure requirements are met in relation to works around operating gas infrastructure.

HS2:

No response.

Policy Context

Town and Country Planning (Control of Advertisements) Regulations 2007

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.

The following policies are considered relevant to this application:

Places for Everyone

- JP-Strat2 – City Centre
- JP-P1 – Sustainable Places

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- EN1 – Design Principles and Strategic Character Areas
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- E3.3 – Environmental Improvement and Protection
- DC15 – Advertisements, Hoardings and Posters

NPPF

- Section 12 (Achieving Well Designed Places)
- Paragraph 141 *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.*

Draft National Planning Policy Framework (NPPF) (2025)

- The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Piccadilly Strategic Regeneration Framework (SRF) (2018).

- Piccadilly Central

Issues

Visual Amenity

Amongst other things and in general terms, PfE Policies JP-Strat2 and JP-P1; and Core Strategy Policies SP1, EN1, and DM1, require that development has good design, improves the appearance of the area, is visually stimulating, and creates interesting environments, taking account of matters including siting, layout, form, massing, materials and detail. Saved UDP Policy E3.3 additionally requires that development improves the appearance of the City's major radial and orbital roads, where the Piccadilly Strategic Regeneration Framework identifies the application site as a gateway location to the City Centre where landmark buildings should improve the appearance of this location.

With specific regard to advertisements and free-standing hoardings, Saved Unitary Development Plan Policies DC15.1 and DC15.2 further require the Local Planning Authority to have consideration to their contribution to locality and the effect on visual amenity. The Control of Advertisements Regulations also require an accounting of the general characteristics of the locality.

Given the overall height, width and proximity of the display to the A635, it would appear dominant and occupy a prominent position within the street scene, particularly when turning the corner onto the A635 from Great Ancoats Street. Being one-sided, only the metal rear side and steel posts would be visible to northbound traffic and pedestrians. Due to its orientation and positioning, this would awkwardly obscure views of the existing electronic billboard and add to the sense of clutter. From this vantage it would moreover obscure views of greenery which positively contributes to the setting with a functional metal structure. When viewed by southbound traffic and pedestrians, the proposal would appear as a low-quality structure to facilitate a paper advertisement. The proposal is therefore considered to detract from the street scene.

As outlined above, existing signage and advertisement hoardings when seen together with existing street furniture and road signage result in a cluttered appearance to the area, which is a gateway location to the City Centre. The proposal would be an additional large format advertisement hoarding seen in this context.

Most immediately, it would be seen together with the illuminated billboard directly opposite, the numerous commercial signs associated with Currys, YESSS ELECTRICAL and the automobile garages. It would also be seen together with the 2no LED totems and the LED billboard at the intersection with Fairfield Street, the temporary scaffolding hoarding and the LED billboard further south along the Mancunian Way. It would therefore further contribute to and exacerbate the cluttered impression of the immediate streetscape, and moreover increase the proliferation of advertisement within the area as a whole, having an overall cumulative visual harm.

In coming to this view, the Council takes note of an appeal decision in immediate proximity to the site. In the appeal decision for application 130832/AO/2021 (appeal ref: APP/B4215/Z/21/3282962) relating to an illuminated billboard adjacent to the application site, the Inspector concluded that further large advertisement in this location would harm the visual amenity of the location:

By virtue of the overall size, position and format of the additional advertisement, it would result in a dominant display and visual clutter on a gateway route into and around

Manchester City Centre. It would further diminish the contribution of the landscaped corner to the appearance of the streetscene...

the proposed advertisement when combined with the existing commercial displays on neighbouring premises and within the highway, existing street furniture, and road signage, would result in visual cluttering of the area...

Whilst some existing advertisements would not be seen in direct views with the proposed display, it would nonetheless result in a proliferation of such features that would be cumulatively harmful to the area.

The Local Planning Authority would highlight that while in a slightly different location than the appeal hoarding, the proposed hoarding would be of a similar scale, would be seen in the same context with advertisement, existing street furniture and road signage, similarly obscure and diminish views of greenery, while also having its functional rear side visible from the south.



(Figures 14-15: Adjacent appeal site location plan and dimensions)

In consideration of the above, the hoarding would constitute a low quality hoarding, visibly adding further prominent advertisement clutter to an already cluttered street scene. This would have a negative contribution to the locality, which already experiences an over-proliferation of advertisement, and harm the appearance of a gateway location into the City Centre. By virtue of its design, scale, siting, and materiality, the proposal therefore fails to constitute good design and would detract from the setting, as required by PfE Policies JP-Strat2 and JP-P1, Core Strategy Policies SP1, EN1, and DM1, Saved UDP Policies DC15.1, DC15.2 and E3.3, and Section 12 of the National Planning Policy Framework (NPPF).

Public Safety

The proposed billboard sign would not be illuminated. Local Highways Authority consultees are satisfied that the proposed billboard is not likely to generate any significant highway safety impact. It is not considered that there would be a danger to public safety.

Conclusion

In consideration of the above factors, the proposed non-illuminated billboard is not considered to harm amenity by virtue of light pollution or highways safety, though is considered to be detrimental to the general characteristics of the locality.

The advert hoarding is moreover considered to be contrary to the material provisions of the Development Plan, failing to comply with PfE Policies JP-Strat2, and JP-P1; Core Strategy Policies SP1, EN1, and DM1; saved UDP Policies E3.3, DC15.1 and DC15.2; and Section 12 of the NPPF as they relate to visual amenity and the effects of advertisements.

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. By virtue of its design, scale, siting, and materiality, the proposed advertisement hoarding would add a further prominent element of advertisement clutter to an already cluttered street scene. This would be a negative contribution to the locality, which already experiences an over-proliferation of advertisement, and harm the appearance of a major orbital route around, and gateway location into, the City Centre. The proposal therefore fails to constitute good design and would detract from the setting, contrary to PfE Policies JP-Strat2 and JP-P1, Core Strategy Policies SP1, EN1, and DM1, Saved UDP Policies DC15.1, DC15.2 and E3.3, and Section 12 of the National Planning Policy Framework (NPPF).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Greater Manchester Police
High Speed Two (HS2) Limited

P C World, Pin Mill Brow, Manchester, M12 6EH
Unit E, Aldow Enterprise Park, Blackett Street, Manchester, M12 6AE
Unit D, Aldow Enterprise Park, Blackett Street, Manchester, M12 6AE
Unit C, Aldow Enterprise Park, Blackett Street, Manchester, M12 6AE
2 Pin Mill Brow, Manchester, M12 6EH

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
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
Benefitting From Flood Defences -
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL

Appeal Decision

Site visit made on 15 December 2021 by M

Clowes BA (hons) MCD PGCERT (Arch Con) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 13 January 2022

Appeal Ref: APP/B4215/Z/21/3282962 Land at Pin Mill Brow, Manchester M12 6AE

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr R Page (Wildstone) against the decision of Manchester City Council.
 - The application Ref 130832/AO/2021, dated 11 June 2021, was refused by notice dated 12 August 2021.
 - The advertisement proposed is described as 'erection of a 48-sheet (6m x 3m) digital advertising display.'
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Decision

1. The appeal is dismissed.

Main Issue

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), paragraph 136 of the National Planning Policy Framework (the Framework) and the Planning Practice Guidance all confirm that advertisements should be subject to control only in the interests of amenity and public safety. Both main parties agree that the proposal would not harm public safety. Accordingly, the main issue in this appeal is the effect of the proposed advertisement on the visual amenity of the area.

Reasons

3. The appeal site consists of a small, triangular parcel of land adjacent to the junction of the A635 Mancunian Way and Pin Mill Brow. The site is grassed with additional shrub and tree planting. The surrounding area consists of a number of industrial and commercial premises and the fast-moving high-volume highways, which form part of the area's character.
4. The proposal is for an internally illuminated 48 sheet advertisement with a sequential display. It would be sited next to the current digital display granted on appeal in 2019. The advertisement would be of the same size and scale as the existing, measuring 6m wide x 3m in height erected on 3m posts.

5. The proposed advertisement would be sited parallel with and closer to the A635 than the existing display, in order to be visible to highway users of Pin Mill Brow. It would be seen next to the existing advertisement from 2 different viewpoints from these roads. Given the overall height and proximity of the display to the A635, it would have a greater degree of prominence than the existing advertisement within the street scene, particularly on turning the corner onto the A635. Despite its minimalistic design and seamless transition

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between advertisements, this prominence would be further exacerbated by the proposed degree of illumination, particularly during periods of poor daylight.

6. In the immediate vicinity, there are existing commercial advertisements at the YESS Electrical store and letter signage on the façades of the Ark Trimmings Haberdashery and Curry's Clearance store. In addition, there are numerous totem signs on the A635 and Pin Mill Brow, along with digital and static displays at the nearby intersections of the A635 and Fairfield Street. I agree with the Council that the proposed advertisement when combined with the existing commercial displays on neighbouring premises and within the highway, existing street furniture, and road signage, would result in visual cluttering of the area. Whilst some existing advertisements would not be seen in direct views with the proposed display, it would nonetheless result in a proliferation of such features that would be cumulatively harmful to the area. The impact of the advertisement would not be mitigated by its surroundings in this instance.
7. Whilst the site is located in a commercial part of a city centre, next to interconnecting highways, this is nevertheless a green corner that contributes positively to the appearance of the area. The position and scale of the display would obscure public views of the verdant corner from Pin Mill Brow, thereby reducing the influence that the pocket of landscaping currently has on the appearance of the street scene. I concur with the Council's Neighbourhood Officer that the proposal would be likely to result in the removal of some existing shrubs and trees. Whilst I accept that they are of low quality, they nevertheless make a positive contribution to tree coverage in this location.
8. I note the 2019 appeal decision. However, this was in relation to the replacement of an existing advertisement, rather than a wholly new additional display as is the case here. The existing advertisements surrounding the site do not set a precedent as the proposal has to be dealt with on its own merits. By virtue of the overall size, position and format of the additional advertisement, it would result in a dominant display and visual clutter on a gateway route into and around Manchester City Centre. It would further diminish the contribution of the landscaped corner to the appearance of the streetscene. Planning conditions restricting illumination would not overcome the harm identified to amenity.
9. In accordance with the Regulations, I have taken into account policies SP1, EN1 and DM1 of the Manchester Local Development Framework: Core Strategy Development Plan Document (2012) which seek amongst other things, to promote good design that reflects the character of the locality through appropriate siting, form and detail to protect and enhance the built environment. Saved policies DC15.1 and DC 15.2 and E3.3 of the Unitary Development Plan (1995) are also of particular relevance, as they seek to ensure new development is of the highest quality adjacent to the city's major roads and that advertisements are appropriate to their location and their impact on visual amenity. Furthermore, the Framework, seeks to control advertisements in the interests of amenity. Given that I have concluded that the proposal would harm amenity, the proposal conflicts with these policies.

Other Matters

10. HS2 Ltd have advised that the site would be affected by the Manchester Piccadilly High Speed Station works associated with HS2. As I am dismissing the appeal, I have not dealt with this issue further.

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Conclusion

11. For the reasons given above, I conclude that the display of the advertisement would be harmful to visual amenity and the appeal should be dismissed.

M Clowes

INSPECTOR

