

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Refusal of Advertisement Consent

Applicant

Mr Altaf Ramtoola
Latchkey & Vault Estate Agents
458 Cheetham Hill Road
Manchester
M8 9JW

Agent (if used)

Mr Khalid Khan
Khalid Khan Associates
109 Majid House
Whalley Range
BB1 6EE

Part 1 – Particulars of the application

Proposal: Installation of an outdoor digital media screen on gable wall facing Woodlands Road

Location: 458 Cheetham Hill Road, Manchester, M8 9JW

Date of application: 9 September 2025

Application number: 143939/AO/2025

Part 2 – Particulars of decision

Manchester City Council gives notice that consent for the advertisement(s) referred to in Part 1 has been **refused** in accordance with the application and plans submitted for the reason(s) listed below.

Reason(s) for decision

1) The proposed signage, by virtue of its unduly prominent positioning and incorporation of illuminated changing images, would have a harmful visual impact on the adjacent junction of Cheetham Hill Road and Woodlands Road and the wider streetscene. The position and operation of the proposed signage would thereby be unacceptable, harmful to the amenities of the area and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1, JP-P6 and JP-S1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

2) The proposed signage would be located above the established fascia line demarcating the arrangement of signage with the adjoining parade and would thereby have disruptive impact on the street frontage and add to visual clutter in the locality. The proposal therefore would have an unduly harmful impact on the host building, adjoining parade and wider streetscene. The proposed signage display would thereby be unacceptable and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan,

policy JP-P1, JP-P6 and JP- S1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

3) The position of the proposed advertising signage would obscure and prevent the use of a first floor window located in the side (southern) elevation of the application building. The proposed signage would thereby undermine the architectural character and symmetry of the host building and detrimentally effects its relationship to the surrounding streetscene. The position of the proposed signage would thereby be unacceptable, harmful to the amenities of the area and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1, JP-P6 and JP-S1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

4) The proposed signage, by virtue of its excessive luminance and display of moving images, would be visually obtrusive with the potential to distract drivers, pedestrians and other road users when using and approaching light controlled crossings at Heath Street, Cheetham Hill Road and Woodlands Road and negotiating the adjacent junction. The proposed signage display would thereby be unacceptable, harmful to pedestrian and highway safety and contrary to policies SP1, DM1 and EN1 of the Core Strategy for the City of Manchester, saved policy DC15.1 and DC15.2 of the Unitary Development Plan, policy JP-P1, JP-P6 and JP- S1 of Places for Everyone Joint Development Plan and the National Planning Policy Framework (NPPF).

Date: 4 November 2025

Signed:



Julie Roscoe
Director of Planning
Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This decision refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.