

Appeal Decision

Site visit made on 9 May 2025

by **N McGurk BSc (Hons) MCD MBA MRTPI**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 29 May 2025

Appeal Ref: APP/B4215/Z/25/3363129

300 Cheetham Hill Road, Manchester, M8 0PL

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Wildstone Estates Limited against the decision of Manchester City Council.
 - The application Ref is 141762/AOH/2024.
 - The advertisement proposed is erection of a digital advertising screen (D-Poster).
-

Decision

1. The appeal is dismissed.

Procedural Matters

2. The proposal is to replace a large existing 96-sheet advertisement hoarding with a smaller illuminated LED advertisement measuring 6m x 3m.
3. In its decision notice, the Council referred to Policy JP-S1 of the Places for Everyone Plan (2024). However, the Council provides no reasoning or evidence of how or why the proposal is contrary to this Policy.
4. A 2019 application¹ to replace the existing advertisement with a digital advertisement was refused and was dismissed at appeal in 2020.

Main Issue

5. The main issue in this case is the effect of the proposed advertisement on visual amenity.

Reasons

6. The appeal site is situated in a prominent position adjacent to the boundary wall of Number 300 Cheetham Hill Road, a busy road to the north of Manchester city centre.
7. At the appeal site, the very wide 96-sheet rectangular advertisement it is proposed to replace with a digital advertisement fronts onto a roughly triangular-shaped wedge of greenspace located at the busy intersection of Cheetham Hill Road and Alms Hill Road, both of which comprise relatively wide roads in this location.

¹ Reference: 125259/AOH/2019.

8. The surrounding area is largely residential and dwellings across Alms Hill Road face towards the green wedge within which the existing advertisement is located. There are houses and flats on the opposite side of Cheetham Hill Road to the appeal site and more houses beyond the site to the north.
9. During my site visit, I observed that the presence of green space combines with that of street trees, planting and small garden areas to provide the area with a significant sense of spaciousness and greenery. These attributes enhance the character of this largely residential area.
10. Whilst there are some non-residential uses in the wider area, there are few commercial signs and none of a scale or form similar to either the existing or the proposed advertisement.
11. Whilst widely visible due to its prominent siting and its size, to some extent the existing advertisement fits into its surroundings and does not appear unduly strident, largely due to the scale of the intersection it fronts, combined with the presence of trees and buildings, including tall buildings immediately to the rear. Further, the same advertisement is displayed for prolonged periods of time, so does not draw attention via changing images.
12. Whilst the proposed advertisement would be considerably less wide than the existing advertisement, it would still comprise a large and tall sign. As such, it would introduce a large digital advertisement to a prominent site in a busy location. By its very purpose, the proposed advertisement would draw the eye to its changing digital display of different advertisements.
13. I consider that this would result in the proposed advertisement appearing considerably more visually intrusive than the advertisement that it would replace. It would, due to the changing images, introduce a more commercialised feature which would appear out of character with and detrimental to, the amenity of this largely residential area.
14. Further to the above, the proposed advertisement would, like the existing advertisement, be visible, albeit at an oblique angle, from the front windows of numerous dwellings along Alms Hill Road, as well as from dwellings along Cheetham Hill Road. Whilst the existing sign is large and illuminated, it does not feature frequently changing digital images. The proposed advertisement, with its changing digital images, would draw the eye to its display in a way that does not currently occur. I find that this would be visually intrusive to the occupiers of neighbouring dwellings, resulting in significant harm to amenity.
15. Consequently, I find that the proposed advertisement would be detrimental to visual amenity, contrary to the National Planning Policy Framework, to Core Strategy² Policies EN1, SP1 and DM1; and to saved UDP³ Policies DC15 and E3, which together amongst other things, seek to protect local character and residential amenity.

Other Matters

16. The appellant, in support of its case, suggests the imposition of conditions to control the level of illumination. However, this would not alter the fact that the changing digital images proposed would, as set out above, draw the eye.

² Manchester Local Development Framework Core Strategy Development Plan Document (2012).

³ The Unitary Development Plan for the City of Manchester (1995).

17. The appellant brings attention to economic, environmental and social benefits related to the proposal. These are in favour of the proposal, but they do not amount to such benefits as to outweigh the harm to amenity identified.

Conclusion

18. For the reasons given above, the appeal does not succeed.

N McGurk

INSPECTOR