MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142885/AO/2025
Date registered valid:	7 May 2025
Proposal:	Advertisement consent for the display of Internally illuminated fascia sign and projecting sign.
Address:	Miami Crispy , 5 Meldon Road, Manchester, M13 0TZ
Ward(s):	Rusholme Ward
Applicant:	Mr Tayyab Akhlaq Fast Food Operations Ltd
Agent (if any):	Mr Russell Adams Adams Planning + Development Ltd
Case officer:	Holly Wright Tel: 0161 219 6381 Email: holly.wright@manchester.gov.uk
Recommendation:	Refuse

Date of recommendation: **25 June 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 20 May 2025

Standard consultations: Printed: 20 May 2025 Expired: 11 June 2025

Neighbour notifications: Printed: 15 May 2025 Expired: 6 June 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/area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to a two-storey semi-detached property of redbrick with a red concrete tile dual pitch roof and a gable end roof form with white uPVC weatherboarding to the front. Prior to works associated with this application taking place, the property featured white uPVC windows, including a first-floor bay to the front, a tarmacadam forecourt to the front with no associated boundary treatment, a part-brick / part-glazed shopfront with fascia signage above, a two-storey rear outrigger, an extraction flue to the side, and a detached outbuilding within the rear yard. The submitted application form indicates that the property is currently used as a hot food takeaway.

The site is bounded to the north by residential properties, to the east and west by neighbouring commercial units, and to the south by Meldon Road. Situated within the Rusholme ward of Manchester, this portion of Meldon Road features a strong commercial precedent with hot food takeaways, retail units, bars, and restaurants on either side of the highway.



Application site as viewed from Google Maps



Application property, July 2016


MIAMI CRISPY
SKY LAUNDRY
DRY CLEANING
SAME DAY
SERVICE WASH
Lyca
30


MIAMI CRISPY
SKY LAUNDRY
V60

Description of development

The applicant is seeking advertisement consent for the display of an internally illuminated fascia sign and a projecting sign.

Planning history

061585/EUC/NORTH2/01 – CERTIFICATE OF LAWFULNESS - Use of premises as a take-away hot food shop with opening times 12.00pm to 11pm Monday to Thursdays, 12.00pm to 11.30 pm Fridays, and 5.00pm to 11.00pm Saturdays and 5.00pm to 10.00pm on Sundays – Approved (23.05.2001).

138064/FO/2023 - Application to amend the opening hours of the premises from: 12.00pm to 11.00pm Monday to Thursdays, 12.00pm to 11.30pm Fridays, 5.00pm to 11.00pm Saturdays and 5.00pm to 10.00pm on Sundays to allow the premises to open during the following hours: 11am to 11pm Sunday to Thursday and 11am to 11.30pm on Friday and Saturday – Approved (18.10.2023).

137624/FO/2023 - Erection of single storey rear extension to form enlarged kitchen – Approved (31.01.2024).

Consultations & Notification Responses

Local residents, as per appendix 1 – no representations received.

Highways Services indicated that 1no. fascia sign and 1no. projecting sign is proposed at the building elevation facing Meldon Road. It is noted that the fascia sign and projecting sign is to extend to a maximum projection of 0.5m and 0.8m over maintained highway. A sufficient headroom clearance, compliant with the 2.50m minimum, is noted and accepted by Highways. It is understood the 2no. signs is internally illuminated. Luminance level is to be 500cd/m2 which is acceptable in principle.

Environmental Health made no objection to the proposal, requesting a condition relating to the control of light/advertisements be attached to any approval.

Policies

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:
- Policy DC14 – Shopfronts and Related Signs
- Policy DC15 – Advertisements, Hoardings, and Posters

The Manchester Core Strategy – Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:
- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas

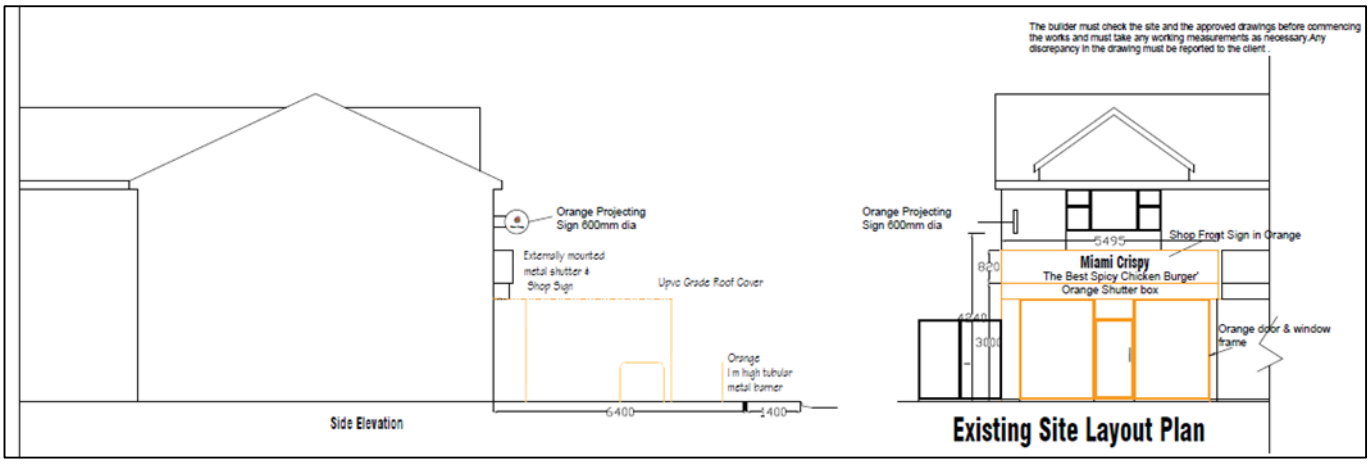
Shopfront and Signage Design Guide (2024)

The National Planning Policy Framework (NPPF, 2024)
- Chapter 12 – Achieving Well-Designed Places

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.

- Policy JP-P1: Sustainable Places

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007



Submitted [mislabelled] proposed elevations

Issues

In this case, it is considered that the proposed advertisements are visually intrusive and present a negative feature in the street-scene, contrary to The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) and the aforementioned development plan and policy.

Visual amenity – the fascia level signage is located on the Meldon Road frontage of the application property, facing south/southeast. The submitted application form indicates that it consists of uPVC fascia with an aluminium frame, with static illumination levels of 500/cdm2. The base of the sign is sited 3m above ground level, with the sign itself measuring to 0.82m in height, 5.495m in width, and 0.5m in depth. The sign features white text against an orange and blue background, with any individual letters or symbols measuring to a maximum of 40cm in height.

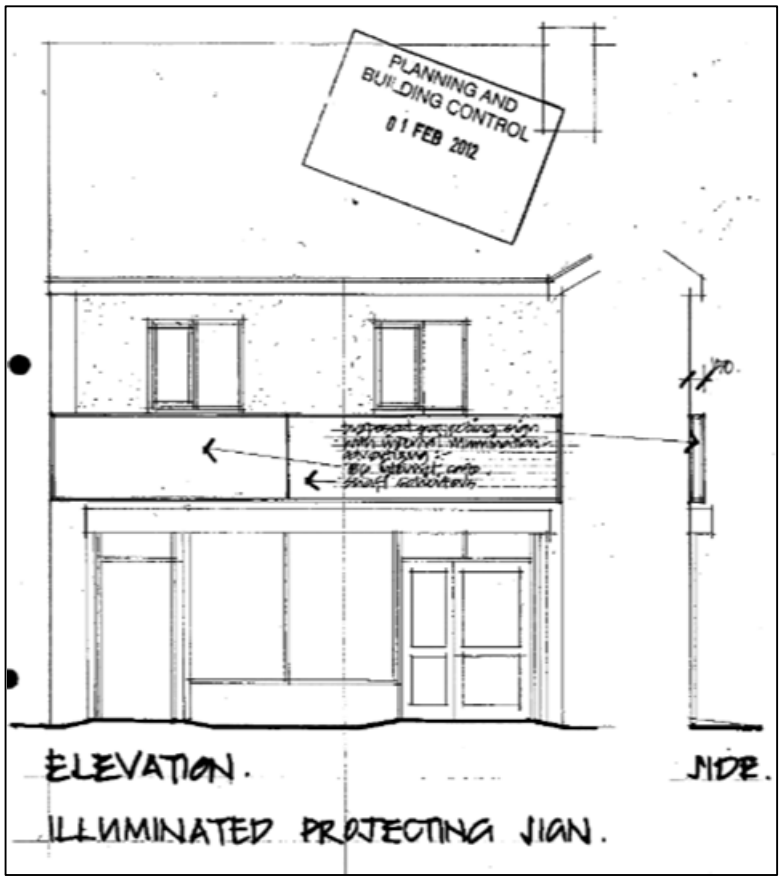
The projecting sign is also located on the Meldon Road frontage of the application property, situated at first-floor level above the fascia signage. The submitted application form indicates that it consists of uPVC fascia with an aluminium frame, with static illumination levels of 500/cdm2. The base of the sign is sited 4.24m above ground level, with the sign itself measuring to 0.6m in height, 0.6m in width, and 0.6m in depth, projecting 0.8m from the face of the building. The sign features white text against an orange background, with any individual letters or symbols measuring to a maximum of 0.2cm in height

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), the National Planning Policy Framework (the Framework) and the national Planning Practice Guidance (PPG) require that decisions on advertisements be made only in the interests of amenity and public safety. This is reflected within City Council Development Plan policy in the form of saved policy DC15 of the Unitary Development Plan and policies DM1 and SP1 of the Manchester Core Strategy which seek to guide the general location of advertisements, with close regard to the impact upon visual amenity and the character of an area. These policies form important material considerations in the determination of advertisement applications. In terms of national planning guidance, paragraph 141 of the NPPF advises that 'the quality and character of places can suffer when advertisements are poorly sited and designed'.

Overall, it is considered that the proposal has had a significant and adverse impact upon the visual amenity and character of the area. The excessive scale, massing and bulk of the fascia signage (particularly in terms of its 0.5m projection from the face of the building) together with its inappropriately bright orange colouration is considered to have resulted in an overly dominant, intrusive and overbearing feature, to the detriment of the appearance of the street scene and surrounding area. Further to this, the projecting sign is considered to be inappropriately located on account of its siting above fascia level, resulting in it being read in conjunction with the first floor of the application property, rather than its ground floor use. This element of the proposal directly conflicts with the principles set out under saved policy DC14 of the Unitary Development for the City of Manchester which stipulates that 'signs should not normally be positioned other than at fascia level', whilst 'projecting box signs…should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted'.

Moreover, whilst it is noted that a number of other commercial properties along Meldon Road feature bulky and inappropriately sited and designed advertisements both at fascia level and above (including fascia signage and projecting signs), it should be noted that the majority of these do not benefit from advertisement consent. A planning history check of the surrounding area revealed the only relevant advertisement consent to be 098206/AO/2011/S1 for the

installation of an internally illuminated fascia sign (projecting 0.15m from the face of the building) at No.6 Meldon Road, which was approved in 2012. F/AD00560 granted consent for an illuminated single sided fascia name sign on the front elevation of No.3 Meldon Road in 1975, whilst 021130 granted consent for an illuminated double sided projecting box sign and an illuminated fascia name sign on the front elevation of No.7 Meldon Road in 1984. However, due to the considerable age of these consents, they are regarded as historic and pre-date Manchester's current planning policy and guidance. It is therefore considered that the existing signage along Meldon Road does not represent a lawful precedent for the works proposed under the current application, nor would they warrant its approval.



Approved elevations of 098206/AO/2011/S1

The Council is striving to improve the appearance of this parade of shops and the advertisements proposed under this application have served to introduce detrimental, visually intrusive, poorly designed, and inappropriately sited features which conflict with this objective. Accordingly, the siting and appearance of the proposed advertisements has been unduly harmful to the visual amenity of the area.

It is for these reasons that the application cannot be supported as the proposal conflicts with the principles set out under saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and SP1 of the Core Strategy, chapter 12 of the National Planning Policy Framework, and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Public safety – the proposed signage is sited a reasonable distance away from the public highway and footpath, on the Meldon Road frontage of the application site. Both the fascia sign and projecting sign have static internal illuminance levels of 500cd/m2, which accords with Highways' guidance. Therefore, it is considered that the proposal will not harm public safety in and around the site.

Conclusion - for the reasons specified above, it is considered that the proposal is unacceptable due to its excessive mass and bulk, inappropriate design choices and siting, which together with its visual prominence has had an unduly harmful impact upon the visual amenity of the area as well as the overall character and appearance of the application property and surrounding street scene.

The proposal therefore conflicts with the principles set out under policies SP1 and DM1 of the Manchester Core Strategy which stipulate that development in all parts of the City should “make a positive contribution to neighbourhoods of choice” by “creating well-designed places that enhance or create character” with consideration given to “appropriate siting, layout, scale, form, massing, materials and detail” as well as “the character of the surrounding area”. The proposal also fails to satisfy the requirements of chapter 12 of the National Planning Policy Framework which highlights that developments should be “visually attractive as a result of good architecture [and] layout” and “sympathetic to local character… including the surrounding built environment”.

The agent of the application was informed of the above issues and the City Council’s intent to refuse the application. Due to the retrospective nature of the application, it was not possible to negotiate an acceptable scheme.

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 polices 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

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The proposed advertisements, by reason of their inappropriate siting, scale, massing, design and materials, would introduce detrimental visual elements to the street scene, and would form an overly dominant, visually incongruous and obtrusive structure which would not be sympathetic to the appearance of the application property or its surrounding area and would contribute to the visual clutter of the area, to the detriment of visual amenity and, as such, is contrary to saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester, policies SP1, EN1 and DM1 of the Manchester Core Strategy, the Shopfront and Signage Design Guide, policy JP-P1 of the Places for Everyone joint development plan document, chapter 12 of the National Planning Policy Framework and the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

1 Meldon Road, Manchester, M13 0TZ
8 Meldon Road, Manchester, M13 0TZ
2A Meldon Road, Manchester, M13 0TZ
4 Meldon Road, Manchester, M13 0TZ
7 Meldon Road, Manchester, M13 0TZ
77 Birchfields Road, Manchester, M13 0XX
Flat At, 9 - 11 Meldon Road, Manchester, M13 0TZ
1A Meldon Road, Manchester, M13 0TZ
6 Meldon Road, Manchester, M13 0TZ
Floor Above, 6 Meldon Road, Manchester, M13 0TZ
2 Meldon Road, Manchester, M13 0TZ
Top Flat, 7 Meldon Road, Manchester, M13 0TZ
10 Meldon Road, Manchester, M13 0TZ
5A Meldon Road, Manchester, M13 0TZ
3 Meldon Road, Manchester, M13 0TZ
9 - 11 Meldon Road, Manchester, M13 0TZ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH AREA