MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142680/AO/2025
Date registered valid:	11 April 2025
Proposal:	Installation of replacement signs to the exterior of the building, 1 x externally illuminated totem sign to existing post, 3 x externally illuminated logo signs, 3 x externally illuminated fascia signs, 1 x externally illuminated transom sign, 1 x amenity sign, 1 x entrance sign, new vinyl display to 4 x externally illuminated existing post mounted corex signs and 1 x externally illuminated single sided post mounted car park directional sign
Address:	The Flying Horse, 1 Longstone Road, Manchester, M22 5LB
Ward(s):	Woodhouse Park Ward
Applicant:	Mr Alan Millar Greene King
Agent (if any):	Mrs Gillian Shepley Ashleigh Signs
Case officer:	Holly Wright Tel: 0161 219 6381 Email: holly.wright@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**03.06.2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 May 2025

Standard consultations: Printed: 29 April 2025 Expired: 21 May 2025

Neighbour notifications: Printed: 29 April 2025 Expired: 21 May 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 part-single / part-two storey building of redbrick and cream render with a part-grey tiled / part-red tiled dual pitch roof. The property accommodates a Greene King pub known as 'The Flying Horse' and, as such, features a Class E use. The site itself features the main building in the southwestern corner, with an outdoor dining area to the north, a large area of surface level car parking to the north and east and various hard and soft landscaping elements.

Accessed off Longstone Road, the site is bounded to the north by a green space, to the southeast by Longstone Road, and to the west by Styal Road. Situated in the Woodhouse Park ward of Manchester, the site is located close to Manchester Airport, Heald Green railway station, and Atlas Business Park.


THE FLYING HORSE
WELCOME


Hungry Horse
THE FLYING HORSE
BIG VALUE
FOOD & DRINK
SERVED ALL DAY
SKY FREE WIFI BIG MATCH
THE HOME OF EPIC SPORT
Hungry Horse
THE FLYING HORSE
BIG VALUE FOOD & DRINK SERVED ALL DAY
SKY FREE WIFI BIG MATCH


Hungry Horse
THE FLYING HORSE
BIG VALUE
FOOD & DRINK
SERVED ALL DAY
SKY FREE WIFI BIG MATCH
THE HOME OF EPIC SPORT
DO NOT OBSTRUCT


THE FLYING HORSE


£8
EPIC


THE FLYING HORSE




EPIC
LIVE SPORT
HERE


B5166
Styal Rd
Longstone Rd
Flying Horse
Raw Charging
Longstone Rd
Smile Spa
First City Fire & Security Ltd (Manchester)
Golden Egg Group
Longstone Rd
Brookash Rd
Cunningham Dr

Consultations & Notification Responses

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

Highways Services made no objection to the proposal, indicating that all replacement signs would be located within the red-line boundary of the site, with access to the site and parking arrangements unaffected. Informative conditions relating to construction/fit out arrangements were requested to be attached.

MAG Aerodrome Safeguarding Team placed a holding objection on the application on the basis that the proposal conflicted with aerodrome safeguarding criteria, requesting the following alterations be actioned in order to lift their objection:

- All illuminated signs are not to be internally illuminated. Where illumination is required, this is to be in the form of luminaires installed above the sign pointing downwards. These luminaires should achieve an upward light ratio of zero and be angled as to contain the illumination to the sign inwards rather than being angled outwards whereas they could shine towards aviation receptors. All luminance is to remain below 300cd/m2 and not point towards aviation receptors.
- Illuminated signs pointing North and North East should ideally be avoided unless necessary. Where necessary, the signs should be illuminated in-line with the principles outlined above.

This information was relayed to the agent of the application who submitted an amended scheme which sought to address the above bullet points. **MAG Aerodrome Safeguarding Team** indicated that they were satisfied with the amended scheme, subject to sign type 11 remaining below 300cdm2.

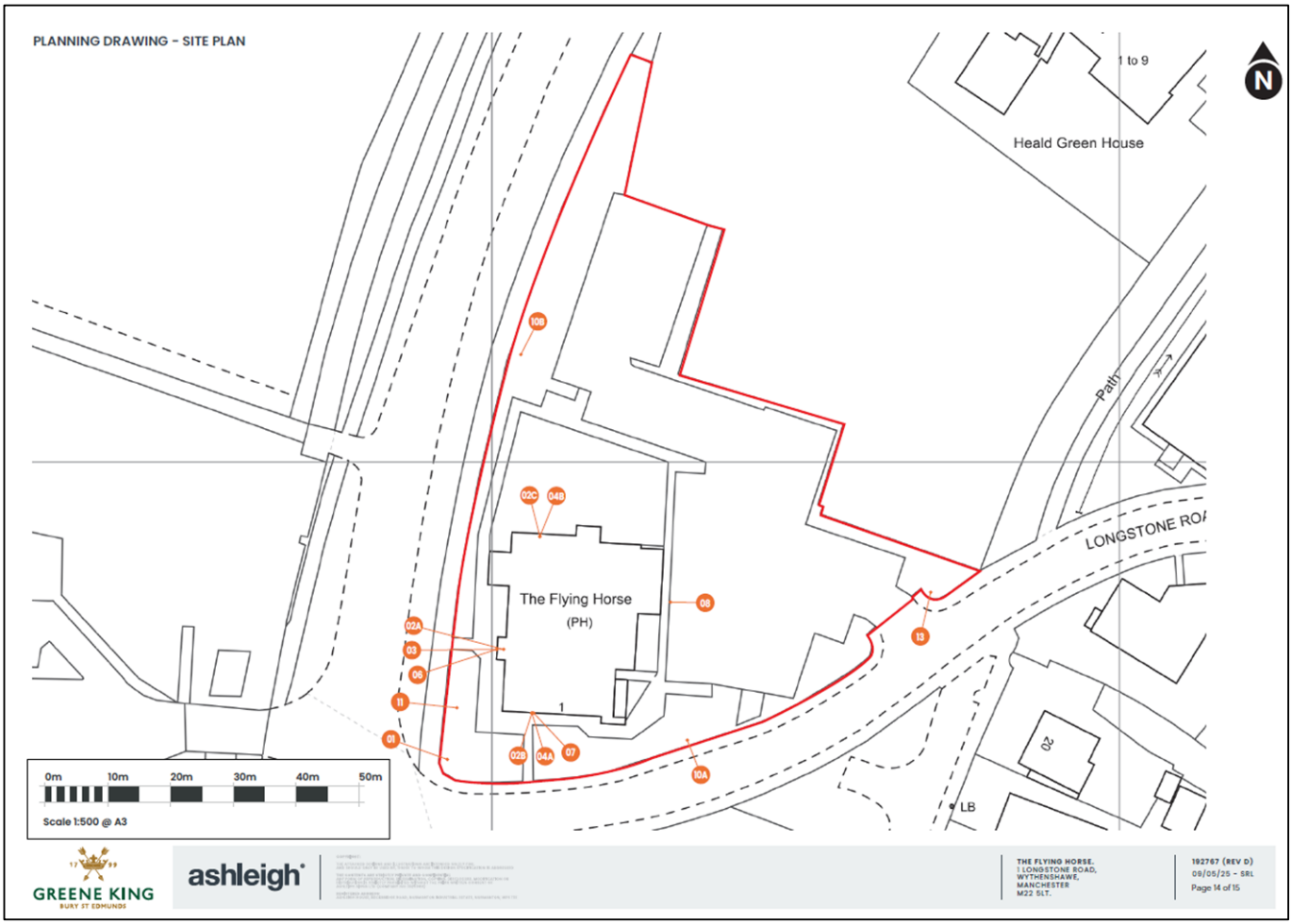
Policies

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 – Shop front 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

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



Submitted amended proposed site plan

Issues

Principle – the principle of installing replacement signage to the exterior of an existing building including: 1 x externally illuminated totem sign to existing post, 3 x externally illuminated logo signs, 3 x externally illuminated fascia signs, 1 x externally illuminated transom sign, 1 x amenity sign, 1 x entrance sign, new vinyl display to 4 x externally illuminated existing post mounted corex signs and 1 x externally illuminated single sided post mounted car park directional sign, to advertise and denote the name of a business is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity and public safety.

Visual amenity – the proposal includes the replacement and installation of a variety of signage within the application site's curtilage.

Item 01 – would be located in the southwest corner of the application site and would consist of a single leg totem sign with header to existing posts with built-up aluminium logos finished in HH Gold, fixed back to back with the inner frame. The signage would feature 2mm aluminium panels with 120mm returns finished in RAL 3002 and HH Gold with cut white vinyl text, slimline warm white LED trough lighting (250cdm2) with the existing post finished in RAL 9005. The signage would measure to a maximum of 4.8m in height, 1.26m in width, and 0.8m in depth.

Item 02A – would be located on the western elevation of the application building on its gable end and would consist of a medium externally illuminated logo sign with built-up aluminium HH logo with 80mm returns finished in HH Gold. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, 19mm foamex letters finished in RAL 9003, and a 50W LED slimline floodlight with warm white illumination (250cdm2). The signage would be sited 7.5m above ground level, measuring to 1.45m in height, 1.255m in width, and 0.3m in depth.

Item 02B - would be located on the southern elevation of the application building on its gable end and would consist of a medium externally illuminated logo sign with built-up aluminium HH logo with 80mm returns finished in HH Gold. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, 19mm foamex letters finished in RAL 9003, and a 50W LED slimline floodlight with warm white illumination (250cdm2). The signage would be sited 6.85m above ground level, measuring to 1.45m in height, 1.255m in width, and 0.3m in depth.

Item 02C – would be located on the northern elevation of the application building on its gable end and would consist of a medium externally illuminated logo sign with built-up aluminium HH logo with 80mm returns finished in HH Gold. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, 19mm foamex letters finished in RAL 9003, and a 50W LED slimline floodlight with warm white illumination (250cdm2). The signage would be sited 3.935m above ground level, measuring to 1.45m in height, 1.255m in width, and 0.3m in depth.

Item 03 – would be located on the western elevation of the application building below item 02A and would consist of a single sided fascia sign. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, 19mm foamex letters and underline finished in RAL 9003, and slimline warm white LED trough lighting (250cdm2). The signage would be sited 6.72m above ground level, measuring to 0.6m in height, 4.5m in width, and 0.3m in depth.

Item 04A – would be located on the southern elevation of the application building below item 02B and would consist of a single sided fascia sign. The signage would feature a 2mm

aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, 19mm foamex letters and underline finished in RAL 9003, and slimline warm white LED trough lighting (250cdm2). The signage would be sited 5.735m above ground level, measuring to 0.7m in height, 5m in width, and 0.3m in depth.

Item 04B – would be located on the northern elevation of the application building below item 02C and would consist of a single sided fascia sign. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, 19mm foamex letters and underline finished in RAL 9003, and slimline warm white LED trough lighting (250cdm2). The signage would be sited 2.84m above ground level, measuring to 0.7m in height, 5m in width, and 0.3m in depth.

Item 06 - would be located on the western elevation of the application building above the main entrance and would consist of a large main entrance transom. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, cut white vinyl text and 25x25mm aluminium angle fixings finished in HH Gold. The signage would be sited 2.8m above ground level, measuring to 0.3m in height, 2m in width, and 0.04m in depth. No illumination.

Item 07 – would be located on the southern elevation of the application building, in line with the ground floor windows, and would consist of a medium amenity sign. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, cut white vinyl text and 25x25mm aluminium angle fixings finished in HH Gold. The signage would be sited 1.045m above ground level, measuring to 1.2m in height, 0.9m in width, and 0.04m in depth. No illumination.

Item 08 – would be located east of the application building, within the car parking area and would consist of a small entrance directional sign. The signage would feature a 2mm aluminium panel finished in RAL 3002, a 32mm bullnose trim finished in HH Gold, cut white vinyl text and 25x25mm aluminium angle fixings finished in HH Gold. The signage would be sited 1.4m above ground level, measuring to 0.3m in height, 1.3m in width, and 0.04m in depth. No illumination.

Item 10A - would be located adjacent to Longstone Road to the south of the application building and would consist of a new display to an existing double sided sign. The signage would feature a digitally printed vinyl overlay with slimline cool white LED trough lights (250cdm2). It would measure to 2.141m/1.12m in height, 1.74m in width, and 0.3m in depth.

Item 10B - would be located adjacent to Styal Road to the northwest of the application building and would consist of a new display to an existing double sided sign. The signage would feature a digitally printed vinyl overlay with slimline cool white LED trough lights (250cdm2). It would measure to 2.141m/1.12m in height, 1.74m in width, and 0.3m in depth.

Item 11 - would be located adjacent to Styal Road to the southwest of the application building and would consist of a new display to an existing double sided sign, fixed in a V shape. The signage would feature a digitally printed vinyl overlay with slimline cool white LED trough lights (250cdm2). It would measure to 2.141m/1.12m in height, 1.74m in width, and 0.3m in depth.

Item 13 – would be located at the eastern edge of the application site, adjacent to Longstone Road and would consist of a new display to an existing double sided sign, fixed in a V shape. The signage would feature a digitally printed vinyl overlay with slimline cool white LED trough lights (250cdm2). It would measure to 2.141m/1.12m in height, 1.74m in width, and 0.3m in depth.

Considering the characteristics of the signage, combined with its clear relevance to the site and the fact that it would be replacing existing signage present at the site, the proposal is not considered to harm the visual or aural amenity of the area as the signage is relatively standard in terms of its design and scale and is in an acceptable position in regard to its distance and relationship with Styal Road and Longstone Road. The proposed signage is therefore considered to be well-designed and would have minimal detrimental impact upon the street scene and visual amenity of the area, thereby according with saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy and policies.

Public safety – the proposed signage would be sited a reasonable distance away from the public highway. All illuminated signage would feature external illumination with illuminance levels of 250cd/m2, which accords with Manchester City Council's recommended maximum of 600cd/m2, during non-daylight hours / inclement weather as well as MAG Aerodrome Safeguarding's recommended maximum of 300cd/m2. It is therefore understood that the proposal will not harm public safety in and around the site.

Conclusion – given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety, pursuant to saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy and chapter 12 of 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 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: Approve

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

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 documents:

'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 7 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025.
'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 8 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025.
'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 9 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025.
'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 10 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025.
'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 11 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025.
'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 12 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025. 'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 13 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025.
'PLANNING DRAWING – PROPOSED SIGNAGE. 192767 (REV D). Page 14 of 15', stamped as received by the City Council as Local Planning Authority on the 13th May 2025.

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

3) The maximum luminance level of the advertisements hereby approved shall not exceed 250cd/m2.

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

Informatives

1) The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk.

2) The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk.

3) The applicant's attention is drawn to the procedures for crane and tall equipment notifications, please see: https://www.caa.co.uk/Commercial-industry/Airspace/Event-and-obstacle-notification/Crane-notification/

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Manchester Airport Safeguarding Officer

8 Cunningham Drive, Manchester, M22 5LT
4 Cunningham Drive, Manchester, M22 5LT
20 Cunningham Drive, Manchester, M22 5LT
18 Cunningham Drive, Manchester, M22 5LT
16 Cunningham Drive, Manchester, M22 5LT
14 Cunningham Drive, Manchester, M22 5LT
10 Cunningham Drive, Manchester, M22 5LT
Unit 3, Longstone Road, Manchester, M22 5LB
S And K CAR PARK MANAGEMENT LTD, Irvin Drive, Manchester, M22 5LS
Flat 2, 1 Longstone Road, Manchester, M22 5LB
Flat 1, 1 Longstone Road, Manchester, M22 5LB
Flat 8, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 5, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 3, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 12, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 10, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 135, 2 Sheen Gardens, Manchester, M22 5LF
Flat 134, 2 Sheen Gardens, Manchester, M22 5LF
Flat 133, 2 Sheen Gardens, Manchester, M22 5LF
Flat 132, 2 Sheen Gardens, Manchester, M22 5LF
Flat 131, 2 Sheen Gardens, Manchester, M22 5LF
Flat 130, 2 Sheen Gardens, Manchester, M22 5LF
Flat 129, 2 Sheen Gardens, Manchester, M22 5LF
Flat 128, 2 Sheen Gardens, Manchester, M22 5LF
Flat 127, 2 Sheen Gardens, Manchester, M22 5LF
Flat 126, 2 Sheen Gardens, Manchester, M22 5LF
Flat 125, 2 Sheen Gardens, Manchester, M22 5LF
Flat 124, 2 Sheen Gardens, Manchester, M22 5LF
Flat 123, 2 Sheen Gardens, Manchester, M22 5LF
Flat 122, 2 Sheen Gardens, Manchester, M22 5LF
Flat 121, 2 Sheen Gardens, Manchester, M22 5LF
Flat 120, 2 Sheen Gardens, Manchester, M22 5LF
Flat 119, 2 Sheen Gardens, Manchester, M22 5LF
Flat 136, 2 Sheen Gardens, Manchester, M22 5LF
2 Sheen Gardens, Manchester, M22 5LF
6 Cunningham Drive, Manchester, M22 5LT
2 Cunningham Drive, Manchester, M22 5LT
12 Cunningham Drive, Manchester, M22 5LT
Flat 11, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 9, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 7, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 6, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 4, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 2, Heald Green House, Irvin Drive, Manchester, M22 5LS
Flat 1, Heald Green House, Irvin Drive, Manchester, M22 5LS

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Airport Noise Index Zone - Noise and Nuisance Index - 60
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: SOUTH AREA