MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142509/AO/2025
Date registered valid:	30 April 2025
Proposal:	Installation of 2no internally illuminated fascia signs.
Address:	Unit 33, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Ward(s):	Cheetham Ward
Applicant:	SMR MCR Ltd
Agent (if any):	Haris Kasuji RR Planning Ltd
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Approve**
Date of recommendation:	**19 June 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 16 May 2025

Standard consultations:
Printed: 7 May 2025 Expired: 29 May 2025

Neighbour notifications
Printed: 7 May 2025 Expired: 29 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of site/area

Manchester Fort is a large out of centre shopping park located in the Cheetham Hill area. The shopping park is bounded by Cheetham Hill, the A6010, North St and Rayburn Way. The park consists of multiple commercial, and restaurant uses, with dozens of retailers using the site. As such the site is a major retail feature in the area, a destination for its multiple restaurants and a significant employer. The specific development is to be located on the West side of the retail park on a bank of smaller shops, a Dunkin Doughnuts (130858/AO/2021) was previously the occupant. The building is modern with elements of brick, steel, and cladding throughout.

Residential uses (Class C3) and two secondary schools (Class F.1) are within 500m of the site, just beyond the retail park boundary.



Image of existing site

Description of development

The development proposes the installation of two internally illuminated fascia signs, one elevated sign and one low-level. The signs are to be made with aluminium base with individually affixed acrylic and high-quality plastic to form the letters and black background. The signs will be in orange and black colours. Small kebab shaped manifestations are proposed on windows to comply with Building Safety Regulations.



Image of signage proposal.

Planning History

130858/AO/2021 - Installation of 2no internally illuminated fascia panels, together with vinyl graphics on windows to rear elevation. (Approved August 2021)

Consultations & Notification Responses

Publicity
The proposal has been advertised; letters have also been sent out to local businesses and residents. No representations have been received.

Highway Services – No objections. Proposal complies with headroom and carriageway clearance requirements. Licensing and traffic management informatives added.

Environmental Health – No objections. Illumination condition attached to protect amenity.

Policy

The policies relevant to the consideration of this application are:

Saved Unitary Development Plans

- DC14 Shop Fronts and Related Signs

Other Material Considerations

National Planning Policy Framework (2019)

Paragraph 141 states:

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.

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

Manchester City Council Shopfront and Signage Design Guide (2024)

Issues

Visual Amenity

Manchester Fort retail park does not have a signage strategy nor design guide, as such businesses all possess signage of varying styles, in line with their specific branding requirements. The German Doner Kebab sign would not be out of place within the existing character of Manchester Fort and rests on the existing signage positions. The sign faces into the retail park and therefore, is visible only to patrons of the Fort. The proposed elevated sign is in keeping with the scale of the building and the surrounding area. Individual letters are to be applied to an aluminium fascia panel, in keeping with policy DC14.5.

The materials selected are in tandem with those of the surrounding businesses and meet the recommendations of local planning policy. As such the proposal does not harm the visual amenity of the site or surrounding area. The proposal thereby meets DC14, National Planning Policy Framework Chapter 12 and the Manchester City Council Shopfront and Signage Design Guide (2024).

Public Safety and Access
The site is considered to be a successful retail park, pedestrian and vehicle movement is constant during operating hours. That said, the proposed development is not considered cause any public safety concerns. No comments have been received from Highways regarding this.

The site currently has level access, with bollards to prevent obstruction of the footpath. Three Blue Badge parking spaces sit in close proximity to the site.

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

Article 35 Declaration

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 drawings and documents:

Drawing (Existing & Proposed Shopfront): 480-P17.A (Received 24 March 2025)
Document: Design and Access Statement (Received 24 March 2025)
Document: The Fort Manchester Planning Booklet Issue 4 (Received 24 March 2025)

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

3) The signage shall be installed so to not exceed 300cd/m2 in illumination.

Reason – In the interest of amenity and to prevent glare and excessive illumination pursuant to policy DM1 of the Manchester Core Strategy (2012).

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) Lighting from illuminated signage shall be designed and installed so as to not exceed 300cd/m2.

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policy DC14.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Sakura Japanese Restaurant, 175 Cheetham Hill Road, Manchester, M8 8LG
Unit 35, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 34, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Ladbrokes, Unit 32, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
O2, Unit 31, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 30, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP

Appendix 2 – Planning constraints

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
Historic Landfill Site 250m Buffer -
Historic Landfill Site 250m Buffer -
Area Team Boundary - Name: CENTRAL