

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

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

Advertisement Consent

Applicant

Mr Phil Dixon Haymes
Pets at Home
Unit 3
Manchester Fort Shopping Park
Cheetham Hill Road
Manchester
M8 8EP

Agent (if used)

Mrs Debb Smith
Image Technique Ltd
Saxon Business Park
Stoke Prior
Bromsgrove
B60 4AD

Part 1 – Particulars of the application

Proposal: Retention of 1no. illuminated fascia sign, 1no. internally illuminated projection sign and externally applied vinyls.

Location: Unit 3, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP

Date of application: 14 February 2025

Application number: 142018/AO/2025

Part 2 – Particulars of decision (a)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

The retention of the following is hereby approved:

- 1no. internally illuminated fascia sign
- 1no. internally illuminated projecting sign

has/have been **granted** consent in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

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 fascia sign and projecting sign hereby approved hereby approved shall be carried out in accordance with the following drawings and documents received by the City Council as Local Planning Authority on 29 January 2025:

- Location Plan

And received by the City Council as Local Planning Authority on 14 February 2025:

- Proposed External Signage Rev H

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 maximum luminance of the signage shall not exceed 300 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

Part 2 – Particulars of decision (b)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

The retention of the following is hereby refused:

- externally applied vinyl

has/have been **refused** consent in accordance with the application and plans submitted for the reason(s).

Reason(s) for decision

1) The externally applied vinyl, by virtue of their number, size, position, and appearance, do not respond positively to the architecture and appearance of the building, have created advertisement clutter, and have created a visually obtrusive and harmful feature by covering up glazing on the elevation, to the detriment of visual amenity of the surrounding area. The advertisements would therefore be contrary to the

Town and Country Planning (Control of Advertisements) Regulations 2007, saved policy DC14 of the Unitary Development Plan for the City of Manchester, policies DM1, EN1, and SP1 of the Manchester Core Strategy, and the National Planning Policy Framework (NPPF).

Informatives

There are no informative attached to this decision.

Date: 11 April 2025

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent 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.