MANCHESTER CITY COUNCIL

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

MANCHESTER CITY COUNCIL

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

Advertisement Consent

Applicant

Mr D Massey
Dunelm Soft Furnishings Ltd
Watermead Business Park
Syston
LE7 1AD

Agent (if used)

Mr Roger Harrison
Roger Harrison Architecture
30 Abbey Road
West Bridgford
NG2 5NF

Part 1 – Particulars of the application

Proposal: Installation of 5no internally illuminated fascia sign, 1no non-illuminated fascia sign and 2no non-illuminated hanging signs.

Location: Unit 2, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP

Date of application: 25 September 2024

Application number: 140983/AO/2024

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:

Approve the installation of the following:
- SIGN 1 - 1no internally illuminated fascia sign
- SIGN 3 - 1no non-illuminated fascia sign
- 2no. non-illuminated hanging signs.

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 development hereby approved shall be carried out in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority:

The Location Plan (Received 09/09/2024)
Elevations, Ref: 0115 (Received 25/09/2024)
Section A3, Ref: 2414-0117 (Received 25/09/2024)

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, and saved policy DC15.

3) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.
The signage will need to be selected and installed to ensure they do not exceed 300cd/m2

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policy DC15 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:

Refuse the installation of the following:
- SIGNS 2a, b, c & d - 4no. internally illuminated fascia signs

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

Reason(s) for decision

1) The installation of 4no. illuminated fascia signs (signs a, b, c & d) would have an unacceptable visual impact to the existing unit. The proposal would result in advertisement clutter on the building due to the quantity of signage in the shop frontage.

In addition, this would also be conflict with the signage approach for the other commercial frontages at the Fort. The fascia signs would therefore be contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1, CC9, and DM1 of the Manchester Core Strategy (2012), saved policy DC15 of the Unitary Development Plan for the City of Manchester (1995) and guidance within the National Planning Policy Framework.

Informatives

Detail should be sought from the applicant in relation to any proposed construction or fit-out arrangements, where there is an impact on the highway. The applicant is advised that any requirements for licensing, hoarding / scaffolding and any associated temporary traffic management arrangements, including Section 50, will need discussion and agreement with MCC Highways Network teams via Contact Manchester (Tel. 0161 234 5004) Email - highwaylicences@manchester.gov.uk and highwaynetworkmanagement@manchester.gov.uk

Date: 19 November 2024

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.