MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144541/AO/2025
Date registered valid:	17 November 2025
Proposal:	Installation of internally illuminated signage to four elevations and replacement signage to front entrance
Address:	477 Hyde Road, Manchester, M12 5FL
Ward(s):	Gorton & Abbey Hey Ward
Applicant:	Mr Oliver Fraser Fraser Capital Management Ltd
Agent (if any):	Mr Scott Smith GIA Ltd
Case officer:	Carl Glennon Tel: 0161 234 4530 Email: carl.glennon@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 22 December 2025 & 8 January 2026

Standard consultations:
Printed: 28 November 2025 Expired: 19 December 2025

Neighbour notifications
Printed: 28 November 2025 Expired: 19 December 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: No

Tree Preservation Order: No

Description of area

This application relates to an existing bingo hall. It is a two storey detached building that is elevated and separated from the adjacent highway by a sloping and landscaped embankment. The building presents elevations to Pottery Lane (west), Great Jones Street (north) and Hyde Road (south).The eastern elevation is presented to a large car parking area. The area is characterised by vehicular activity along Pottery Lane and Hyde Road. Commercial uses are located along the adjacent section of Hyde Road, including a hotel. A fire station is located to the north of the site. The remaining surrounding area predominantly comprises residential uses.

The building incorporates a pitched roofscape with projecting canopies and flat roof extension (incorporating signage) define the intersection of the western and southern elevations. The elevations comprise red/orange brick punctuated by light grey panels (set between rising brick columns) at first floor level. At ground floor level, projecting eaves are defined by blue fascia detailing. Projecting signage structures are located on the western and eastern elevation. Existing signage is located at first floor level on the northern elevation.


CLUB3000
Bingo












Bingo


Bingo



Fig.1 – Views of the application site

Description of advertisement signage

The proposed replacement signage would involve:

i. Main entrance (west / south elevation)

The primary signage would be attached to the canopy above the main entrance. It would respond to its pitched roof and have a maximum height of 2747 mm and width of 5798 mm. related lettering would have a maximum height of 714 mm.

Three secondary rectangular signs would be positioned below the main sign responding to the configuration of the ground floor extension. The central sign would have dimensions of 1800 mm (h) x 5690 (w). The perimeter of the signs would incorporate LED strip lighting.

ii. West and east elevations

The existing projecting structures would be removed and replaced with new signage positioned centrally at first floor level between brick columns. The signs would have dimensions of 3793 mm (h) x 9308 mm (w) with lettering heights of 714 mm and 722 mm.

iii. North elevation (towards Pottery Lane)

A replacement sign would be positioned at first floor level with dimensions of 3793 mm (h) x 4804 mm (w) with individual lettering of 645 mm and 648 mm.

All signage would be related to dark grey backgrounds. The displays would be static and internally illuminated to a maximum of 500 cd/m2.

Elevational alteration would be limited to the repainting of external eaves, canopies, frames and doors.

The application property is the subject of the following related planning application:

144540/FO/2025 - Installation of LED lighting to underside of fascia, and LED downlighters to soffit.

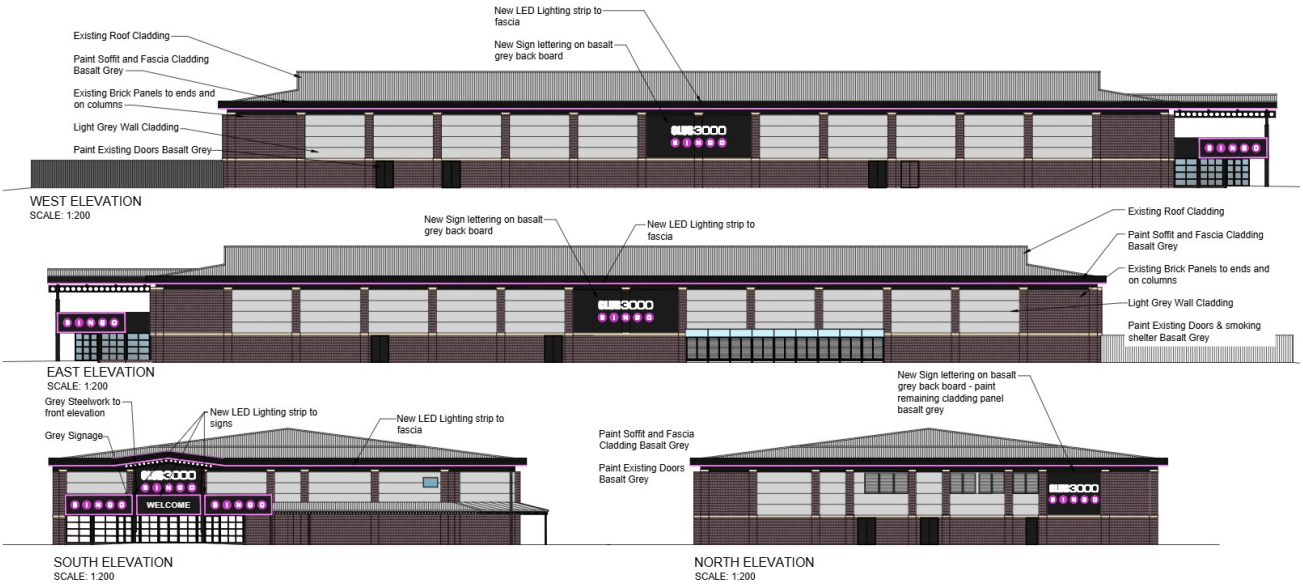


Fig.2- Proposed elevations

Site history

i. 099669/FO/2012/N2: Approved - 10.09.2012
Mecca Bingo Ltd , 477 Hyde Road, Gorton, Manchester, M12 5FL
Extension to existing smoking shelter, including the provision of gaming machines within the shelter and installation of 2 no. new door canopies

ii. 082315/FO/2007/N2: Approved - 24.05.2007
Mecca Bingo, Hyde Road, Gorton, Manchester, M12 5FL
Retrospective permission for the erection of freestanding smoking shelter

iii. 049051/AO/CENTL2/95: Approved - 19.01.1996
Mecca Social Club, Hyde Road/Birch Street, Ardwick.
Various illuminated name boxes and individual letter signs on 4no.elevations

iv. 050111/FO/CENTL2/96: Approved - 09.07.1996
Mecca Bingo and Social Club, Corner of Hyde Road/Pottery, Lane Relief Road, Gorton.
Construction of roll down louvre security shutters to existing building

v. 046602/FO/CENTL2/94: Approved - 01.02.1995
Land on north east corner of junction of Hyde Road and Intermediate Ring Road, West, Gorton.
Construction of proposed bingo club with associated car parking

vi. 044826/OO/CENTL2/93: Approved - 31.05.1994
Land at the N.E corner of junction of Hyde Road and Intermediate Ring Road, Gorton.
Erection of a bingo club with associated car parking

Consultations & Notification Responses

Local residents and businesses – No comments received

Highway Services – The following comments have been received:

i. There are no proposed changes to the current parking arrangements.
ii. The vehicular and pedestrian access points will remain as existing.

iii. Signage will not project over the adopted highway network and, therefore, a projection over license will not be required. The signs comply with headroom and carriageway clearance requirements. Signage luminance is static and confirmed as not exceeding 500cd/m2 which is acceptable to Highways.
iv. Detail should be sought from the applicant in relation to any proposed construction or fit-out arrangements, if there would be an impact on the highway.

Environmental Health – No comments received.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

(1) 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.

It is considered that the illuminated signage relates satisfactorily to the regulations.

National Planning Policy Framework Plan-making and national decision-making policies December 2025 - The above draft document is the subject of public consultation, which expires on 10 March 2026. Notwithstanding the above, this emerging guidance is material to consideration of the proposed development.
The Framework re-affirms that the planning system has the following objectives (paragraph 16):

a. An economic objective
b. A social objective –health, social and cultural well-being; and
c. An environmental objective.

Paragraph 17 states these objectives are not criteria against which every development proposal can or should be judged. Development plans and decisions should play an active role in guiding development towards sustainable solutions, but in doing so, should take local circumstances into account, to reflect the character, needs and opportunities of each area.
As well as setting out the procedural policies relating to plan making (including strategic planning and new local plans) and decision making, the draft NPPF sets out objectives, policies

for plan making and policies for decision making across key policy areas in a clearer and more rules-based way.

The following chapter is relevant to the proposed development:

Chapter 14.Achieving well-designed places

Policy DP3: Key principles for well-designed places – States that proposals respond to their context and create well-designed places. The following key principles are relevant to the assessment of the proposals:

- Context: The proposed design should respond to the history, character and features of the site and its setting, so that it integrates into and enhances its surroundings.
- Identity: create visually attractive, distinctive and characterful development to establish or maintain a strong sense of place and pride.

It is considered that the proposed signage would relate to the function the host building and relates appropriately to its context. The objectives of Chapter 14 would thereby be accorded with.

Reference is also made to Chapter 12 of the current NPPF, which was most recently revised on 12 December 2024

Chapter 12. Achieving well-designed places - States that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities'. It further states that: 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions'. With regard to advertisement signage Chapter 12 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'.

It is considered that the proposed signage would relate to the function the host building and relates appropriately to its context. The objectives of Chapter 12 and draft Chapter 14 and the would thereby be accorded with.

Planning Practice Guidance - On 6 March 2014, the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things:

i. Considerations affecting public safety - Sets out as series of circumstances where the display of advertisements may present danger to road users. In this case, required consideration has been given to the brightness of the proposed signage and its potential to distract road users;
ii. Considerations affecting amenity - Requires consideration of the harm caused by the proposal on the characteristics of the neighbourhood and any adverse impact of the architectural character of the host building.

Whilst the display of signage would have some effect on the streetscene any potential harm would be within the margins of acceptability. The arrangement of advertisement signage and associated signage would be appropriately related to the architectural composition of the building. The proposal would therefore be satisfactorily related to the associated PPG.

The Places for Everyone Plan - The Inspectors' Report on the examination of the Places for Everyone plan was published on 15 February 2024. The Inspectors' Report sets out and justifies their recommendations in relation to the plan, and they have concluded that all legal requirements have been met and that with the recommended main modifications set out in the appendix to their report, the Places for Everyone plan is 'sound'. The nine constituent local authorities will now consider the Inspectors' Report and the adoption of Places for Everyone. The first Council meetings to approve the plan will be Salford and Wigan (28 February). The plan was considered at the Full Council meeting in Manchester on 20 March 2024 and was subsequently approved on 21st March 2024. Given the stage the Plan has reached, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given full weight in the planning balance. The following policies are relevant and would not be accorded with for the reasons outline in this report:

i. Policy JP-P1 (Sustainable places) - The proposal would accord with the objective of respecting the character and identity of the host building and its locality.

ii. Policy JP-P6 (Health) - The proposal for the reasons outlined in this report, including related conditions, would not result in undue harm to the amenities of the locality.

iii. Policy JP-S1 (Sustainable development) – As stated the proposal would not unduly harm the character and appearance of the streetscene. It would also help to deliver social and economic benefits by aiding the sustained operation of the related business. Policy JP-S1 would therefore, be positively responded to.

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 (`the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.' The following policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the relevant principles relate to the extent to which the development:
a. Makes a positive contribution to neighbourhoods of choice including the creation of well designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment;
b. Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;
c. Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

The appearance and specification of the illuminated signage would not unduly affect the relationship of the building to the streetscene, including residential uses. The proposed signage would also aid the sustained operation of the development. Policy SP1 would thereby be accorded with.

Policy EN 1 Design Principles and Strategic Character Areas – Discusses the importance of that design to the character of the surrounding area. The proposed signage display would have some visual impact on the surrounding streetscene. However, the proposed signage would be appropriately related to the architectural characteristics of the existing building. The proposed arrangement and dispersal of signage would be proportionate and satisfactory. The proposed illumination levels would be managed by conditions. The proposed display of signage would thereby appropriately relate to policy EN1.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues:
a. Appropriate siting, layout, scale, form, massing, materials and detail;
b. Impact on the surrounding areas in terms of the design, scale and appearance with regard to the character of the surrounding area;
c. Effects on amenity;
d. Design for health.

For the reasons previously set out above, it is considered that the proposed signage would be satisfactorily related to policy DM1, as it would not unduly harm affect the character of the streetscene. Given the separation of the site from neighbouring housing, it is not considered that the proposal would cause significant harm to residential amenity. Policy DM1 would thereby be appropriately accorded with.

Unitary Development Plan saved policies - The following saved policies of the UDP are considered to be relevant:

Policy E3.3 (Upgrade the appearance of radial and orbital routes) - This policy (E3.3) is relevant given the views of the site from Pottery Lane and Hyde Road, which are major radial routes to and from the City Centre. It is considered that the new signage would not adversely affect the streetscape along Pottery Lane and Hyde Road. The display area of signage would reflect the existing characteristics of the building. Policy E3.3 would thereby be accorded with.

Policy DC14 - Shopfronts and related signs

Policy DC14.1 - States that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shop fronts, where appropriate, and of the area within which the premises are located. Policy DC14.1 has been related to the relationship of the signage to the existing building and the context of the site and considered to be appropriate.

Policy DC14.5 - States that the advertisement regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,
a. Signs should not normally be positioned other than at fascia level;
b. Signs should respect the architectural form of buildings and shop frontages;

B. In the interests of public safety,

h. Any sign which is detrimental to the safety of pedestrians or motorists will be refused.

It is considered that the illuminated signage has an acceptable visual impact and thereby accords with policy DC14.1 with regard to amenity. The proposed display of signage would not present apparent public safety issues and its positioning would accord with policy DC14.5.

Principle – The proposed signage would facilitate the removal visually obtrusive signage structures. The replacement signage would improve the appearance of the building as its positioning would relate appropriately to the architectural configuration of the host building. The proposed signage would also aid the on-going operation of the established business. The principle of the proposal would therefore be acceptable.

Height and positioning - All of the proposed signs would achieve appropriate clearance above ground level. The proposed signage above ground floor would be related to the configuration of the existing building. A proportionate number of signs would be installed allowing the defining characteristics of the host building to be maintained.

Highways Issues - No objections have been received from Highway Services as no public safety issues would arise. Any light spill from the signage would be contained within the site and would not unduly impact upon neighbouring houses and/or the adjacent street. In response to the comments of Highways concerning the implementation of related works, it is considered that these works can be implemented within the site boundaries. Informatives have been included regarding permission requirements for works affecting the highways during the signage installation period.

Illumination levels - A condition has been included to ensure that no illumination exceeds the proposed maximum of 500 cd/m2, which has been confirm as acceptable by Highways. In these circumstances, the proposed illumination levels would not be unduly harmful to residential amenity or the operation of the highway.

Design – The proposed signage would be coherently related to and arranged within the existing elevations. The proposes design of the signage would be relatively simple. It would emphasise the illuminated display in darkness and reduced light without compromising the architectural character of the host building. The concentration of signage around the main entrance would be appropriate as it relates to elevations presented toward neighbouring commercial uses. The proposed design would be acceptable.

Residential amenity – As discussed, the proposed levels of illumination would be within recommended guidelines thereby reducing potential harm to residential amenity.

Conclusion - It is considered that the proposed signage would be proportionate. It has been appropriately related to the existing building and maintains its relationship to the streetscene. The proposed signage, subject to the conditioned illumination controls, would not unduly harm the amenities of the area. The advertisement signage would appropriately and satisfactorily relate to policies SP1, EN1 and DM1 of the Core Strategy for the City of Manchester, saved UDP policies DC14.1, DC14.5 and 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

Article 35 Declaration

N/A

Condition(s) to be attached to decision for approval

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 the City Council as local planning authority on 17 November 2025:

Application forms for the display of advertisements
Location plan Ref: 2924-01/100
Proposed site layout Ref: 2924-02/102
Proposed elevations Ref: 2924-02/104 (excluding photo-montage)
Signage details [proposed] Ref: 2024-02/105

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 for the City of Manchester.

3. The illumination of the advertising signage shall not exceed 500 cd/m2 as specified on the submitted application forms for the display of advertisements.

Reason - In the interests of the visual amenities of the area pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and saved policies E3.3 and DC14 of the Unitary Development Plan.

Informative

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

51 Lawnswood Road, Manchester, M12 5UA
49 Lawnswood Road, Manchester, M12 5UA
47 Lawnswood Road, Manchester, M12 5UA
45 Lawnswood Road, Manchester, M12 5UA
43 Lawnswood Road, Manchester, M12 5UA
41 Lawnswood Road, Manchester, M12 5UA
39 Lawnswood Road, Manchester, M12 5UA
48 Lawnswood Road, Manchester, M12 5UB
36 Abbotsbury Close, Manchester, M12 5EQ
40 Abbotsbury Close, Manchester, M12 5EQ
50 Lawnswood Road, Manchester, M12 5UB
521 - 523 Hyde Road, Manchester, M12 5FL
Imperial Inn, 9 Birch Street, Manchester, M12 5NT
23 Abbotsbury Close, Manchester, M12 5EQ
21 Abbotsbury Close, Manchester, M12 5EQ
Flat At, Travellers Call, 521 - 523 Hyde Road, Manchester, M12 5FL
42 Lawnswood Road, Manchester, M12 5UB
40 Lawnswood Road, Manchester, M12 5UB
38 Lawnswood Road, Manchester, M12 5UB
36 Lawnswood Road, Manchester, M12 5UB
44 Lawnswood Road, Manchester, M12 5UB
46 Lawnswood Road, Manchester, M12 5UB

British Car Auction Manchester, 390 Hyde Road, Manchester, M12 4BD
14 Radbourne Close, Manchester, M12 5EP
52 Lawnswood Road, Manchester, M12 5UB
Flat At, Imperial Inn, 9 Birch Street, Manchester, M12 5HF
8 Stonehurst Close, Manchester, M12 5HR
9 Grendon Walk, Manchester, M12 5HF
3 Grendon Walk, Manchester, M12 5HF
19 Abbotsbury Close, Manchester, M12 5EQ
12 Radbourne Close, Manchester, M12 5EP
10 Radbourne Close, Manchester, M12 5EP
54 Lawnswood Road, Manchester, M12 5UB
Gorton Fire Station, 2 Feltham Street, Manchester, M12 1ZZ
56 Lawnswood Road, Manchester, M12 5UB
58 Lawnswood Road, Manchester, M12 5UB
60 Lawnswood Road, Manchester, M12 5UB
62 Lawnswood Road, Manchester, M12 5UB
64 Lawnswood Road, Manchester, M12 5UB
545 Hyde Road, Manchester, M12 5NQ
541 - 543 Hyde Road, Manchester, M12 5NQ
7 Grendon Walk, Manchester, M12 5HF
5 Grendon Walk, Manchester, M12 5HF
1 Grendon Walk, Manchester, M12 5HF
527 - 529 Hyde Road, Manchester, M12 5FL
519 Hyde Road, Manchester, M12 5FL
6 Stonehurst Close, Manchester, M12 5HR
4 Stonehurst Close, Manchester, M12 5HR
40 Birch Street, Manchester, M12 5NT
38 Birch Street, Manchester, M12 5NT
48 Birch Street, Manchester, M12 5NT
46 Birch Street, Manchester, M12 5NT
44 Birch Street, Manchester, M12 5NT
42 Birch Street, Manchester, M12 5NT
2 Stonehurst Close, Manchester, M12 5HR
38 Abbotsbury Close, Manchester, M12 5EQ

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
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: NORTH AREA