

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144404/AO/2025
Date registered valid: 31 October 2025
Proposal: Installation of internally illuminated fascia sign to replace existing sign
Address: 111 Mauldeth Road, Manchester, M14 6SR
Ward(s): Withington Ward

Applicant: Mr Amid Salihi
Agent (if any): Mr Mohamed Muse, Muse Architects
Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 16 December 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 11 November 2025

Standard consultations: Printed: 12 November 2025 Expired: 3 December 2025

Neighbour notifications: Printed: 12 November 2025 Expired: 3 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: Not applicable

Tree Preservation Order: Not applicable

The application relates to a two-storey end-terraced property featuring cream-coloured paint with a grey slate hipped roof. The property features a mixture of timber and uPVC-framed windows, with a corner shopfront at ground floor level and fascia signage above. To the rear, the property features a two-storey outrigger and a single storey addition, whilst its rear yard space appears to have been historically subdivided into 2no. single storey commercial units.

The surrounding area is mixed in terms of its character with a variety of commercial premises evident on either side of Mauldeth Road (some with residential flats above) and terraced and semi-detached residential properties situated on the surrounding streets, including Weld Road, Meredith Street, and St George's Road.

The property is not listed, nor is it sited within a Conservation Area.



Aerial view of application site



Application site in May 2025



Application site in November 2025

Description of development

The applicant is seeking advertisement consent for the installation of an internally illuminated fascia sign to replace an existing sign.

The original scheme also sought advertisement consent for non-illuminated vinyl signs/stickers below the ground floor window openings of the property; however, these have since been omitted from the proposal following negotiations between the case officer and agent of the application.

Planning history

No recent history.

Consultations & Notification Responses

Local residents – no representations received.

MCC's Highway Services made the following comments in response to the proposal:

- Highways are satisfied the proposals will not have an unacceptable impact on the highways.
- The base of the illuminated fascia signage is 2.75 metres from the ground with a maximum projection of 0.22 metres. Highways have no concerns with the sign type or its location.
- The proposed luminance of the signs is noted as 300cd/m². This level of luminance is below the MCC recommended maximum of 600cd/m². The illumination is a static display.

MCC's Environmental Health Services initially requested that a condition be attached to any approval to control external lighting. However, as details of the advertisement's illumination type and intensity were already provided within the planning submission, this requirement was queried with the Environmental Health Officer. Following review, the Officer confirmed that the proposed illumination levels are acceptable, subject to them being maintained as specified during both daytime and nighttime hours.

Policies

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 indicates that:

3.—(1) A 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.

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 – Shopfront and related signs
- Policy DC15 – Advertisements, hoarding, 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

Places for Everyone - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

- Policy JP-P1: Sustainable Places

Draft National Planning Policy Framework (NPPF, 2025)

The Government has published a consultation draft of the NPPF, intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making. While this draft is not yet adopted, it is a material consideration.

- Chapter 14 – Achieving Well-Designed Places
 - Policy DP3: Key principles for well-designed places



Issues

Principle – the principle of installing replacement signage to the exterior of an existing building, including an internally illuminated fascia 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 of an existing fascia sign with an internally illuminated fascia sign located on the northwest and southwest elevations of the building above the shopfront. The fascia sign would measure to 0.7m in height, 4m in width (on each elevation), and 0.2m in depth, positioned 2.75m above ground level. The maximum height of any individual letters and symbols would be 45cm. The sign would be constructed of aluminium with white and green text against a black background with static internal illumination levels of 300cd/m².

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 on the building, 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 Mauldeth Road and Rink Street. The proposed signage 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, policies SP1 and DM1 of the Manchester Core Strategy, chapter 12 of the National Planning Policy Framework (2024), and policy JP-P1 of Places for Everyone.

Public safety – the proposed signage would be sited a reasonable distance away from the public highway. It would feature internal illumination with illuminance levels of 300cd/m², which accords with MCC's recommended maximum of 600cd/m² during non-daylight hours and inclement weather. It is therefore understood that the proposal will not harm public safety in and around the site.

Unauthorised vinyl sticker advertisements – unauthorised vinyl sticker advertisements on and below the building's ground floor windows were documented during the case officer's site visit. These unauthorised displays are not detailed within the amended proposal, nor would they be supported if advertisement consent were sought, due to their harmful impact on the character and appearance of the application property and the visual amenity of the surrounding area. The agent acting on behalf of the applicant was advised to arrange for the removal of these unauthorised displays.

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, chapter 12 of the National Planning Policy Framework (2024), and policy JP-P1 of Places for Everyone.

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 policies 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) Advert mandatory condition:

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) Specified plans:

The development hereby approved shall be carried out in accordance with the following drawings and documents:

'Proposed Floor Plan', numbered '111_A1.01 REV A', received by the City Council as Local Planning Authority on the 27th November 2025.

'Proposed Elevation', numbered '111_A1.02 REV B', received by the City Council as Local Planning Authority on the 27th November 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) Max luminance:

The maximum luminance level of the advertisements hereby approved shall not exceed 300cd/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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit 2 Rear Of 111, Mauldeth Road, Manchester, M14 6SR
113A Mauldeth Road, Manchester, M14 6SR
113 Mauldeth Road, Manchester, M14 6SR
Co Operative Retail Services Ltd, 105 - 109 Mauldeth Road, Manchester, M14 6SR
Unit 1 Rear Of 111, Mauldeth Road, Manchester, M14 6SR
124A Mauldeth Road, Manchester, M14 6SQ
122 Mauldeth Road, Manchester, M14 6SQ
116 Mauldeth Road, Manchester, M14 6SQ
Flat Above, 120 Mauldeth Road, Manchester, M14 6SQ
2 Meredith Street, Manchester, M14 6ST
116A Mauldeth Road, Manchester, M14 6SQ
124 Mauldeth Road, Manchester, M14 6SQ
120 Mauldeth Road, Manchester, M14 6SQ
118 Mauldeth Road, Manchester, M14 6SQ
114 Mauldeth Road, Manchester, M14 6SQ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Flood Zones Type 2 (low to medium risk) -
Flood Zone Plus Climate Change -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA