MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144006/AO/2025
Date registered valid:	25 September 2025
Proposal:	Installation of various illuminated and non-illuminated signage.
Address:	B&Q, Unit 1, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Ward(s):	Cheetham Ward
Applicant:	Fraser Jones B&Q
Agent (if any):	Mark Blanchard Designs Signage Solutions
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Approve**
Date of recommendation:	**17 November 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 28 October 2025

Standard consultations:
Printed: 3 October 2025 Expired: 24 October 2025

Neighbour notifications
Printed: 3 October 2025 Expired: 24 October 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:

Tree Preservation Order:

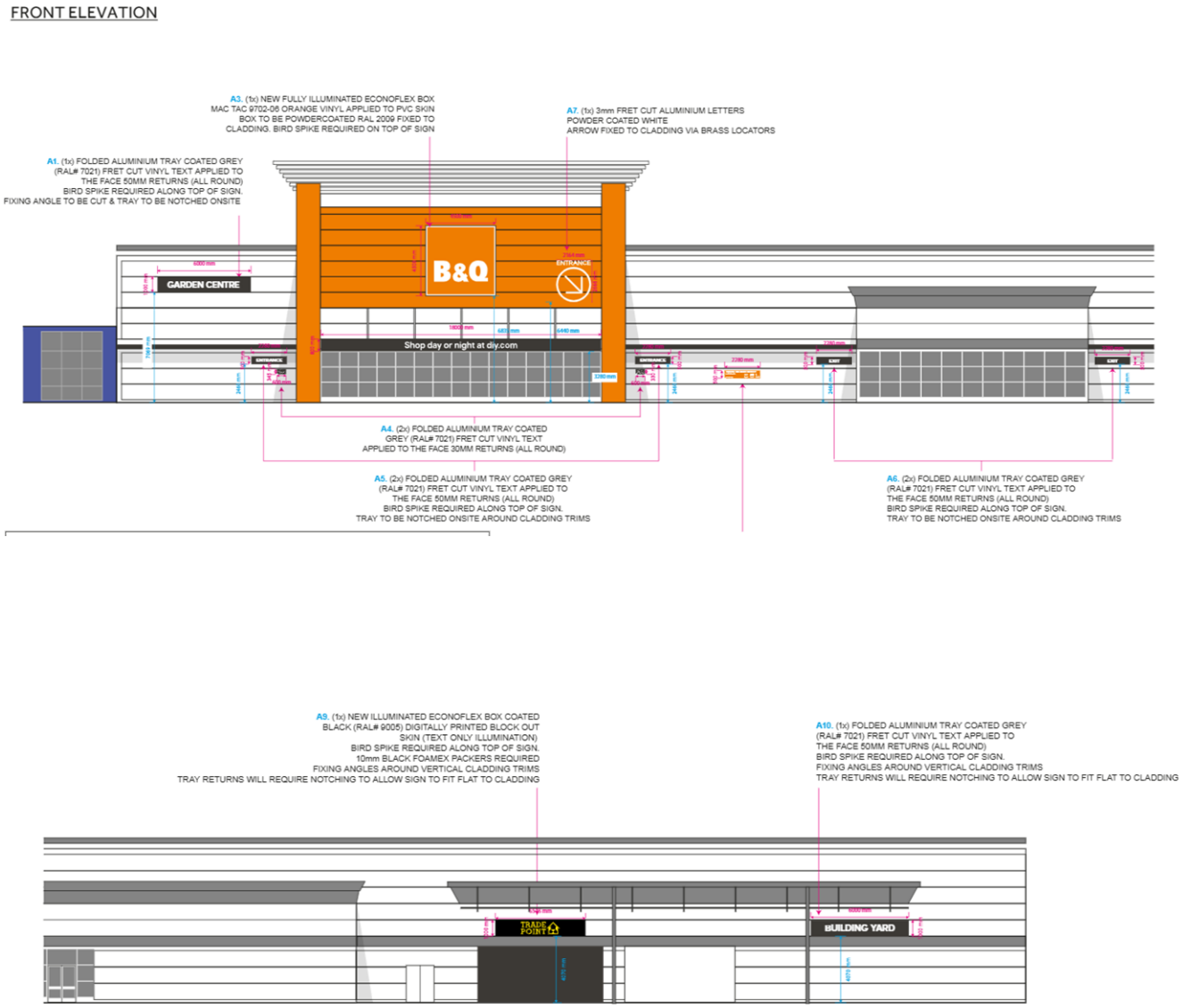
Description of area

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, retail uses and a significant employer.

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

Description of development

Advertisement consent is sought no.2 internally illuminated high-level signs at the front and rear. Consent is also sought for no.10 non-illuminated signs at the front elevation to denote access points including entrance and exits, the trolley pickup and Trade Point.



Consultations & Notification Responses

Highway Services – No objections. Signage will be sited on private land and there are no concerns of negative impact on adjacent highway users.

Environmental Health – No objections. Proposed illumination level of 200cd/m2 is considered acceptable.

Policy

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.

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy 2012 to 2027
SP1 Spatial Principles
DM1 Development Management

Saved Unitary Development Plan Policies
DC14 Shop Fronts and Related Signs

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework
Chapter 12 Achieving well-designed places

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.

Issues

As required by the Advertisement Regulations, matters of amenity and public safety require consideration:

Visual Amenity

Manchester Fort retail park does not have a signage strategy, as such business possess signage of varying styles reflecting with their specific branding requirements. The signage is currently in situ, the façade signage has visibility of signage from Cheetham Hill road, views from Rayburn Way and North Street are obscured by shops at the Southern edge of the retail park.

The character of the flex box signage takes precedence from other large retailers within the park including Pets at Home and Dunelm. The high-level signs measure 450mm by 450mm, the directional signs measure 2280mm by 500mm. These are considered to be commensurate in scale to the existing building. The proposed signage fits the character of the retail park and would not be considered to be out of place nor obtrusive in the street scene. Further the signage is does obscure or negatively impact the architectural details of the site or the wider area.

Though the quantum and materiality of signage would not be acceptable in other areas of the City Centre, the nature of the site, within a retail park allows for a more commercial signage proposal without a negative impact on surrounding amenity.

Given this these proposals are considered to be in accordance with the Shopfront and Signage Design Guide, policy DM1, SP1 and DC14.

Public Safety

There are no public safety concerns associated with this development.

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

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 maximum luminance of the signage shall not exceed 200 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.

3) 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 25 September 2025:

   Drawing (Drawing Pack): Front Elevation (P.1)
   Drawing (Drawing Pack): Front Elevation (P.2)
   Drawing (Drawing Pack): Rear Elevation (P.3)
   Drawing (Drawing Pack): Sections (P.4)

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Dutch Fish And Chips, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
We Buy Any Car, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Country Kitchen, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Jagged Edge Barbers Pod, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 12 And Unit 13, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Urban Kitchen, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Specsavers, Unit 9A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Trespass, Unit 9B, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 2, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 3, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 25, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Argos, Unit 7A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
H.SAMUEL, Unit 19, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 17, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 16, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 15, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Starbucks Coffee, Unit 14, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 11, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
T.K.maxx, Unit 9 To 10, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
NEW LOOK, Unit 8, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 6, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Argos, Unit 7, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
ASDA, Unit 4, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 24, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 22, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 23, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 21, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 33, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 37, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 36, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
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
Unit 29, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 28, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 26, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Nandos, Unit 38, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 17A, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Unit 18, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP

Claire's, Unit 20, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Management Suite, 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 50m Buffer -
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: CENTRAL