Our Ref: 26154/SH/TA/as
Your Ref: PP-14827575
Email: tarowobusoye@firstplan.co.uk

Broadwall House
21 Broadwall
London SE1 9PL

020 3096 7000
info@firstplan.co.uk
firstplan.co.uk

21 April 2026

Planning Department
Town Hall Extension
Mount Street
Manchester
M60 2LA

Dear Sir / Madam,

UNIT 35, MANCHESTER FORT SHOPPING PARK, CHEETHAM HILL ROAD, MANCHESTER M8 8EP – ADVERTISEMENT CONSENT APPLICATION

We have been instructed by our client Five Guys JV Ltd to submit the enclosed application online via the Planning Portal (ref: PP-14827575) for the display of advertisements at the above site. The requisite planning fee of £174 (along with the Planning Portal admin fee) has also been paid online via the Planning Portal.

In accordance with national and local validation requirements the following plans and documents are submitted in support of this application:

- Completed Advertisement Consent Application Form
- Site Location Plan
- Block Plan
- Existing Elevations (drawing nos. FIV410-P401.01 & FIV410-P401.02)
- Proposed Elevations (drawing nos. FIV410-P410.01 & FIV410-P410.02)
- Proposed Signage Pack (drawing no. 206244 (REV A)).

Site Description

The application site consists of an existing commercial unit, previously occupied by Pizza Hut. The unit is located within Manchester Fort Shopping Park (an out of centre shopping park) and is accessed via Cheetham Hill Road. To the west of the site lies Cheetham Hill Retail Park, with residential properties to the rear. Industrial uses are located to the south and the Eden Academy School behind the Shopping Park to the east.

The application site is a standalone restaurant unit, situated on the western boundary of the Shopping Park. Other uses in the Shopping Park include Nando's, Greggs, Marks and Spencer's and Subway, along with other retailers.

Relevant Planning History

There is an extensive planning history for the wider Manchester Fort Shopping Park. It is understood that the Shopping Park was granted permission in June 2000 under ref: 058157/MO/NORTH1/N1.

The application unit itself was granted permission in September 2004 (ref: 071779/FO/2004/N1) for the "erection of five retail units (93 sq. metres each) (Class A1/A3), and restaurant unit (296 sq. metres) (Class A3)".

In terms of signage, advertisement consent was approved in December 2016 (ref: 114394/AO/2016) for the display of 4no. internally illuminated fascia signs and 4 no. other internally illuminated signs for the last operator (Pizza Hut).

Application Proposals

Advertisement consent is sought for new signage at the application unit. Details of the proposed adverts are provided in the plans submitted with this application and are summarised as follows:

- 1no. 'FIVE GUYS' entrance sign
  - 375mm x 3097mm
  - White 3D lettering
  - Internally illuminated
- 1no. 'FIVE GUYS' high level sign
  - 1433mm x 6245mm
  - White 3D Lettering on red background
  - Internally illuminated
- 2no. 'FIVE GUYS' high level sign
  - 1455mm x 6826mm
  - White 3D Lettering on red background
  - Internally illuminated
- 1no. 'Poster' sign
  - 1095mm x 4184mm
  - Non-illuminated
- 2no. 'Poster' sign
  - 1095mm x 3100mm
  - Non-illuminated

Additional internal signage is also shown on the submitted drawings which benefit from deemed consent due to their positioning behind the glazing (Town and Country Planning (Control of Advertisements) (England) Regulations, Schedule 3, Class 12, and Schedule 1, Class I). With Schedule 1 and Schedule 3 combined, no internal advertisements require express consent. Therefore, these advertisements are shown on the drawings for completeness only

Relevant Planning Policy

The statutory Development Plan in Manchester comprises the Places for Everyone Joint Development Plan 2022 to 2039 (2024), Manchester Core Strategy and Proposals Map (2012), and Extant Unitary Development Plan (UDP) (1995, saved 2012). The National Planning Policy Framework (NPPF) (2024) and Local Supplementary Planning Documents and Guidance such as the Guide to Development in Manchester SPD (2007) and Shopfront and Signage Design Guide (2024) are also material considerations.

National Planning Policy Framework (2024)

The NPPF provides the overarching planning policy guidance for development across England.

Chapter 12 of the NPPF focuses on the creation of high quality and well-designed places. Regarding advertisements, 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".

Manchester Core Strategy Development Plan Document (2012)

Policy EN1 highlights that all development will be expected to follow the seven principles of urban design as identified in national planning guidance. Opportunities for good design to enhance the overall image of the city should be fully realised in developments.

Policy DM1 states that all development should have regard for appropriate siting, layout, scale, form, massing, materials and detail and be appropriate to the appearance and character of the surrounding area.

Extant Unitary Development Plan

The Core Strategy replaced the UDP, but some policies remain and are relevant to this proposal.

Policy DC14.1 (Shopfronts and related signs) 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 shopfronts, where appropriate, and of the area within which the premises are located.

Policy DC15.2 (Advertisements, hoardings, and posters) In assessing the interests of amenity and safety the Council will take account of the following criteria: *a*. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use; *b*. they should be in scale with the locality and relate properly to the site on which they stand; *c*. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value; *d.* a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Shopfront and Signage Design Guide (2024)

This provides guidance on the principles and standards of shopfront and signage design throughout the City in order to promote positive change in the context of its urban environment. It outlines that signage should integrate well to the building and streetscene and should not dominate the façade, but relate well to its overall scale, character and composition.

Planning Considerations and Conclusions

The main considerations in the assessment of this application are the design and appearance of the proposed signage, and its impact on visual amenity and highway safety, having regard to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The site is located within Manchester Fort Shopping Park, which is characterised by a range of commercial units, each displaying their own distinct branding and signage. In this context, the principle of commercial signage is well established and forms part of the overall character of the area.

The proposed signage would replace that of the previous occupier. It is noted that the number, size, siting, and level of illumination would be broadly comparable to the existing signage and that found on neighbouring units within the shopping park. As such, the proposals would not appear excessive or out of keeping within this established commercial environment.

The design of the signage has been considered in relation to the host building and the wider setting. It is considered to be appropriately scaled and positioned, resulting in a clear and uncluttered appearance. The signage would also provide effective identification for the unit, which is a reasonable requirement for a commercial premises.

The proposed signage reflects the standard branding of the incoming occupier, Five Guys, and is consistent with signage seen at similar premises elsewhere. This is considered acceptable within the context of the shopping park.

In terms of amenity, it is not considered that the proposals would result in any harmful impact on neighbouring occupiers. The signage would be located in the same positions as the existing signage and would incorporate only limited, static illumination. As such, there would be no adverse impact on visual amenity.

With regard to highway and pedestrian safety, the scale, siting, and illumination of the signage are not considered to give rise to distraction or hazard. The proposals are therefore acceptable in this respect.

Overall, the proposed development is considered to comply with the National Planning Policy Framework and relevant policies of the Manchester Unitary Development Plan, including Policies DC14.1 and DC15.2.

The proposals reflect the host building's context and wider commercial setting and are considered to be entirely appropriate in the commercial area. It is considered that the proposals would not have any impact on the amenity of the area or public safety. The proposals are therefore considered to be appropriate and comply with all relevant policies.

We trust you have sufficient information to validate and positively determine the application. However, should you require anything further in the meantime, please do not hesitate to contact me.

Yours faithfully,



TITO AROWOBUSOYE
Senior Associate

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