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.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- 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

Part 1 – Particulars of the application

Proposal:

Internally illuminated fascia and projecting sign.

Location:

581-585 Wilbraham Road Manchester M21 9AF

Application reference:

PLA-2026-000105

Applicant:

AAA23 Ltd AAA23 Ltd

Date of application:

24 April 2026

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part are **grantd** 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 documents:

- Drawing – Proposed Projecting sign elevations – Received 27 April 2026

- Drawing – Proposed Shopfront elevations – Received 29 June 2026

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC1 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

Informatives

Highways - Temporary Licences

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

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

Informatives

Highways - Projection over license

The projecting sign will extend over the adopted highway, it will therefore require a projection over license to be funded at the applicant's expense. Inforamtion is available at the following link:
https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway

Date: 15 July 2026

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/appeal-decision-consent-display-advertisement. 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.