MANCHESTER CITY COUNCIL

# Planning

# Delegated Officer Report

## Summary of application details

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| **Application reference:** | PLA-2026-000406 |
| **Application type:** | Consent to display an advertisement |
| **Proposal:** | Advertisement Consent for 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign |
| **Site address:** | 539A WILBRAHAM ROAD, MANCHESTER, M21 0UE |
| **Ward(s):** | Chorlton Park |
| **Date application valid:** | 27 April 2026 |
| **Applicant name:** | Mr Christos Kasaras |
| **Agent (if any):** | Mr Ahmed Choudhry |
| **Case officer:** | Holly Wright |
| **Recommendation:** | Approve |
| **Date of recommendation:** | 17 June 2026 |

## Description of site, building and/or area

The application relates to a two-storey end-terraced building of redbrick with a grey slate dual-pitch roof. Along its principal elevation, fronting Wilbraham Road, the property has been painted mint green and features a shopfront at ground-floor level with white uPVC-framed windows at first-floor level and a projecting sign situated below the eaves. Along its side and rear elevations, the property features a number of blocked up windows. To the rear, the property features a very small external yard with no boundary treatment.

The submitted application form indicates that the property was formerly in use as a Barbers.

This stretch of Wilbraham Road is located within Chorlton District Centre, featuring a strong commercial precedent with an abundance of bars, shops, and restaurants evident in the surrounding area. The application site itself is bounded by Wilbraham Road to the north, an adjacent commercial unit to the east, and residential properties to the southwest.

The property is not listed, nor is it sited within a conservation area.


Wilbraham Rd
A6010
Wilbraham Rd
ble Printing
Printing shop
The Persian Stop
Brunch
Chorlton Tap
Ramie's Beauty
Meysa lashe & beauty
Your Home Better
PG Accountan


CLOSE











## Description of development

The applicant is seeking advertisement consent for the installation of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.

## Consultation, notification and publicity responses

**Local residents** – no representations received.

**Chorlton Civic Society** objected to the proposal on the grounds of the adverse impact of an illuminated sign from 11am to 2am (at night) on residents and neighbours.

**MCC's Highways Services** made the following comments in response to the application:

• The proposed projecting signage is over a private forecourt area (not adopted).

• All submitted signage complies with headroom (Minimum 2.3 metres) above ground level and carriageway clearance requirements.

• All submitted signage is static and has a proposed luminance of 350 cd/m2. This is in line with the MCC and is acceptable to Highways.

• The location of the signs is not considered to generate any adverse impact for vehicles travelling along the surrounding roads.

**MCC's Environmental Health Services** made no objection to the application.

## Relevant 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

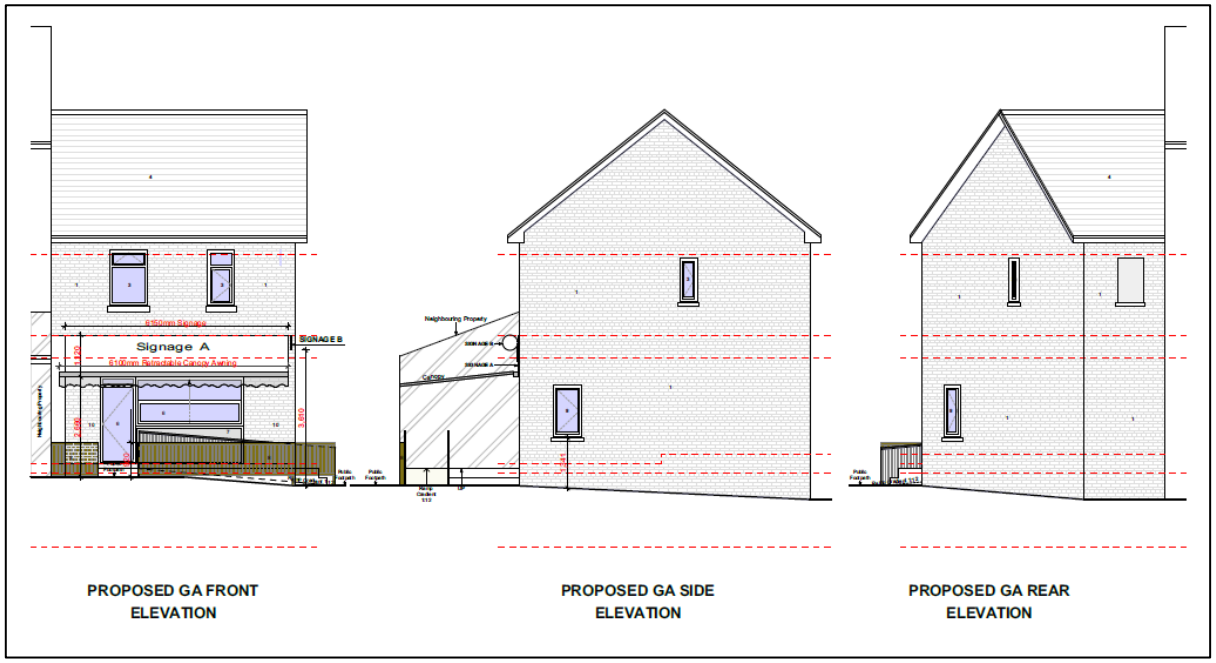
**Draft National Planning Policy Framework (NPPF, 2025)**

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

## Assessment




**Submitted proposed elevations**

**Principle** – the principle of installing 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign on the exterior of an existing commercial premises 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 installation of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign on the northern elevation of the building above the shopfront together with the removal of the existing high-level projecting sign located below the property's eaves.

The submitted proposed plans indicate that the fascia sign would measure to 1.12m in height, 6.15m in width, and 0.06m in depth, positioned 2.66m above ground level. The maximum height of any individual letters and symbols would be 0.5cm (as detailed on the submitted application form). The sign would be constructed of acrylic with cut lettering in white on a light grey background. It would feature backlit LEDs with static internal illumination levels of 350cd/m2.

The submitted proposed plans indicate that the projecting sign would measure to 0.4m in height, 0.4m in width, and 0.1m in depth, positioned 3.61m above ground level. The maximum height of any individual letters and symbols would be 30cm (as detailed on the submitted application form). The sign would be constructed of acrylic with cut lettering in white on a light grey background. It would feature static internal illumination levels of 350cd/m2.

Considering the characteristics of the signage, combined with its relevance to the site (as an existing commercial premises) and the fact that it would be replacing and removing existing signage present at the site, the proposal is not considered to harm the visual amenity of the area as the signage is relatively standard in terms of its design and scale, is in an acceptable position in regard to its distance and relationship with Wilbraham Road, and would reduce the visual clutter associated with the building through the removal of the existing high-level projecting sign. The proposed signage is therefore considered to 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 and policies SP1 and DM1 of the Manchester Core Strategy, policy JP-P1 of Places for Everyone, chapter 12 of the NPPF (2024) and chapter 14 of the draft NPPF (2025).

**Public safety** – the proposed signage would be sited a reasonable distance away from the public highway (approximately 3.165m). It would feature static internal illumination with illuminance levels of 350cd/m2, which is below 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. Further to this, MCC's Highways Services and Environmental Health Services raised no concerns in relation to the proposal.

**Residential amenity** – it is acknowledged that concerns were received regarding the potential impact of late-night illumination upon neighbouring residents. However, it should be noted that the assessment of advertisement consent relates primarily to amenity in terms of visual impact.

Notwithstanding this, the proposed signage would have static internal illumination levels of 350cd/m2, which would not exceed MCC's recommended maximum of 600cd/m2 during non-daylight hours and inclement weather. Further to this, the signage would be modest in scale, positioned at fascia level, and oriented towards Wilbraham Road, set along an existing parade of commercial units. As such, it is unlikely to result in an unacceptable degree of glare or light intrusion to nearby residential properties.

In addition, a planning condition has been imposed restricting the operation of the illumination between the hours of 00:00 and 08:00. This will further minimise any potential disturbance to neighbouring occupiers during more sensitive night-time periods.

For these reasons, the proposal is not considered to result in undue harm to the residential amenity of the area.

**Scope of application** - for the avoidance of doubt, the application seeks consent solely for the display of the proposed fascia sign and projecting sign as shown on the submitted drawings. Whilst the plans indicate additional alterations to the property, including elevational changes, the installation of a raised platform and access ramp, and a retractable canopy, these elements do not form part of the current application and would require separate consideration under a full application for planning permission.

**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 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**

**Conditions 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 drawings and documents:

Proposed section drawings shown on the drawing titled ‘SIGNAGE SECTION’, numbered ’26-1447 (06) 001 REVISION PL1’, received by the City Council as Local Planning Authority on the 5th June 2026.

Proposed site plan shown on the drawing titled ‘EXISTING & PROPOSED GA SITE PLANS’, numbered ’26-1447 (01)001 REVISION PL2’, received by the City Council as Local Planning Authority on the 5th June 2026.

Proposed floor plans shown on the drawing titled ‘PROPOSED GA FLOOR PLANS’, numbered ’26-1447 (04)001 REVISION PL2’, received by the City Council as Local Planning Authority on the 5th June 2026.

Proposed elevations shown on the drawing titled ‘PROPOSED GA ELEVATIONS’, numbered ’26-1447 (05)001 REVISION PL2’, received by the City Council as Local Planning Authority on the 5th June 2026.

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) The maximum luminance level of the advertisements hereby approved shall not exceed 350cd/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.

4) The advertisements hereby permitted shall not be illuminated between the hours of 00:00 and 08:00 on any day.

Reason - In the interests of safeguarding the amenity of nearby residential occupiers, particularly in respect of light pollution and night-time disturbance, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

**Informatives:**

1) This consent relates solely to the display of the proposed fascia sign and projecting sign as detailed on the approved plans. It should be noted that this application does not grant permission for any other works shown on the submitted drawings. Any additional alterations to the property, including but not limited to elevational changes, the installation of a raised platform and access ramp, and the installation of a retractable canopy, would require separate consideration under a formal application for planning permission.

2) 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

3) 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