MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	PLA-2026-000045
Application type:	Consent to display an advertisement
Proposal:	Installation of 2no. internally illuminated fascia signs and 2no. internally illuminated high level signs.
Site address:	Unit 35, Manchester Fort Shopping Park, Cheetham Hill Road, Manchester, M8 8EP
Ward(s):	Cheetham
Date application valid:	29 May 2026
Applicant name:	n/a
Agent (if any):	Ms Tito Arowobusoye
Case officer:	Lea Joseph
Recommendation:	Approve
Date of recommendation:	21 July 2026

Description of site, building and area

The application relates to a free-standing unit at the southwestern side of the Manchester Fort Retail Park. The unit is distinctive for it's curved roof. The site is covered in a grey cladding and faces onto Cheetham Hill Road. When approaching the retail park from the north, via Queen's Road, the unit is one of the first structures within the retail park that can be seen.

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 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.

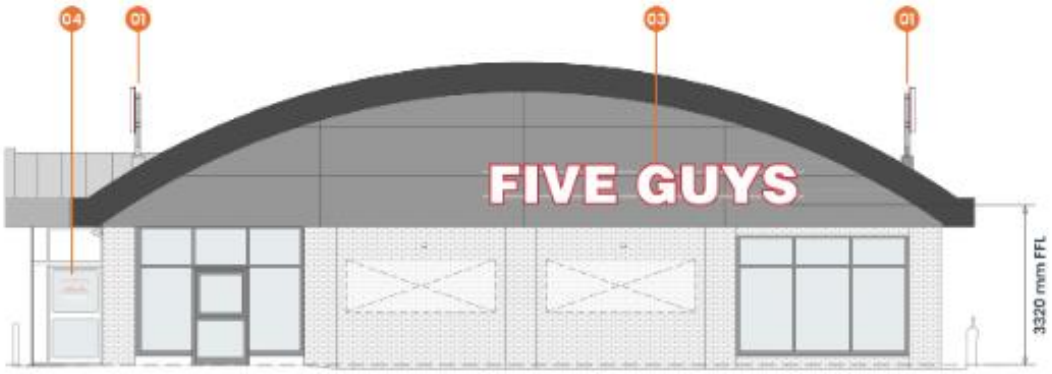




Description of development

Advertisement consent is sought for the installation of 3no. internally illuminated individual letter signs and 1no. internally illuminated above door sign.





North Facing Elevation
Scale 1:100

Relevant planning history

114394/AO/2016 | Display of 4 no. internally illuminated fascia signs and 4 no. other internally illuminated signs. (Approved December 2026)

Consultation, notification and publicity responses

Notifications and publicity
Letters were sent to surrounding businesses and neighbours, no representations have been received.

Highway Services – No objections. Requested condition for luminance level.
Environmental Health – No objections. Requested condition for luminance level.

Relevant policies

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 (2012-2027)

SP1 Spatial Principles

EN1 Design Principles and Strategic Character Areas

DM1 Development Management

Saved Unitary Development Plan (UDP) Policies
DC14 Shopfronts and Related Signs

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework
o Chapter 12 Achieving well-designed places

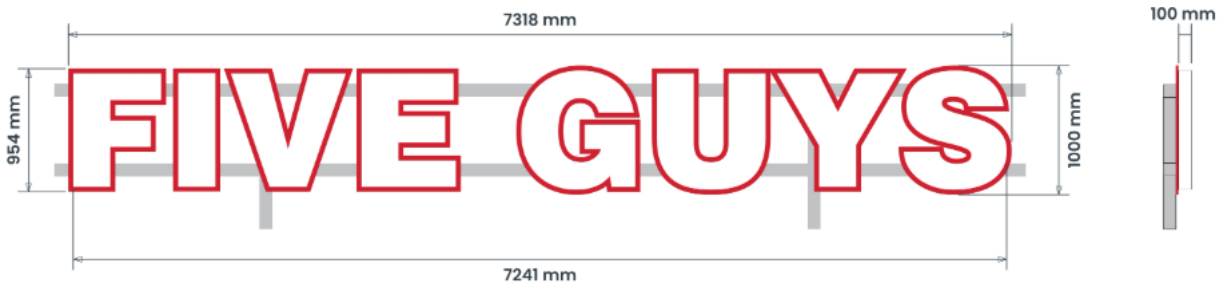
Paragraph 141 states:
The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Assessment

Visual Amenity

Policy EN1 requires that careful consideration is given to development impacting major orbital and radial routes within Manchester. Policy DM1 requires consideration of siting, scale, materials, appearance and details. Policy DC14 requires that signs respect the architectural character and form of buildings and shop frontages.

The 3no. signs proposed each face a different elevation. The use of individual letters is consistent with the requirements of the Shopfront and Signage Design Guide. The signs proposed would be sited on racks/bars, rather than the building directly, this would minimise the number of visible penetrations to the facades fabric in the event the signs are removed. Signage scale is considered to be commensurate to the wider building; individual letter signs would measure 7.3m in width by 1m in height which is considered to be commensurate in scale to the host building.



The siting would not negatively impact the building's architectural language or features. All individual letter signs would be made of stainless steel in white with red returns, as such the materials are considered to be high-quality. For these reasons the 3no. individual letter signs are considered to be acceptable pursuant to policies DM1, EN1, DC14 and the Shopfront and Signage Design Guide.

The proposed 'fascia' style sign to be sited above the entrance would consist of an aluminium panel with built up individual letters. While fascia panels are generally discouraged and considered to be a lower quality style of advertisement, the proposed advertisement makes use of an existing area on the structure-- the site was built for a small arched facia panel to be sited above the door. Thus, within the context of the retail park environment and in consideration of the building's context a sign at this location is considered acceptable.



The sign fits within the application site's existing design and while of a lower quality, it is considered acceptable within this context. The fascia sign is therefore acceptable pursuant to policy DC14, DM1 and the Shopfront and Signage Design Guide.

Public Safety

A condition would be attached to the decision to ensure illumination for all signage is a maximum of 300cd/m2. Given this, there are no further public safety concerns associated with the proposal.

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.

Conclusion

The proposed installation of signage is considered to be a generally positive contribution to the application site. The development would result in a reduction in the quantity of signage, reducing the visual clutter at this busy location. The use of stainless steel individual letters to be sited on a rack, is considered to be consistent with the requirements of policy DM1 and the provisions of the Shopfront and Signage Design Guide. The overall approach is considered to be in keeping with the character of the retail park and sensitive to the architectural character of the application site. Thus, the proposal is considered to be acceptable pursuant to Core Strategy policies DM1, SP1 and EN1; Saved Unitary Development Plan Policy DC14, the Town and Country Planning (Control of Advertisements) Regulations 2007, and National Planning Policy Framework Chapter 12.

Recommendation: **Approve**

Conditions attached to this decision

1) (a) 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.

(b) No advertisement shall be sited or displayed so as to:

i. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) 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.

(d) 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.

(e) 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:

Drawing: Location Plan (Received 27 April 2026)

Drawing Pack: 206244 Rev D. (Received 29 June 2026)

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.

3) Lighting from illuminated signage shall be designed and installed so as not to exceed 300cd/m2 in illumination.

Reason - In the interest of amenity and to prevent glare and excessive illumination pursuant to policy DM1 of the Manchester Core Strategy (2012).