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:

Installation of 4 x internally illuminated vertical, high level building signs, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting roundel.

Location:

Chicago Avenue Manchester M90 3AH

Application reference:

PLA-2026-000468

Applicant:

Ms Sarah Simpson

Date of application:

18 June 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 drawings and documents:

• Proposed drawings shown on the drawing titled ‘ADVERTISEMENT APPLICATION – SIGN LOCATIONS’, numbered ‘60978-002 01 REV B’, received by the City Council as Local Planning Authority on the 27 July 2026.

• Proposed drawings shown on the drawing titled ‘ADVERTISEMENT APPLICATION – ELEVATIONS’, numbered ‘60978-003 01 REV B’, received by the City Council as Local Planning Authority on the 27 July 2026.

• Proposed drawings shown on the drawing titled ‘ADVERTISEMENT APPLICATION – SIGN DETAILS’, numbered ‘60978-004 01 REV B’, received by the City Council as Local Planning Authority on the 27 July 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 300cd/m2.

Reason – To safeguard pedestrian, highway and airport safety and to protect the amenities of nearby occupiers from excessive light spill or glare, in accordance with Policies SP1 and DM1 of the Manchester Core Strategy.

Informatives

Airport safeguarding1

Given the location of this property relative to the airport, the applicant should be aware that the airport will take action against anyone found in contravention of the Air Navigation Order ("Order"). In particular in contravention of the following provisions under that Order:-

• Part 10: 240: A person must not recklessly or negligently act in a manner likely to endanger an aircraft, or any person in an aircraft

• Part 10: 241: A person must not recklessly or negligently cause or permit an aircraft to endanger any person or property.

The applicant's attention is also drawn to Civil Aviation Publication CAP393 – Air Navigation: The Order and the Regulations Part 28, Article 221 (i) which states that:

"A person shall not exhibit in the United Kingdom any light which:

(a) by reason of its glare is liable to endanger aircraft taking off or landing at an aerodrome;

(b) by reason of its liability to be mistaken for an aeronautical ground light is liable to endanger aircraft."

The Order grants the Civil Aviation Authority power to serve notice to extinguish or screen any such light which may endanger aircraft.

Airport safeguarding2

The applicant's attention is drawn to the procedures for crane and tall equipment notifications, please see: https://www.caa.co.uk/Commercial-industry/Airspace/Event-and-obstacle-notification/Crane-notification/

Date: 12 August 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.