MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	PLA-2026-000508
Application type:	Consent to display an advertisement
Proposal:	Installation of illuminated fascia signage.
Site address:	5A High Lane Manchester M21 9DJ
Ward(s):	Chorlton Park
Date application valid:	28 July 2026
Applicant name:	Dr Michael Best
Agent (if any):	Lee McGregor
Case officer:	Holly Wright
Recommendation:	Approve
Date of recommendation:	16 September 2026

Description of site, building and/or area

The application relates to the ground-floor commercial premises of No.5A High Lane, a three-storey building constructed of redbrick, cream render, and timber cladding with grey and white-framed windows and a flat roof, located in the Chorlton Park ward of Manchester. The property features a glazed shopfront with fascia signage above on its principal elevation, and a second-floor balcony to the rear.

The surrounding area is mixed in terms of its character, with residential properties evident to the north, east, and west of the site, and a concentration of commercial properties located along Barlow Moor Road to the south.

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


A5145
Cross Rd
High Ln
AMC carpets
Carpet Retail Shop
(Chorlton Central...
Temporarily closed
Zetland Rd
49
51
Cross Rd
DPP Law
Momo Shop
Nepalese
sonny. Barber
3
5
380A
485-487
Barlow M
Lux Lounge
9


NORTHERN LIGHT
DENTAL
CHORLTON
0161 535 02 02

Description of development

The applicant is seeking advertisement consent for the installation of illuminated fascia signage.

Consultation, notification and publicity responses

Local residents – no responses received.

Environmental Health made no objection to the application.

Highways Services made the following comments on the application:

- The proposed sign does not extend over the adopted highway, due to the area of un-adopted forecourt in front of the site. As such, a Projection over License will not be required.
- The proposed luminance of the sign is noted as 150 cd/m2 which is considered to be in line with the maximum stated by the Lighting Engineers with Institute of Lighting Professionals.
- A sufficient headroom clearance is noted and accepted by Highways.

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)—000468

(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.

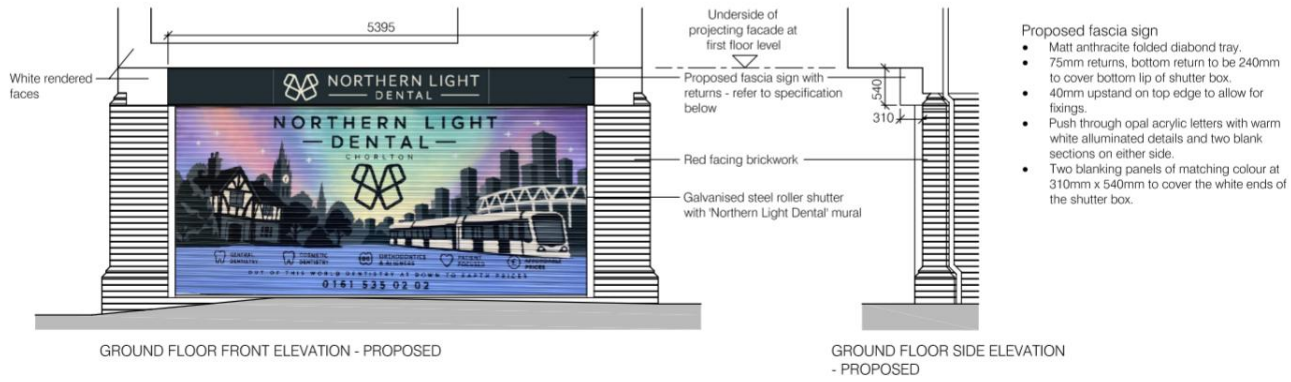
The following policies are considered relevant in the consideration of this application.

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

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

National Planning Policy Framework (NPPF, 2026)
- Chapter 14 – Achieving Well-Designed Places
- Policy DP3: Key principles for well-designed places



Submitted proposed elevations

Assessment

Principle – the principle of installing 1no. illuminated fascia sign 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 seeks advertisement consent for the display of one illuminated fascia sign on the principal elevation of the existing commercial premises.

The submitted plans indicate that the fascia sign would be mounted on the front elevation facing High Lane. The sign would measure approximately 0.54m in height, 5.9m in width (scaled from the submitted drawing, notwithstanding the annotation which incorrectly identifies the width as 5.395m) and 0.31m in depth. It would be positioned approximately 2.7m above ground level. The applicant has confirmed, via email correspondence dated 13 August 2026, that the maximum height of the individual letters and symbols would be 300mm.

The fascia sign would comprise a matt anthracite folded Dibond tray with 75mm returns. The lower return would measure 240mm in depth to conceal the underside of the existing shutter box, whilst a 40mm upstand would be incorporated along the upper edge to accommodate fixings. The sign would feature push-through opal acrylic lettering and symbols with warm white illumination. Two blank sections would be retained at either end of the fascia, together with matching anthracite-coloured blanking panels measuring 310mm by 540mm to screen the exposed white ends of the shutter box. It would feature static internal illumination levels of 150cd/m2 (as specified on the application form).

Considering the characteristics of the signage, combined with its relevance to the site (as a commercial premises) and surrounding area, 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 and is in an acceptable position in regard to its distance and relationship with the surrounding highway network. 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, and the requirements of the National Planning Policy Framework (2026).

Public safety – – the proposed signage would be sited a reasonable distance away from the public highway. It would feature internal illumination with illuminance levels of 150cd/m2, which accords with MCC's recommended maximum during non-daylight hours and inclement weather. It is therefore understood that that the proposal will not harm public safety in and around the site.

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, policy JP-P1 of Places for Everyone, and the requirements of the National Planning Policy Framework (2026).

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

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) Advert mandatory condition:

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) Specified plans:

The development hereby approved shall be carried out in accordance with the following drawings and documents:

Proposed drawings shown on document titled ‘Existing and Proposed Signage’, numbered ‘2615-PL02 A’, received by the City Council as Local Planning Authority on 19 August 2026. Signage information pack titled ‘SIGNAGE OVERVIEW’, received by the City Council as Local Planning Authority on 13 August 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) Max luminance:

The maximum luminance level of the advertisement hereby approved shall not exceed 150cd/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.

Informatives:

1) 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.

2) 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.