

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143796/AO/2025

Date registered valid: 1 September 2025

Proposal: Installation of various signage including 1 x non illuminated totem and 2 x illuminated totem signs and 4 x pole mounted flag signs

Address: Land Between Wall Way and Hyde Road, Manchester, M18 7WY

Ward(s): Gorton & Abbey Hey Ward

Applicant: IONITY GmbH

Agent (if any): Miss Victoria Whelan, BNP Paribas Real Estate

Case officer: Carl Glennon
Tel: 0161 234 4530
Email: carl.glennon@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 22 October 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2 October 2025

Standard consultations:

Printed: 2 September 2025

Expired: 23 September 2025

Neighbour notifications

Printed: 3 September 2025

Expired: 24 September 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The application site is located on land that is elevated from the north side of Hyde Road and separated by grassed embankment. The site is located between a McDonalds drive through restaurant (east) and a fitness centre (west). A hotel and Debdale Park are located to the north. The site, along with neighbouring uses, is accessed via Wall Way. The site hard surface on three sides with an open boundary to Wall Way. The site operates as an electric vehicle charging station following the implementation of planning permission Ref: 134546/FO/2022. The site comprises of hard surfacing with centrally positioned car parking spaces. Bays with free standing charging units are located to the east and west of the site. The site also accommodates a series of 6 metre high lighting columns and electrical sub-station and equipment cabinets.



Fig.1 – Views of the application site from Wall Way and Hyde Road

Description of development

The applicant has identified a site that includes the EV charging station and adjacent open land.

The proposed development involves:

- i. The siting of three, 6 metre high flag poles positioned 3 metres from the south-east boundary of the site. A fourth flag pole would be positioned on the north-east side of the site entrance. The flags have dimensions of 3000 mm (high) x 1000 mm (wide). The flag poles would have integrated uplighters.
- ii. A brand totem incorporating a 6 metre high pole topped with bird logo and rectangular name sign. It would be set back from the south-east boundary the site. The logo signage would have external illumination to a level of 150 cd/m².
- iii. Entrance welcome totem – A vertical rectangular unit with dimensions of 3000 mm (h) 1000 mm (w) x 220 mm (d). It would have dark blue colour treatment with white logo. The totem is non-illuminated.
- iv. Digital display totem – Would be centrally positioned within the EV charging station. It would display operational information to customers and would have maximum illumination of 150 cd/m². The slimline unit would have elevations 3000 mm (h) 901 mm (w) and a single centrally positioned digital display with dimensions of 1260 mm (h) x 733 mm (w).

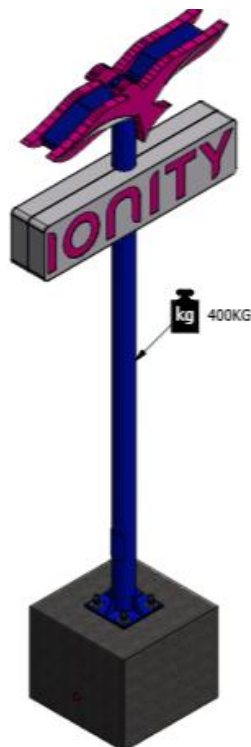


Fig.2 – Brand signage

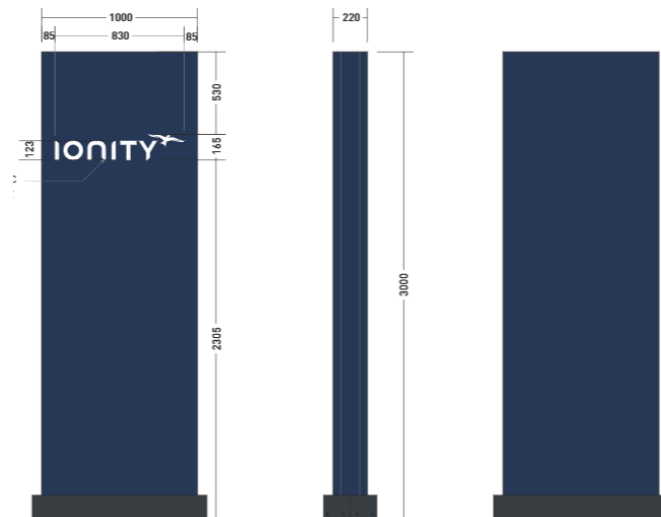


Fig.3 – Entrance totem



Fig. 4 – Digital display totem

Site history

i. 134546/FO/2022: Approved - 24.02.2023

Land Between Wall Way and Hyde Road, Manchester

Erection of electric vehicle charging station to include 12 electric vehicle charging posts, together with electrical infrastructure, sub-stations, lighting, HP cabinet/control unit/ DNO enclosure and associated works

ii. 125742/VO/2019: Approved - 06.02.2020

Former Railway Bridge and North Abutment and Retaining Walls, Hyde Road, Manchester, M18 7FB, City Council Development for the demolition of former railway bridge and north abutment and retaining walls, and the installation of a new single span steel truss bridge between the new abutments and the construction of a new retaining wall with associated landscaping works.

Consultations & Notification Responses

Local residents and businesses – No comments received.

Highway Services – The following comments have been received:

- i. As the proposed signs would not be located or project over the adopted highway network a projection over licence will not be required;
- ii. The proposed signage complies with headroom and carriageway clearance requirements;
- iii. All submitted signage is static and has a proposed luminance of 150cd/m² and accords with the Council's recommended maximum illuminance of 600cd/m²;
- iv. The positioning of the signage would not present issues for drivers travelling along the nearby roads;
- v. Any requirements for licensing for any work affecting the highway should be agreed with the Council as local highways authority.

Environmental Health – No objection.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (1) 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 advertisement display would accord with the above requirements subject to implementation in accordance with the attached conditions. The siting of the associated totem signage and flag poles would not present concerns regarding public safety.

National Planning Policy Framework (NPPF) - This Framework came into effect on 27th March 2012 and was amended most recently in December 2024. It represents key up to date national policy and is an important material consideration in determining the current application. The

document states that the 'purpose of the planning system is to contribute to the achievement of sustainable development. The document clarifies that the 'objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs' . The purpose of the planning system is to achieve sustainable development. The NPPF states that, to achieve this, the following three overarching objectives need to be pursued mutually:

- i. The economic role should contribute to sustainable development by building a strong, responsive and competitive economy that ensures sufficient and appropriate development and supports growth.
- ii. The social role is required to support communities by creating a high quality built environment with accessible local services to reflect the needs of the community.
- iii. The environmental role should protect and enhance the natural, built and historic environment.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. The following aspects of the Framework are relevant.

Section 12. Achieving well-designed places

States that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities' (paragraph 131). Regarding advertisement signage section 12 states: 'the quality and character of places can suffer when advertisements are poorly sited and designed (paragraph 141).It notes that 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' (paragraph 141).

The siting and orientation of the various signage structures would be satisfactorily related to the characteristics of the site and the streetscene. The objectives of section 12 would be accorded with.

Planning Practice Guidance - On 6 March 2014 the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things:

- i. Considerations affecting public safety;
- ii. Considerations affecting amenity;
- iii. Advertisements.

In this case, it is considered that the display of signage would not be detrimental to highway safety, including the operation of car parking areas within and outside the site. The signage would be appropriately related to a context characterised by high lighting columns and charging units and equipment cabinets within the site. The proposal would be appropriately related to the relevant PPG.

Places for Everyone (PfE) - Is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth and took effect and became part of the statutory development plan on 21 March 2024. The plan and its policies are now a material planning consideration in the determination of planning applications. The Plan specifically:

- i. Sets out how the nine boroughs should develop up until 2039;
- ii. Identifies the amount of new development that will come forward across the nine districts, in terms of housing, offices, and industry and warehousing, and the main areas in which this will be focused;
- iii. Supports the delivery of key infrastructure, such as transport and utilities;
- iv. Protects the important environmental assets across the city region allocates sites for employment and housing outside of the existing urban area;
- v. Defines a new Green Belt boundary for Greater Manchester.

The following policies are relevant and would be accorded with for the reasons outline in this report:

- i. Policy JP-P6 (Health)
- ii. Policy JP-S1 (Sustainable development).

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 ('the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning [and advertising] applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.' The following policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the following relevant principles relate to the proposal:

- Makes a positive contribution to neighbourhoods of choice including the creation of well-designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment.

The appearance and prominent of the proposed signage units and illuminated displays would not be harmful to the character of the streetscene, including the positioning of lighting columns and telecommunication masts. The proposed advertisements would not unduly impact on the amenity and well-being of nearby residents. Policy SP1 would thereby be accorded with.

Policy EN 1 Design Principles and Strategic Character Areas – The displayed signage would be suitably related to the site and neighbouring commercial uses. The open aspect of the site would be retained, and the setting of neighbouring parkland would not be unduly affected.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues:

- a. Appropriate siting, layout, scale, form, massing, materials and detail;
- b. Impact on the surrounding areas in terms of the design, scale and appearance with regard to the character of the surrounding area;
- c. Effects on amenity;

d. Design for health.

As stated, the siting and appearance of the signage display would be appropriately related to the above considerations of policy DM1.

Unitary Development Plan saved policies - The following saved policy DC15 has been related to the consideration of the advertisement consent application as it would be displayed within a free standing structure.

Policy DC15 - Advertisements, hoarding and posters

Policy DC15.1 – States that the advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests, in relation to this application:

- General location of the proposed development and the effect on visual amenity;
- Scope for advertisements to make a positive contribution to the locality;
- Design of the structures, and the relationship to their context;
- Effect of the proposal on permanent redevelopment of the land;
- Public safety resulting from the positioning of the design of the display;
- Ease with which the structure is capable of being satisfactorily maintained;
- Number of advertisements in the locality and their cumulative effect on visual amenity.

Policy DC15.2 – States that in assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. Developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. They should be in scale with the locality and relate properly to the site on which they stand;
- c. They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d. A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Policy DC15.3 – States that where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

The displayed signage does not present apparent public or highways safety issues. The siting of the signage in relation to the southern site boundary would have some impact but this would be viewed within the context of neighbouring light columns telecommunication masts and freestanding totem signage. On balance it is considered that the siting relationship of the proposals to the suite and its context would be satisfactory and appropriately related policies DC15.1, DC15.2 and DC15.3.

Principle of the displayed signage –The design and appearance of the proposed signage is reflective of the characteristics of the operation of the application site. With the exception of the entrance to Debdale Park, the setting of the site is commercial, and the proposal would not be unduly harmful to the visual amenities of the area. The principal of the advertisement display is therefore acceptable.

Siting – The arrangement of the proposed signage would maintain the open setting of the site when viewed from Wall Way thereby reducing its visual impact on the wider streetscene. The flag poles and brand totems have been arranged to provide satisfactory space between each structure. On balance, the siting of the advertising is considered to be acceptable.

Height of the advertisement structures – It is acknowledged that the 6 metre height of the proposed flag poles and brand totem would have an impact on the streetscene due to the elevated ground level within and adjoining the site. However, the structures that would be introduced and visible from Hyde Road would be related to a streetscene that incorporates high level lighting columns and two telecommunication masts. The neighbouring McDonalds restaurant also incorporates internally illuminated totem signage approved under Ref: 105781/AO/2014/N2. It has 7 metres high and is visible from Hyde Road. The impact to the height of the proposed structures would be significantly reduced in this context. The proposed flag pole within the site would be viewed in the context of a series of 6 metre high lighting columns and would thereby be suitably related to the surrounding context.

The proposed totem signage units would have a maximum height of 3000 mm. These units would be introduced to setting that incorporates 2580 mm high EV charging units. The additional height to the proposed units would not be significant in this context particularly as the siting of the units would allow the open setting of the site to be maintained.

Illumination – Notwithstanding the details of the application submission, it is apparent that the digital display totem would be internally illuminated. It is accepted that all other signage would include integrated external illumination. Conditions have been included to ensure that all illumination does not exceed 150 dc/m² thereby reflecting the detail of the submitted application. A separate condition has been included to ensure the appropriate future management of the images related to the digital display unit. On this basis, the proposed illumination would be acceptable.

Impact on the streetscene – In addition to the above comments, Highways have indicated that the proposals would not unduly harm the operation of the highway.

Conclusion – The proposed signage display and related units would be acceptable, in terms of siting, appearance and relationship to the surrounding context. It is not apparent that the display of advertisements would harm the amenities of the area.

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 policies 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

Article 35 Declaration

N/A

Condition(s) to be attached to decision for approval

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 display of advertisement signage hereby approved shall be carried out in accordance with the details of the following drawings received by the City Council as local planning authority on 21 August 2025 and referenced:

Application forms to display advertisements

Proposed site layout Ref: MANC EAST_001 /D/Rev A

Entrance Totem Ref:XC50600923 Ind.0

Brand Totem Ref: 11B 25159 A 05 00 0 PF

Totem 980 x 3040 with display 55 inch Ref: 206-001 900 Sheet 1

Totem 980 x 3040 with display 55 inch Ref: 206-001 900 Sheet 2

Photomontage detailing the appearance of flags and associated poles.

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 for the City of Manchester.

- 3) (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.
- (b) No individual advertisements shall be displayed for duration of less than 10 seconds.
- (c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
- (d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
- (e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
- (f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 150 cd/m² .

Reason - In the interests of pedestrian and highway safety and to safeguard the amenities of the area pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and saved policies DC15.1, DC15.2 and DC15.3 of the Unitary Development Plan.

4) Upon installation the authorised flag pole and Brand Totem advertisement signage shall be externally illuminated to levels not exceeding 150 cd/m² as stated on the advertisement consent forms received by the City Council as local planning authority on 21 August 2025. The approved illumination level shall not be exceeded at any time whilst the signage is in operation.

Reason - In the interests of the amenity of the area and highway safety pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester and Unitary Development Plan saved policies Dc15.1, DC15.2 and DC15.3.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Mcdonald's, 21 Wall Way, Manchester, M18 7WY
2A Thornwood Avenue, Manchester, M18 7HW
792 Hyde Road, Manchester, M18 7JD
PureGym, Wall Way, Manchester, M18 7LN
4 Woodland Avenue, Manchester, M18 7HF
794 Hyde Road, Manchester, M18 7JD
790 Hyde Road, Manchester, M18 7JD
Debdale Outdoor Centre, Debdale Park, 1073 Hyde Road, Manchester, M18 7LJ
Debdale Park, 1073 Hyde Road, Manchester, M18 7LJ
Trafalger Sea Cadets, Debdale Park, 1073 Hyde Road, Manchester, M18 7LJ
Flat Above, 780 Hyde Road, Manchester, M18 7JD
774 Hyde Road, Manchester, M18 7JD
802 Hyde Road, Manchester, M18 7JD
Ground Floor Flat, 798 Hyde Road, Manchester, M18 7JD
Holiday Inn Express, Hyde Road, Manchester, M18 7LJ
808 Hyde Road, Manchester, M18 7JD
800A Hyde Road, Manchester, M18 7JD
806 Hyde Road, Manchester, M18 7JD
First Floor Flat, 778 Hyde Road, Manchester, M18 7JD
Ground Floor Flat, 778 Hyde Road, Manchester, M18 7JD
Top Flat, 810 Hyde Road, Manchester, M18 7JD
774A Hyde Road, Manchester, M18 7JD
796A Hyde Road, Manchester, M18 7JD

778 Hyde Road, Manchester, M18 7JD
Flat At, Friendship Tavern, 786 - 788 Hyde Road, Manchester, M18 7JD
Pleasant Places, 804 Hyde Road, Manchester, M18 7JD
Flat Above, 802 Hyde Road, Manchester, M18 7JD
Top Flat, 798A Hyde Road, Manchester, M18 7JD
First Floor, 782 Hyde Road, Manchester, M18 7JD
Ground Floor, 782 Hyde Road, Manchester, M18 7JD
782 Hyde Road, Manchester, M18 7JD
Flat 3, 776 Hyde Road, Manchester, M18 7JD
Flat 2, 776 Hyde Road, Manchester, M18 7JD
Flat 1, 776 Hyde Road, Manchester, M18 7JD
Friendship Tavern, 786 - 788 Hyde Road, Manchester, M18 7JD
810 Hyde Road, Manchester, M18 7JD
796 Hyde Road, Manchester, M18 7JD
784 Hyde Road, Manchester, M18 7JD
776 Hyde Road, Manchester, M18 7JD
800 Hyde Road, Manchester, M18 7JD
Curry Pot, 780 Hyde Road, Manchester, M18 7JD
2A Friendship Avenue, Manchester, M18 7HH
2 Woodland Avenue, Manchester, M18 7HF

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Historic Landfill Site 50m Buffer -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH AREA