

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142641/AO/2025

Date registered valid: 7 May 2025

Proposal: Installation of non-illuminated individual letter sign on backing tray.

Address: Ancoats Mobility Hub, 21 Poland Street, Manchester, M4 6NE

Ward(s): Ancoats & Beswick Ward

Applicant: Mr Rob Binks Manchester City Council

Agent (if any):

Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: **Approve**

Date of recommendation: **19 June 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 13 May 2025

Standard consultations:

Printed: 15 May 2025 Expired: 6 June 2025

Neighbour notifications

Printed: 15 May 2025 Expired: 6 June 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: Ancoats Conservation Area 1989

Tree Preservation Order: Not applicable

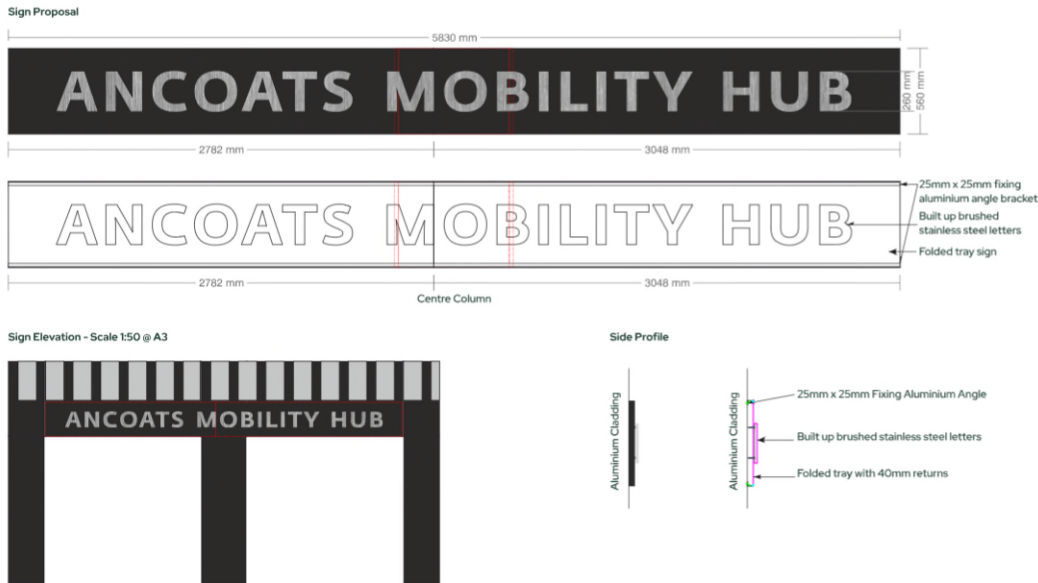
Description of area

The site is located in an area of Ancoats with mainly residential and industrial uses. Forming part of the Poland Street development, the site is shared with the recently completed Ancoats Green. Other uses include commercial, and hotel uses.

The Mobility Hub is the centre of the Poland Street development, providing essential infrastructure. The site sits to the West of a Oldham Road, a major arterial route, and is near to Great Ancoats Street, another major highway.

Description of development

The proposal is for a single non-illuminated sign, to be positioned above the main car entrance at the Mobility Hub. A black aluminium tray sign with affixed brushed stainless steel individual lettering is proposed.



Proposed signage

Planning History

35720/JO/2022 - Erection of an 8 storey building to form Mobility Hub including ground floor commercial unit (Use Class E(b)) (221 sqm), delivery hub, 150 cycle spaces and 408 car parking spaces with associated landscaping, access and other associated works following demolition of existing structures. (Approved June 2021).

Consultations & Notification Responses

Publicity

Letters have also been sent out to local businesses and residents. No representations have been received.

Highway Services – No objections. No proposed illumination and the signage will not project over a highway.

Environmental Health – No objections.

Policy

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy 2012 to 2027

- o DM1 Development Management

Saved Unitary Development Plan Policies

- o DC14 Shopfronts and Related Signs
- o DC18 Conservation Areas

Other Material Considerations

National Planning Policy Framework (2019)

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.

Shopfront and Signage Design Guide (2024)

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.

Ancoats and New Islington Neighbourhood Development Framework: Character Area 3 -- Poland Street Zone (2020)

Ancoats - Poland Street Zone Public Realm Strategy (2022)

Issues

Principle of Development

The proposed signage would enable the daily functioning of the Mobility Hub. The Poland Street Zone Public Realm Strategy set out that the Ancoats Mobility Hub should function as a 'catalyst' for public realm development within the area as centralised parking location for cars and bicycles. In this capacity it improves the street scene of the area by reducing on-street parking. The commercial ground floor space will service Hub users and act as supporting amenity infrastructure for Ancoats Green, which borders the site.

The signage enables wayfinding and connects and facilitates the ongoing regeneration of the Poland Street and wider Ancoats/New Islington Public Realm pursuant to the Ancoats - Poland Street Zone Public Realm Strategy (2022), Ancoats and New Islington Neighbourhood Development Framework: Character Area 3 -- Poland Street Zone (2020).

As required by the Advertisement Regulations, matters of amenity and public safety require consideration.

Design Issues: Visual Amenity and the Conservation Area

Policy DC15 sets out visual amenity considerations when assessing hoardings. Scale, content, materials, maintenance and public safety are of specific concern.

The proposal constitutes 'the minimum required' to identify the site, and as such is not obtrusive or garish within the street scene. The colours match those that are seen on the building, and the sign is considered to be commensurate in scale with the size of the wall it will be located on. Individual letters, which meet the requirements of the Shopfront and Signage Design Guide, are proposed.

Policy DC18 requires that potential harm to 'appearance or character' of a Conservation Area be considered in development proposals. The use of traditional materials provides that the proposal would not be harmful to the Conservation Area's character. In addition, the siting and scale of the signage means it is visible only in close proximity to the site, rather dominating the wider area with height or scale. The scale of the development is minimal, on balance, and as such further tests of harm are not considered to be necessary.

Public Safety

There is no proposed illumination, thus there is no public safety concerns to vehicles or pedestrians.

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

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

Drawing (West Elevation): (05)910-01 (Received 1 May 2025)

Drawing (Proposed Sections): (06)910-01 (Received 1 May 2025)

Drawing(Signage): AT/SK01/REV 'C' - 06-03-25 (Received 1 May 2025)

Reason - To ensure that the development is carried out in accordance with the approved plans.
Pursuant to policy DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit 7, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 3, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 2, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 1, City Court Trading Estate, Poland Street, Manchester, M4 6AL
City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 6, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 9, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Flat 30, 2 Poland Street, Manchester, M4 6BR
Flat 29, 2 Poland Street, Manchester, M4 6BR
Flat 28, 2 Poland Street, Manchester, M4 6BR
Flat 27, 2 Poland Street, Manchester, M4 6BR
Flat 26, 2 Poland Street, Manchester, M4 6BR
16 Portugal Street, Manchester, M4 6BT
Flat 25, 2 Poland Street, Manchester, M4 6BR
Flat 24, 2 Poland Street, Manchester, M4 6BR
Flat 23, 2 Poland Street, Manchester, M4 6BR
Flat 22, 2 Poland Street, Manchester, M4 6BR
Flat 21, 2 Poland Street, Manchester, M4 6BR
Flat 20, 2 Poland Street, Manchester, M4 6BR
Flat 19, 2 Poland Street, Manchester, M4 6BR
Flat 18, 2 Poland Street, Manchester, M4 6BR
Flat 17, 2 Poland Street, Manchester, M4 6BR
Flat 16, 2 Poland Street, Manchester, M4 6BR
Flat 15, 2 Poland Street, Manchester, M4 6BR
Flat 14, 2 Poland Street, Manchester, M4 6BR
Flat 13, 2 Poland Street, Manchester, M4 6BR
Flat 12, 2 Poland Street, Manchester, M4 6BR
Flat 11, 2 Poland Street, Manchester, M4 6BR
Flat 10, 2 Poland Street, Manchester, M4 6BR
Flat 9, 2 Poland Street, Manchester, M4 6BR
Flat 8, 2 Poland Street, Manchester, M4 6BR
Flat 7, 2 Poland Street, Manchester, M4 6BR
Flat 6, 2 Poland Street, Manchester, M4 6BR
Flat 5, 2 Poland Street, Manchester, M4 6BR
Flat 4, 2 Poland Street, Manchester, M4 6BR
Flat 3, 2 Poland Street, Manchester, M4 6BR
Flat 2, 2 Poland Street, Manchester, M4 6BR
Flat 1, 2 Poland Street, Manchester, M4 6BR
Unit 3, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 10, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 4, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Unit 5, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 5, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 1, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 7, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
B & S SIGNWAY LTD, Unit 2, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 1, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Unit 6, Crown Industrial Estate, Poland Street, Manchester, M4 6BN

Unit 4, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Units 8, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
Units 5 And 6, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 2, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 4A, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 4, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 3, 106 - 108 George Leigh Street, Manchester, M4 6BD
WHOLESALE BUDGET FLOORING, Unit 2A, 106 - 108 George Leigh Street, Manchester, M4 6BD
106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 11, Crown Industrial Estate, Poland Street, Manchester, M4 6BN

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
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
Conservation Area - Ancoats Conservation Area 1989
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL