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Brandon House, King Street
Knutsford, WA16 6DX
Tel: 01565 757500
Email: knutsford@walsingplan.co.uk
Web: www.walsinghamplanning.co.uk

Our Ref: HB/KN0036/23

9 April 2026

Manchester City Council
PO Box 532
Manchester
M60 2LA

Via the Planning Portal

Dear Sir/Madam,

Application for Advertisement Consent
17-21 Bengal Street, Manchester
Planning Portal Reference PP-14841655

We are instructed by our client, Joseph Holt, to submit this application for advertisement consent for signage on the premises formerly known as The Shamrock at 17-21 Bengal Street, Manchester.

Specifically, the application proposes:

'Erection of 1 no. externally illuminated hanging sign; 1 no. non illuminated painted gable sign; 2 no. externally illuminated individual letter fascia signs; 4 no. externally illuminated logo signs and 2 no. non illuminated amenity signs.'

The application has been submitted via the Planning Portal and along with the completed application form it comprises the following drawings

- Signage Drawing Pack 20251118 dated 10th March 2026
- Photographs of the building as existing

The application fee has been paid directly via the planning portal.

Introduction

This application seeks approval for the installation of new signage on the premises formerly known as The Shamrock following is redevelopment by Joseph Holt and its reopening under a new name (Spinners Rest).

Site

The premises is located on the east side of Bengal Street in the north of Ancoats in Manchester. It occupies a corner plot and is bounded by Silk Street to the north, George Leigh Street to the south, Bengal Street to the west and a large electricity sub-station to the east.

The site is an irregular shape and extends to an area of circa 403 sq. m. The pub itself occupies the northern half of the site and is predominantly two storeys in height. A single storey extension has recently been added to the south.

The premises is faced in a mix of brick, faience and render and has a hipped roof covered with slates. Existing Signage (prior to the redevelopment) comprises two large externally illuminated panel fascia signs (to Bengal Street and Silk Street); one externally illuminated hanging sign on Bengal Street and two amenity signs (one Bengal Street and one on the splayed corner of the building). In addition, five high level flag poles were installed on the Bengal elevation.

In terms of adjoining uses, to the north is One Silk Street which comprises a mix of residential accommodation and office / workspace; to the west is Victoria Square which comprises residential accommodation managed by the City Council; to the southwest is residential accommodation and to the south is the Old School House which comprises a mix of housing and office accommodation.

Planning History

The sites planning history with regards signage is listed below:

- Ref 026242 – *Two non-illuminated fascia name signs; illuminated doubled sided projecting pictorial sign at 1st floor; illuminated individual letter name sign; non illuminated amenity board and 3 illuminated coach lamps*. Approved.

- Ref 026606 – *Illuminated doubled sided projecting pictorial sign; 4 non-illuminated door plaques; illuminated amenity board; non illuminated amenity board; illuminated name sign on side elevations and gilding of existing stone cast letters*. Approved May 1986

The following application, which granted consent for the extension and refurbishment of the premises is also considered worthy of note:

- Ref. 142143/FO/2025 - *Demolition of existing single storey side and rear extensions and erection of new single storey side extension and two storey rear extension for form additional accommodation in association with existing public house (Sui Generis), together with elevational alterations, new external fire escape, new boundary treatment, plant and associated works.* Approved June 2025.

Proposal

The application seeks consent for the following signs:

- Item A – 1 no. externally illuminated hanging sign

This double-sided pictorial sign measures 0.91 metres x 1.2 metres and is set in a steel frame and bracket. The sign is made of formex. Illumination is external by means of two black swan neck cowl lights on either side of the hanging sign.

The hanging sign is located on the Bengal Road elevation of the building in the same position as the existing sign.

- Item B – 2 no. non-illuminated amenity signs

The amenity signs measure 0.91 metres by 1.2 metres and are made of aluminium. The signs are black with white letting.

Two signs are proposed. One on the Bengal Street elevation and one on the splayed corner of the building. The signs are positioned in exactly the same location as the amenity signs that were previously on the building.

- Item C – 1 no. non-illuminated painted wall sign

A painted wall / mural sign is proposed on the gable of the building overlooking the beer garden. The sign measures 3.9 metres by 1.8 metres and will be grey with gold lettering,

- Item D – 4 no. externally illuminated logo signs

Four small 'Joseph Holt' logo signs are proposed at facia height on the Bengal Street and Silk Street elevations of the building. The signs are small in scale and measure 0.5 metre by 0.35 metres. Illumination is external by means of one black swan neck cowl lights for each sign.

The signs are made from formex and will be fixed to a new mock faience fascia panel, details of which will be submitted and agreed pursuant to Condition 11 of planning permission Ref. 142143/FO/2025.

- Item E – 2 externally illuminated individual letter signs

Two individual letter fascia signs displaying the name of the premises are proposed: One on the Bengal Street elevation and one on the Silk Street elevation. The signs measure 2.3 metres by 1.75 metres. Illumination is external by means of five black swan neck cowl lights for each sign.

The letters are formex sprayed black satin and will be fixed to a new mock faience fascia panel, details of which will be submitted and agreed pursuant to Condition 11 of planning permission Ref. 142143/FO/2025.

Planning Policy Context

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that "*if regard is to be had to the development plan for the purposes of any determination to be made under the Planning Act, the determination must be made in accordance with the plan, unless material considerations indicate otherwise".* Any issue that relates to the use of land is capable of being a material planning consideration, this includes government statements of planning policy.

The Development Plan applicable to this site consists of the Places for Everyone Joint Development Plan 2022 to 2039 (adopted 2024), the Core Strategy (adopted 2012) and saved policies from the Manchester UDP (adopted November 2003). However, the NPPF, NPPG and local supplementary planning guidance are also material planning considerations.

Development Plan

Places for Everyone (2024)

The Places for Everyone Plan does not contain any specific policies relating to new signage and advertisements, however Policy JP-P1 *Sustainable Places* seeks to ensure beautiful places and that new development is legible.

Core Strategy (2012)

The Core Strategy does not contain any specific policies relating to new signage and advertisements, however Policy CC9 '*Design and Heritage'* requires new buildings to be of the highest standard in terms of appearance and function.

Manchester UDP (2003)

The following saved policy is considered applicable:

- Policy 15 '*Advertisements, Hoardings and Posters'* – this states that applications for advertisements will be considered in the interests of amenity and public safety. In assessing these interests, the Council will take into account the following:

    a. Development should not harm the character or architectural features of a building;
    b. They should be in scale with the locality and relate properly to the site;
    c. They should be unobtrusive;
    d. They should not be injurious to public safety or adversely affect the flow of traffic, by reason of position, size or design.

Other Material Planning Considerations

National Planning Policy Framework (December 2024)

Section 12 provides guidance in respect of achieving well-designed places. Paragraph 141 of the NPPF refers to advertisements and states that "*the quality and character of places can suffer when advertisements are poorly sited and design… advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".*

National Planning Practice Guidance (NPPF)

Paragraph 26 relates to displaying advertisements. The NPPG states that "*Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary or offensive to public morals*".

Shopfront and Signage Design Guide

Paragraph 6.3 of the design guide provides specific advice with regard to signage. It states that "*new advertisement to existing and new shopfronts must be sensitively designed and well-integrated into an elevation and the wider street scene in design, proportion and position*". It goes on to state that "*signage must not dominate the building façade and should relate well to its overall composition, character, scale and architectural features. In most contexts, it should be the minimal required to identify the premises, in size, number and impact."*

Planning Assessment

The amount of signage proposed on the premises is considered the minimum necessary to enable the applicant to advertise the premises and facilities available and enable customers to identify and locate the premises when approaching the premises form different directions.

Planning policy and guidance at a national level sets out the factors that LPAs can take into account when making a determination on a proposed signage scheme. It states that LPAs can only control the display of advertisements in the interest of amenity and public safety and that unless the advertisement is in itself harmful to amenity or public safety, consent should not be refused. Local planning policies and guidance support this approach.

Considering firstly the matter of visual amenity, it is considered that the proposed signage safeguards and is not detrimental to local visual amenity. The signage is of a good design and is functional and it is fabricated from materials that are robust and will ensure its quality is maintained over time.

The level of signage proposed is not considered to be excessive and is of an appropriate and acceptable scale. It does not dominate the building and has been designed and sized to sit comfortably on the building. The colours are muted, sensitive and not garish reflecting the buildings position in the Conservation Area but also reflect the applicant's brand intention for the site. Illumination is external using black swan neck fittings and is thus considered sensitive and appropriate for the location.

With regards public safety, which includes highway safety, the proposed signage is considered to be of an appropriate scale and not likely to cause a distraction to road users. Whilst the hanging sign over sails the pavement (as does the existing sign), its height is such that it will not cause an obstruction or be dangerous.

Finally, it is important and relevant to note that the proposed signage largely replicates and updates signage that was previously installed on the building but with improvement to its design and quality. The only new sign is the painted gable/ mural sign. However, this is consider wholly uncontroversial and given it can simply be painted over in the future it will not cause any damage to the building.

Turning to local policy and the criteria in saved Policy 15, the signage is considered to be in keeping with the character of the building and local area and it does not obscure or detract from architectural features of the building. The signage is of an appropriate scale and in proportion with the building and is unobtrusive. For the reasons explained above it is not considered to be injurious to public safety.

In terms of guidance contained in Shopfront and Signage Design Guide, it is considered the signage integrates into the facade and is in proportion with and does not dominate the building.

Having regard to the above assessment, we conclude that the proposed signage accords with Policy JP-P1 of the Places for Everyone Plan; Policy CC9 of the Core Strategy and Policy 15 of the UDP. The scheme is also considered to accord with guidance contained in the NPPF and NPPG, together with local guidance contained in the Shopfront and Signage Design Guide.

Conclusion

Advertisements can only be controlled in the interests of amenity and public safety. The above assessment demonstrates that the proposed signage is not detrimental to either local amenity or public safety and that it accords with relevant planning policy and guidance in relation to display of advertisements. We accordingly respectfully request that advertisement consent is granted as soon as possible.

The applicant wishes to work closely with the Council on this proposal and as such, if you have any queries regarding the submission or require any additional information, please so not hesitate to contact us.

Yours faithfully,

[redacted]

Helen Binns BA(Hons) MTPL MRTPI
Associate Director
[redacted]

Cc Denis Maddocks, Joseph Holt