

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145113/AO/2026
Date registered valid:	4 February 2026
Proposal:	Installation of 3no. non-illuminated advertisement hoardings.
Address:	Land At Jersey Street, Manchester
Ward(s):	Ancoats & Beswick Ward
Applicant:	Mr Ian Knight Manchester Life Development Company
Agent (if any):	
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	12/03/2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 March 2026

Standard consultations:

Printed: 13 February 2026

Expired: 6 March 2026

Neighbour notifications

Printed: 13 February 2026

Expired: 6 March 2026

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

The application relates to a 0.79 hectares and bounded by Naval Street, Poland Street, Jersey Street and Radium Street. It has been partially cleared pursuant to the planning permission for the Manchester Life Phase 3 development.



Listed building: Not applicable

Conservation area: Ancoats Conservation Area 1989

Tree Preservation Order: Not applicable

Description of area

Ancoats is characterised by medium to high density residential developments, with ground floor commercial uses, either in new buildings or conversions. The Poland Street area contains low rise industrial buildings and older buildings occupied by businesses. The site is surrounded by industrial uses and Ancoats Green. Cotton Field Park, New Islington Marina, New Islington Free School and the Medical Centre provide essential amenities.

The site is in the Ancoats conservation area and the following listed buildings or structures are within a 250 metres: Beehive Mill (Grade II*), Doubling Mill Fireproof Mill (Grade II*), New Mill (Grade II*), Little Mill (Grade II), Union Street Bridge (Grade II), Victoria Square (Grade II), former Warehouse and office of Old Mill, Decker Mill and New Mill (Grade II), Decker Mill Old Mill (Grade II*), Former Church of St Peter (Grade II), Rochdale Canal retaining wall on the south side of Redhill Street west of Union Street Bridge (Grade II), Sedgwick Mill (Grade II), Paragon Mill (Grade II*) and Royal Mill (Grade II*).

Planning History

137346/FO/2023: Erection of a part 5, part 10 storey building comprising residential apartments and townhouses, residents' amenity space (Use Class C3a), ground floor commercial (Use Class E), cycle and car parking, landscaping, access and servicing, and other associated works following demolition of existing structures. Approved 12/12/2023.

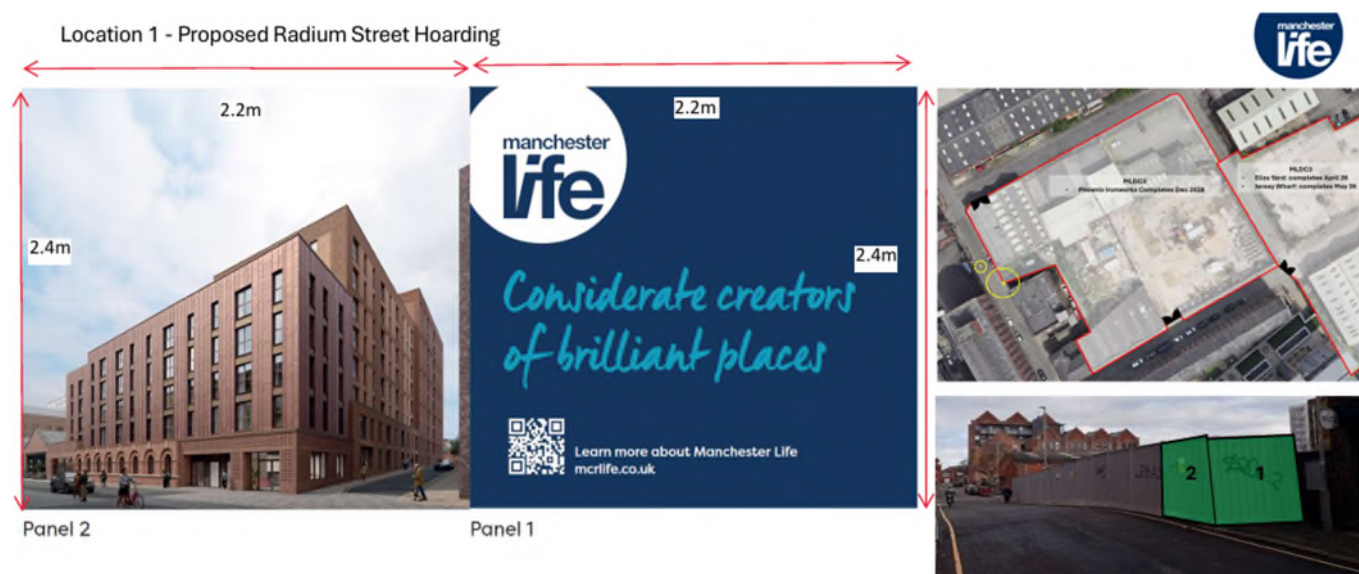
140676/NMC/2024: Nonmaterial amendment to planning permission 137346/FO/2023 to amend condition 11 (Materials) to allow details to be agreed prior to above ground works. Approved 09/08/2024.

144311/NMC/2025: Nonmaterial amendment to planning permission 137346/FO/2023 to make alterations to the site layout including removal of covered walkway, alteration to building height and core together with elevational alterations. Approved 20/11/2025

Description of development

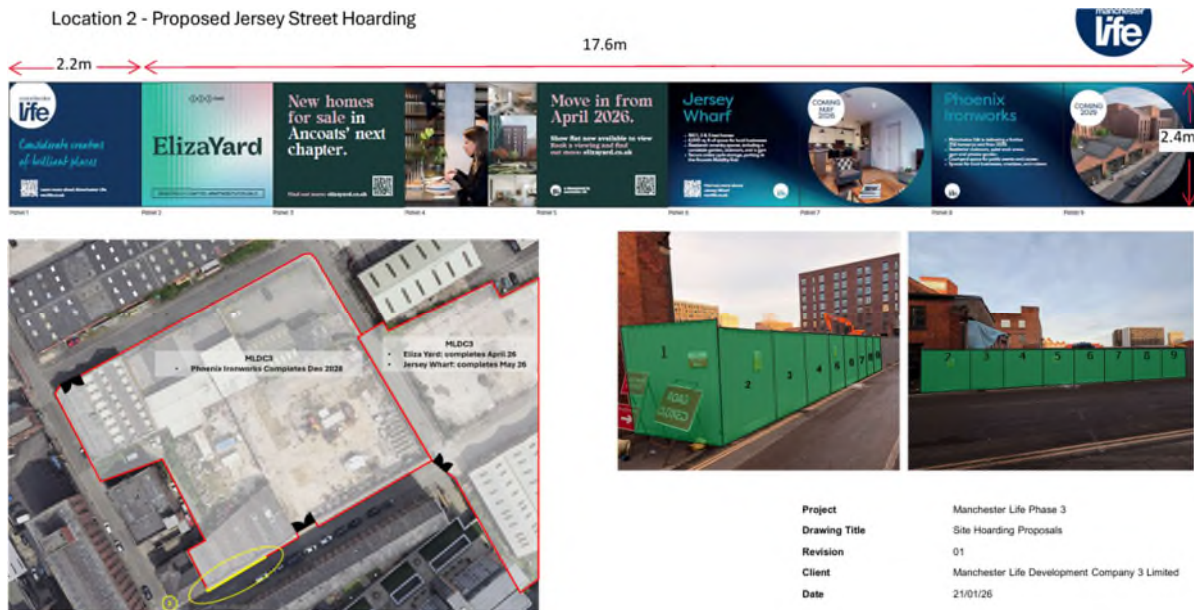
Advertisement consent is sought retrospectively for a number of advertisement hoardings in three locations around the site for a temporary period until 19/12/2028.

2no. 2.2m x 2.4m panels would be located at Radium Street.



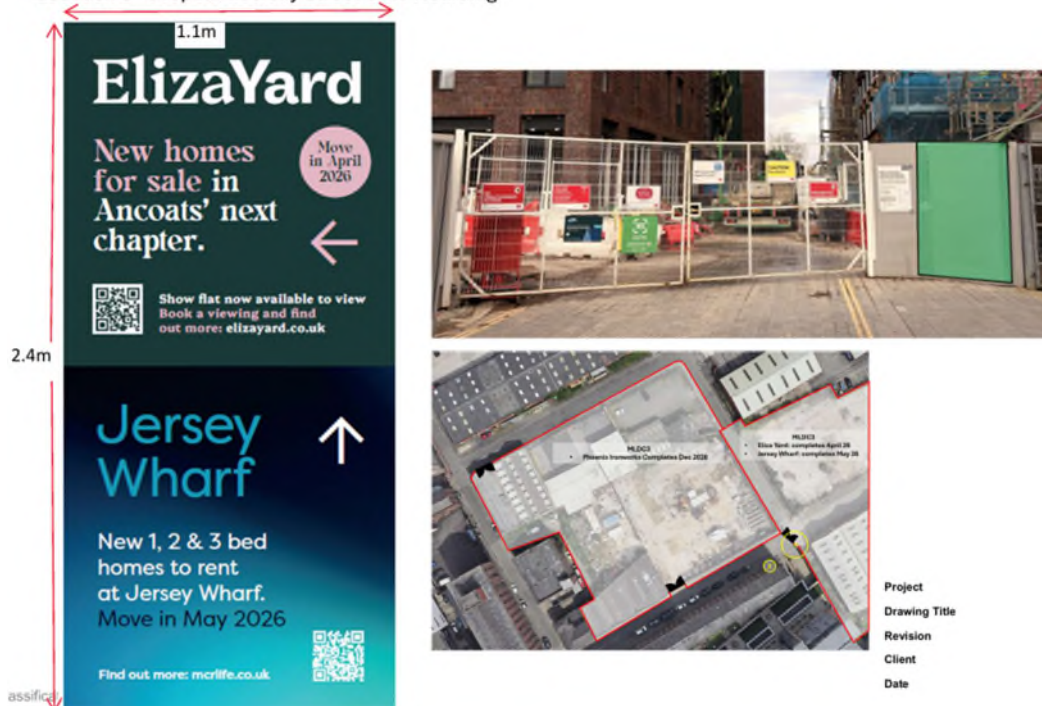
8no. 2.2m x 2.4m panels would be location at Jersey Street, having a total length of 17.6m. A single additional panel would wrap around the corner of the hoarding.

Location 2 - Proposed Jersey Street Hoarding



1no. 1.1m x 2.4m panel would be located at Jersey Street.

Location 3 - Proposed Jersey Street Gate Hoarding



Consultations & Notification Responses

Publicity:

Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Highways Services:

No objection, subject to condition restricting luminance levels:

- Luminance levels acceptable, subject to condition standard condition recommended to control lighting so as not to exceed 300cd/m^2
- A projection over license will be required (for originally proposed projecting sign)

Environmental Health:

No objection, condition required:

- Standard condition recommended to control lighting.

Policy Context

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.

The following policies are considered relevant to this application:

Places for Everyone

- JP-Strat2 – City Centre
- JP-P1 – Sustainable Places
- JP-P2 – Heritage

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC9 – Design and Heritage
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC15 – Advertisements Hoardings and Posters
- DC18 – Conservation Areas
- DC19 – Listed Buildings

NPPF

- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Draft National Planning Policy Framework (NPPF) (2025)

- The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Issues

Amenity – General Characteristics of the Locality and Historic Interest

The proposed hoardings would be modest in scale, non-illuminated and ancillary to the hoarding around the site, with the content of the advertisements relating to the Manchester Life development.

Given the above, and the temporary nature of the proposal, the Council considers the proposal to have an acceptable impact on visual amenity. There would be no permanent impact on the setting of the Conservation Area or any nearby listed buildings. It is recommended that in the event of an approval conditions are attached to the decision notice to ensure the temporary period.

Subject to condition, the proposal is considered to be in accordance with the Control of Advertisements Regulations 2007 and acceptable in terms of visual amenity. It is therefore compliant with Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2 of PfE; Policies SP1, CC9, EN1, EN3, DM1 of the Core Strategy; saved Policies DC15, DC18 and DC19 of UDP; as well as Sections 12 and 16 of the NPPF.

Amenity – Residential Amenity

MCC Environmental Health consultees have reviewed the application and have raised no concern with regards to any impacts on residential amenity. The proposed signage is considered acceptable with respect to the impact on residential amenity and in accordance with Core strategy policies SP1 and DM1.

Public Safety

The hoardings would be non-illuminated, and it is not considered that there would be a danger to public safety. MCC Highways Services and Environmental Health have reviewed the application and raised no concern with respect to public safety.

MCC Highways Services have requested that the applicant contacts the Event and Traffic Management Team to discuss matters relating to the development, and it is recommended that an informative is added to any approval to this effect. They also request further detail is sought for installation arrangements, however given the scope of the application this is not deemed necessary.

Conclusion

The proposal is not considered to have a significant visual impact or result in harm to any nearby heritage assets. It is otherwise acceptable with respect to residential amenity and highways matters. It is therefore in accordance with the Control of Advertisements Regulations 2007; Places

for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3 and DM1; saved UDP policies DC15, DC18 and DC19; as well as Sections 12 and 16 of the NPPF.

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.) Advert Mandatory

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.) Temporary

Permission

The advertisement consent hereby granted is for a limited period only, expiring on 19 December 2028, and the use comprising the development for which advertisement consent is hereby granted is required to be discontinued on that date.

Reason - The use hereby approved is of a temporary nature only and pursuant to the Control of Advertisements Regulations 2007; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3 and DM1; saved UDP policies DC15, DC18 and DC19; as well as Sections 12 and 16 of the NPPF.

3.) Discontinuance

The advertisements hereby permitted shall be discontinued no later than 19 December 2028 and the fixings and works comprising the development are required to be removed no later than one week from the use ceasing.

Reason - The use and buildings are required to cease and be removed from site within a specified timescale in order to allow reinstatement of the site pursuant to the Control of Advertisements Regulations 2007; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3 and DM1; saved UDP policies DC15, DC18 and DC19; as well as Sections 12 and 16 of the NPPF.

4.) Reinstatement

At least two months prior to the expiration of the temporary period, a scheme to restore the land shall be submitted to and be approved in writing by the City Council as the Local Planning Authority. The scheme shall be implemented within one month of the use ceasing and thereafter retained and maintained in accordance with this scheme.

Reason - To ensure that the land is reinstated to an appropriate standard in the interest of visual amenity and to restore the recreational value of the site pursuant to the Control of Advertisements Regulations 2007; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3 and DM1; saved UDP policies DC15, DC18 and DC19; as well as Sections 12 and 16 of the NPPF.

5.) Plans

The development hereby approved shall be carried out in accordance with the Site Hoardings Proposals Revision 01 drawings package [pages 1-4] dated 21/01/2026 and received 06/03/2026 by the City Council as Local Planning Authority.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to the requirements of the Control of Advertisements Regulations 2007; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3 and DM1; saved UDP policies DC15, DC18 and DC19; as well as Sections 12 and 16 of the NPPF.

6.) No commercial advertisement

The advertisement hoardings hereby approved shall feature only Manchester Life related branding and shall feature no other commercial advertisement branding.

Reason - For the avoidance of doubt and to ensure that the advertisements on site are no substantially different to the draft advertisements proposed, in line with policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 505, 22 Loom Street, Manchester, M4 6AN
Flat 208, 22 Loom Street, Manchester, M4 6AN
Flat 308, 22 Loom Street, Manchester, M4 6AN
Flat 407, 22 Loom Street, Manchester, M4 6AN
Unit 4A, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 4, 106 - 108 George Leigh Street, Manchester, M4 6BD
Flat At, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
Third Floor, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
64 Jersey Street, Manchester, M4 6JF
Flat 610, 22 Loom Street, Manchester, M4 6AN
Flat 611, 22 Loom Street, Manchester, M4 6AN
Ground Floor, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
Unit 13, City Court Trading Estate, Poland Street, Manchester, M4 6AL
First Floor, 23 Radium Street, Manchester, M4 6AY
Ground Floor, 23 Radium Street, Manchester, M4 6AY
4 Naval Street, Manchester, M4 6EW
62 Jersey Street, Manchester, M4 6JW
23 Radium Street, Manchester, M4 6AY
Flat 605, 22 Loom Street, Manchester, M4 6AN
Flat 507, 22 Loom Street, Manchester, M4 6AN
Flat 608, 22 Loom Street, Manchester, M4 6AN
Flat 609, 22 Loom Street, Manchester, M4 6AN
109 Jersey Street, Manchester, M4 6JG
62A Jersey Street, Manchester, M4 6JW
Princes Trust Office, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
Second Floor, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
Flat 408, 22 Loom Street, Manchester, M4 6AN
Flat 306, 22 Loom Street, Manchester, M4 6AN
Second Floor, 23 Radium Street, Manchester, M4 6AY
First Floor, 97 Jersey Street, Manchester, M4 6JG
Flat 406, 22 Loom Street, Manchester, M4 6AN
Flat 612, 22 Loom Street, Manchester, M4 6AN
Flat 305, 22 Loom Street, Manchester, M4 6AN
Unit 1, 106 - 108 George Leigh Street, Manchester, M4 6BD
Unit 2, 106 - 108 George Leigh Street, Manchester, M4 6BD
Sankeys, Basement, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
Flint Glass Works, 64 Jersey Street, Manchester, M4 6JW
Flat 508, 22 Loom Street, Manchester, M4 6AN
Flat 405, 22 Loom Street, Manchester, M4 6AN
Flat 207, 22 Loom Street, Manchester, M4 6AN
Unit 1, City Court Trading Estate, Poland Street, Manchester, M4 6AL
Units 5 And 6, 106 - 108 George Leigh Street, Manchester, M4 6BD
First Floor, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
Flat 606, 22 Loom Street, Manchester, M4 6AN
Flat 206, 22 Loom Street, Manchester, M4 6AN
Flat 607, 22 Loom Street, Manchester, M4 6AN
50 Radium Street, Manchester, M4 6AY
Unit 3, 106 - 108 George Leigh Street, Manchester, M4 6BD

WHOLESALE BUDGET FLOORING, Unit 2A, 106 - 108 George Leigh Street, Manchester, M4 6BD
Lumac House, Naval Street, Manchester, M4 6AX
97 Jersey Street, Manchester, M4 6JG
First Floor And Second Floor, 62 Jersey Street, Manchester, M4 6JW
Flat 506, 22 Loom Street, Manchester, M4 6AN
Flat 307, 22 Loom Street, Manchester, M4 6AN
Fifth Floor, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG
106 - 108 George Leigh Street, Manchester, M4 6BD
Ground Floor, 62 Jersey Street, Manchester, M4 6JW
Fourth Floor, Beehive Mill, 95 Jersey Street, Manchester, M4 6JG

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 (More) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL