

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144401/AO/2025

Date registered valid: 30 October 2025

Proposal: Retention of 2no. internally illuminated fascia signs, 1no. internally illuminated projecting sign, 7no. vinyl signs, and 1no. panel sign.

Address: Unit 2A, 17 Redhill Street, Manchester, M4 5BA

Ward(s): Ancoats & Beswick Ward

Applicant: Mr Christian Tyldsley, Morrisons Daily

Agent (if any): Mrs Gillian Shepley, Ashleigh Signs

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 18 December 2025

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 15 September 2025

Standard consultations:

Printed: 5 November 2025 Expired: 26 November 2025

Neighbour notifications

Printed: 5 November 2025 Expired: 26 November 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/Area

Listed building: Not applicable

Conservation area: Ancoats Conservation Area 1989

Tree Preservation Order: Not applicable

The site is located on the corner of Redhill Street and Pickford Street.

Redhill Street runs along the Rochdale Canal. Across the street from the application site is an open public area that runs alongside the canal.

The surrounding area is primarily residential in nature. The upper floors of the building are entirely residential.

The Grade II* Royal Mill is situated further along Redhill Street and the application site would be considered within the setting of this listed building.

The site is located within Ancoats Conservation Area.

Description of Development

The proposal seeks advertisement consent for the installation of 2no. internally illuminated individual letter signs and 1no. internally illuminated projecting sign.

Consultations & Notification Responses

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, 5no objections have been received because of this publicity. The objections

concerned the visual amenity impact of the in-situ advertisements on the premises that were originally proposed to be retained and the impact these had upon the surrounding street scene and conservation area. As is detailed in the visual amenity section below, these advertisements have been amended through discussions with the Local Planning Authority to be a scheme that has less of a visual impact. Therefore, it is considered that the points raised by the objections have been appropriately dealt with.

Highway Services – Requested that an informative be added to ensure that a projection over licence is sought for the projecting sign.

Environmental Health – Confirmed that the illuminance of the signage is acceptable.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(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)—

- (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.

Places for Everyone Plan - Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

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

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 SP1 - Spatial Principles
- Policy EN1 - Design Principles and Strategic Character Areas

- Policy EN3 - Heritage
- Policy DM1 - Development Management
- Policy CC9 - Design and Heritage

The **Unitary Development Plan for Manchester** - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 - Shop Fronts and Related Signs
- Policy DC18 - Conservation Areas
- Policy DC19 - Listed Buildings

National Planning Policy Framework (NPPF) (2024)

- Chapter 12 - Achieving well-designed places
- Chapter 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.

Shopfront and Signage Design Guide

The shopfronts and signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor cills, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

Other Legislation

Sections 16, 66, and 72 of the Listed Buildings and Conservation Areas Act 1990 require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Issues

Principle of the Proposal

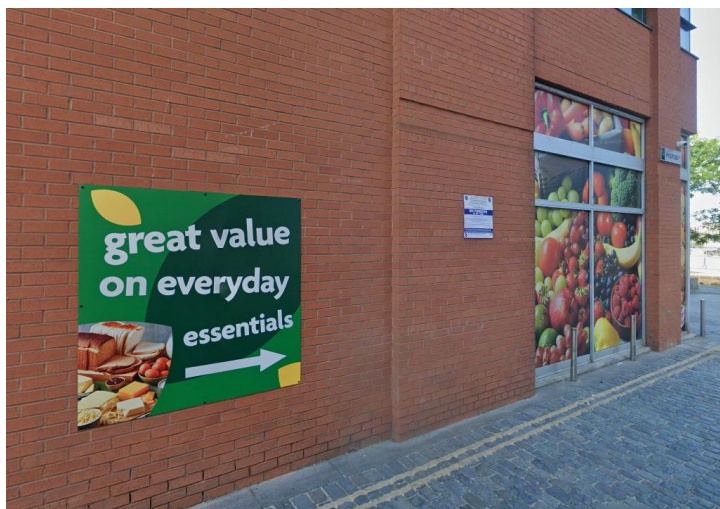
An appropriate level of signage is considered to be required in order to advertise and to provide wayfinding for a commercial premise such as this. The principle of the proposal is therefore considered to be acceptable in this case.

Visual Amenity

The application site currently features numerous authorised signage that creates a cluttered appearance to the building that detracts from the building, surrounding conservation area and within the setting of nearby listed buildings.



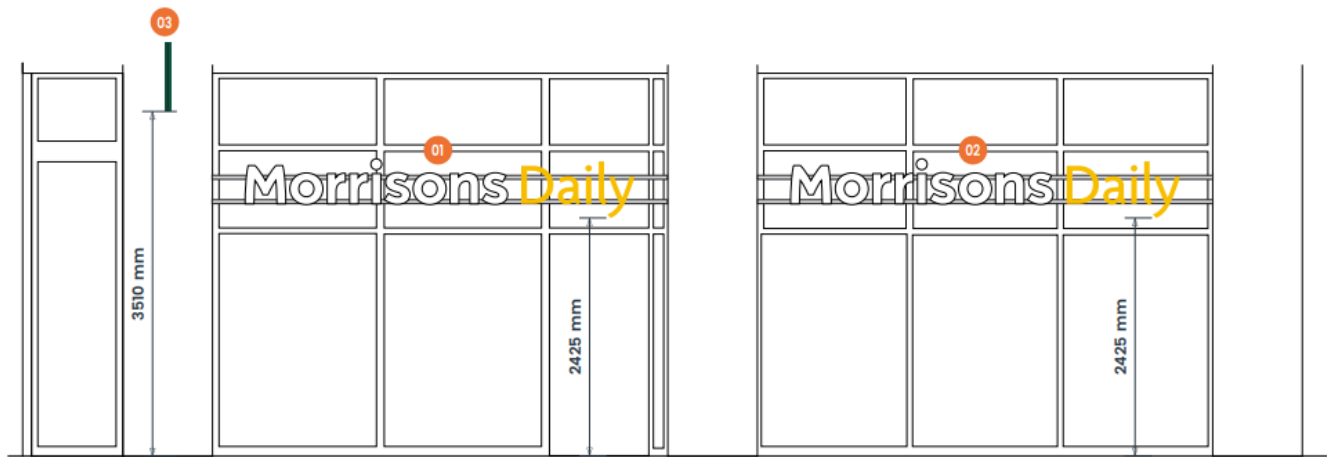
Existing Redhill Street elevation



Existing Pickford Street elevation

This application originally sought to retain these unauthorised signs. 5no. neighbours objected to this on the grounds of visual amenity.

Following discussions with the Local Planning Authority, the scheme has been amended.



Proposed elevation

The large blocky fascia signs will be replaced by individual letter signage on rails, which will be more sympathetic to the appearance of the overall building.

The projecting sign will be made slimmer to be 30mm in depth, which is in line with the recommendations laid out in the Shopfront and Signage Design Guide.

There will be no external vinyl or other external signs.

This will result in significant less advertisement clutter and see more slender and subtle signage that is less bulky and obtrusive, therefore not detracting as much from the visual amenity of the building, street scene, and surrounding conservation area within the setting of listed building.

Taking all these aspects into consideration, the proposal can therefore be supported on visual amenity grounds.

Public Safety

The luminance levels of the signage are 300cd/m², which is within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

A projection over licence is required due to the projection of 350mm over the public highway. An informative has been added to instruct the applicant how to apply for this.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), DC18 and DC19, and the National

Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).

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 received by the City Council as Local Planning Authority on 10 December 2025:

- Signage Pack 202597 REV C

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.

3) The maximum luminance of the signage shall not exceed 300 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

Informative

- 1) The proposed projecting sign extends to a maximum projection in excess of 351mm over the adopted highway and will therefore require a projection over licence, to be funded at the applicant's expense. This can be obtained from https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway#:~:text=Summary,also%20need%20to%20be%20licensed.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 73, Mm2, Pickford Street, Manchester, M4 5BT
Flat 72, Mm2, Pickford Street, Manchester, M4 5BT
17 Redhill Street, Manchester, M4 5BA
Flat 67, Mm2, Pickford Street, Manchester, M4 5BT
Flat 66, Mm2, Pickford Street, Manchester, M4 5BT
Roche Bobois, 121 - 125 Great Ancoats Street, Manchester, M4 5AG
109 - 117 Great Ancoats Street, Manchester, M4 5AG
Apartment RM 101, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Apartment RM 102, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Apartment RM 103, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Flat 70, Mm2, Pickford Street, Manchester, M4 5BT
Flat 89, Mm2, Pickford Street, Manchester, M4 5BT
Flat 91, Mm2, Pickford Street, Manchester, M4 5BT
Flat 92, Mm2, Pickford Street, Manchester, M4 5BT
Flat 78, Mm2, Pickford Street, Manchester, M4 5BT
Apartment RM 309, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 312, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 105, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Apartment RM 108, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Apartment RM 104, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Apartment RM 106, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Apartment RM 109, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Apartment RM 107, Royal Mills, 19 Redhill Street, Manchester, M4 5BA
Flat 69, Mm2, Pickford Street, Manchester, M4 5BT
5 Redhill Street, Manchester, M4 5BN
1 Redhill Street, Manchester, M4 5BN
Flat 71, Mm2, Pickford Street, Manchester, M4 5BT
Flat 68, Mm2, Pickford Street, Manchester, M4 5BT
Flat 81, Mm2, Pickford Street, Manchester, M4 5BT
Flat 86, Mm2, Pickford Street, Manchester, M4 5BT
Flat 75, Mm2, Pickford Street, Manchester, M4 5BT
Flat 84, Mm2, Pickford Street, Manchester, M4 5BT
Flat 77, Mm2, Pickford Street, Manchester, M4 5BT
Mm2, Redhill Street, Manchester, M4 5AG
Apartment RM 508, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 401, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 308, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 408, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 512, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 404, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Flat 87, Mm2, Pickford Street, Manchester, M4 5BT
Flat 74, Mm2, Pickford Street, Manchester, M4 5BT
Flat 93, Mm2, Pickford Street, Manchester, M4 5BT
Flat 79, Mm2, Pickford Street, Manchester, M4 5BT
Flat 76, Mm2, Pickford Street, Manchester, M4 5BT
Flat 82, Mm2, Pickford Street, Manchester, M4 5BT
Flat 88, Mm2, Pickford Street, Manchester, M4 5BT
Flat 80, Mm2, Pickford Street, Manchester, M4 5BT
Flat 85, Mm2, Pickford Street, Manchester, M4 5BT

Flat 90, Mm2, Pickford Street, Manchester, M4 5BT
Flat 83, Mm2, Pickford Street, Manchester, M4 5BT
Apartment RM 509, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 402, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 305, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 306, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 307, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
119 Great Ancoats Street, Manchester, M4 5AG
3 Redhill Street, Manchester, M4 5BN
109 Great Ancoats Street, Manchester, M4 5AG
Apartment RM 203, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 205, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 202, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 406, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 507, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 304, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 502, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 504, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 211, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 208, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 407, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 301, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 206, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Unit 2, Mm2, Redhill Street, Manchester, M4 5AG
Apartment RM 505, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 409, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 403, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 210, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 204, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 201, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 303, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 501, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 506, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 405, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 411, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 209, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 207, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Unit 1, Mm2, Redhill Street, Manchester, M4 5AG
Apartment RM 503, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ
Apartment RM 302, Royal Mills, 2 Cotton Street, Manchester, M4 5BZ

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Article 4 Direction - City Centre PD Restriction - Class B1(a) 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
Area Team Boundary - Name: CENTRAL