MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145131/AO/2026
Date registered valid:	6 February 2026
Proposal:	Installation of five externally and internally illuminated signs and one non-illuminated sign.
Address:	Land Off Ambrose Street , Manchester, M12 5DD
Ward(s):	Gorton & Abbey Hey Ward
Applicant:	Storage World Ltd
Agent (if any):	Alex Snow P4 Planning Limited
Case officer:	Sue Wills Tel: 0161 234 4524 Email: sue.wills@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**14.04.2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 12 February 2026 Expired: 5 March 2026

Neighbour notifications
Printed: 12 February 2026 Expired: 5 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 site was previously occupied by a large double height warehouse subdivided into 6 units, with a hardstanding to the west of the building set behind a high brick wall with palisade fencing above fronting onto Pottery Lane. The boundary treatment to Ambrose Street comprises high palisade fencing.
There is also a 48-sheet size LED advertising display between the site and the rail line, which is not in the development site. The approved scheme (ref: 135680/FO/2022) is currently in the process of being implemented at the site.

Planning History
144161/JO/2025 Variation of condition 20 (Hours of operation) from planning approval reference 135680/FO/2022 to allow an extension of the hours of operation to 07:00 a.m. to 10:00 p.m. on Mondays to Sundays.
Land Off Ambrose Street, Manchester, M12 5DD
Approved 31.10.2026

143870/NMC/2025- Non Material Amendment to planning permission 135680/FO/2022 to allow change in colour of cladding
Land Off Ambrose Street Manchester M12 5DD Approved 12.09.2025

CDN/25/0735 - Discharge of conditions 6 (drainage) and 23 (biodiversity enhancement) attached to planning permission referenced 135680/FO/2022).
Land Off Ambrose Street Manchester M12 5DD
Approved 12.09.2025

CDN/25/0241-Discharge of Conditions 3 (construction management), 4 (materials), 6 (drainage), 24 (gap retention to rail line), 25 (piling), 26 (grounds works within 10m of railline) and 27 (vehicle safety barriers) attached to planning permission 135680/FO/2022
Land Off Ambrose Street, Manchester, M12 5DD
Split decision 30.05.2025

CDN/24/0852 - Discharge of conditions 3 (construction management plan), 5b (contaminated land) and 11 (highways works) attached to planning permission 135680/FO/2022.
Land Off Ambrose Street, Manchester, M12 5DD
Approved 11.11.2024

139767/NMC/2024- Non-material amendment to planning permission reference 135680/FO/2022 to allow: the northern elevation of the permitted building to be moved away from the Network Rail boundary; a reduction in size of building; and realignment of the stairwell in northwest corner of the building, and associated revised location of the external fire escape door.
Land Off Ambrose Street, Manchester, M12 5DD
Approved 08.05.2025

135680/FO/2022 - Erection of five storey self-storage facility (Class B8) together with associated parking, circulation space and stores, landscaping, boundary treatment and roof mounted photovoltaic panels, following demolition of existing buildings.
Land Off Ambrose Street, Manchester, M12 5DD
Approved subject to conditions 26.01.2024

135681/AO/2022 - Installation of illuminated fascia signage to all elevations of the proposed building, together with a non-illuminated banner sign. Approved subject to conditions 24.10.2023

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area
The site is located at the junction of Ambrose Street and Pottery Lane. The site is bounded by the Manchester to Hadfield / Glossop railway line (separated by a thin strip of landscaping) to the north with two colleges beyond the railway, warehousing and industrial uses to the south, west and east, and residential properties further to the south at the junction of Gorton Lane and Pottery Lane.

Description of development

Consent is sought for 5no. illuminated fascia signs and 1no. non -illuminated shop entrance. The detail of the proposed signage is set out below.

1) Fascia sign 10.09 m(l) x 2.25m (h) x 0.1m (d) set 12.54m above ground level (lettering size 1.2m , with 3mm thick individual aluminium letters (white RAL 9003))

2) Fascia sign 10.09 m(l) x 2.25m (h) x 0.1m (d) set 12.54m above ground level (lettering size 1.2m , with 3mm thick individual aluminium letters (white RAL 9003))

3) Fascia sign 10.09 m(l) x 2.25m (h) x 0.1m (d) set 13.12m above ground level (lettering size 1.2m , with 3mm thick individual aluminium letters (white RAL 9003))

4) Fascia sign 10.09 m(l) x 2.25m (h) x 0.1m (d) set 12.69m above ground level (lettering size 1.2m , with 3mm thick individual aluminium letters (white RAL 9003))

5) Fascia sign 10.09 m(l) x 2.25m (h) x 0.1m (d) set 13.69m above ground level (lettering size 1.2m , with 3mm thick individual aluminium letters (white RAL 9003))

The external lighting proposed to each of the above signs would be in the form of LED trough lighting , which would have a luminescence level of 32cd/m2. Supporting correspondence states that the lighting will operate during hours of darkness and will be switched off during daylight hours. Furthermore, that the lighting would be switched off between 00.00 and 05.00.

6) Non- illuminated entrance sign 2.05m (h) x 0.4m (l) x 0.01m (d) set 2.73m above ground level.

Consultations & Notification Responses

Local residents/local businesses – No comments received.

Highway Services -
The six signs are not expected to offer an unacceptable impact on users on the local highways Pottery Lane and Ambrose Street.
The proposed signage is associated with Planning Application Ref. 135680/FO/2022, for the erection of a self-storage facility at the site. The site is located on private land adjacent to the junction of the adopted highways, the A6010 Pottery Lane and Ambrose Street.
The proposed illuminated signs are not located on and will not project over the adopted highway network. As such, a Projection over License will not be required. The proposed signage all comply with headroom clearance requirements.
The six signs are not expected to offer an unacceptable impact on users on the local highways Pottery Lane and Ambrose Street.
The proposed luminance of the five of the signs is noted as 32cd/m². This level of luminance is accepted by MCC.
It is recommended that the following planning condition or similar should be applied:-
(a) No individual moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs are allowed.
(b) The maximum luminance level of the advertisements displayed on the panel shall not exceed 32 cd/m2 during non-daylight hours / inclement weather.

Network Rail – 16.02.2026
Network Rail Ltd Signal sighting engineers will need to examine this proposal so they have circulated the consultation and will pass comments back as soon as the response arrives.

Further comments 24.02.2026
Network Rail have some signals in the vicinity of the proposed plan.

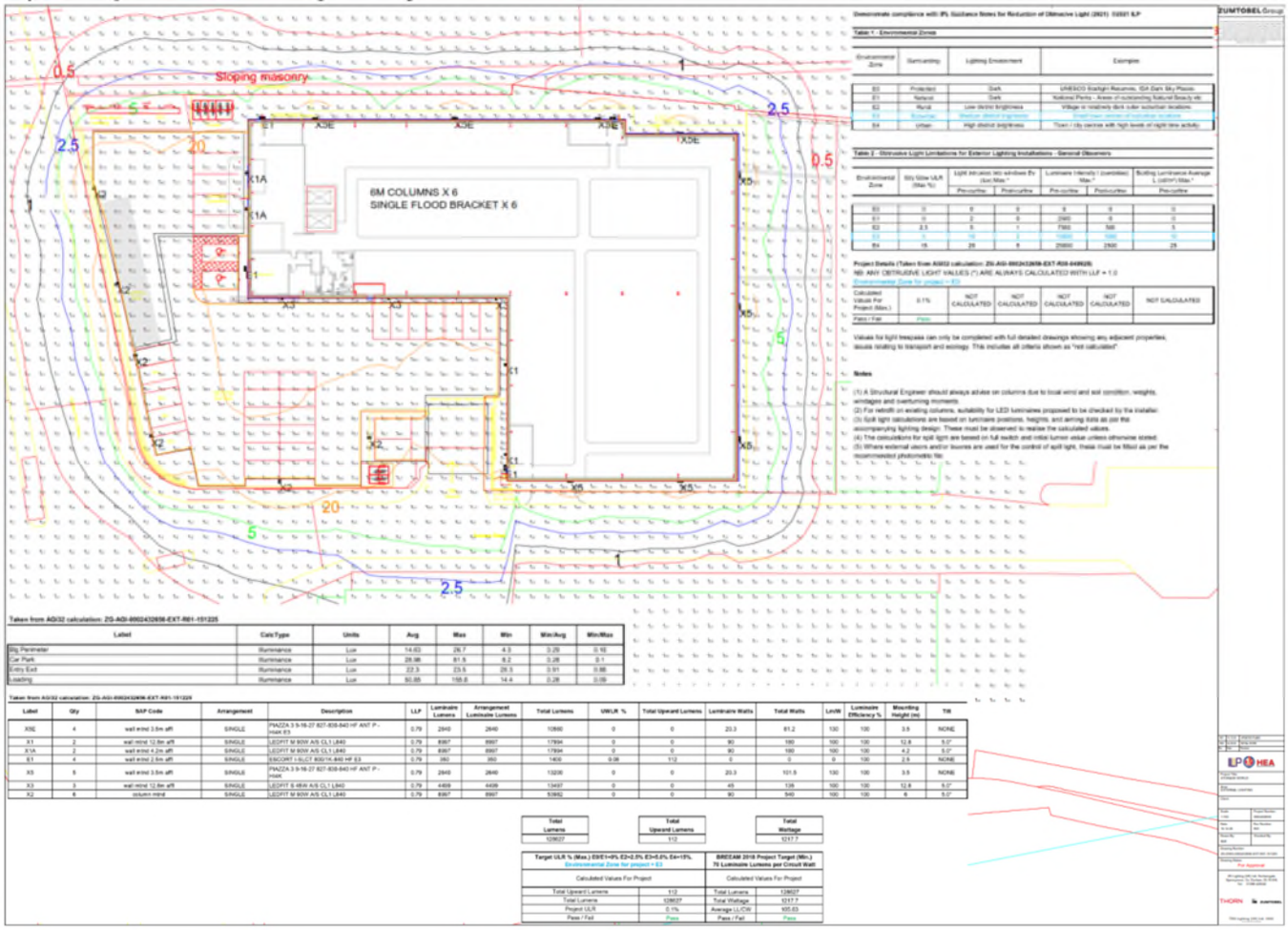
AS892 is a platform starting signal which is a filament which could be affected by North and West elevation signs, potentially adding a new distraction to drivers during high workload areas.
AS893 BR could be affected by the North elevation due to being a Banner Repeater the signal is illuminated white.

Further clarity is south in regard any assessment of whether the proposed external lighting will pollute the railway? It appears that the developer has not considered any mitigation measures to prevent light pollution impacting railway signalling. They have highlighted the signals approximate location in green below.

Given the concerns they are placing a holding objection on the proposal – NR would request that the applicant fills in the attached form and submits to AssetProtectionNorthWest@networkrail.co.uk submitting the proposal details for further review. A formal interface is required to understand what the impacts would be and what mitigation measures including altering or removing the proposal will be required of the outside party. Please note all mitigation measures to protect railway signalling must be fully funded by the developer and agreed with NR.



From the diagram provided, it is not clear how much external lighting will reach the railway, especially around the signalling assets.



Comments from Network Rail route Signal Sighting Engineer 27.03.2026

They have obtained some initial advice from a lighting consultant at WSP who has confirmed the following:
It is felt that based on the position of the proposed building, and location and orientation of the luminaires that it is highly unlikely that a train driver would experience any glare or be able to see the luminaire optics. Based on a desktop study we have been able to ascertain that the train drivers' position, height, and view of the train signals is not within the line of sight of the proposed building and is approximately 40m from the farthest end of the out-bound platform.

Taking into account the information provided and the consultant's assessment from WSP, they are satisfied that the proposal will not impact Network Rail signalling assets, and are therefore content for the project to proceed from a Signal Sighting perspective.

Further comments 07.04.2026
That's fine therefore no objection. No further comments.

Policy Context

Draft National Planning Policy Framework - 16th December 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. Of relevance to the application proposals the draft NPPF makes it clear that local planning authorities should amongst other things:
- Decisions on development proposals should apply a presumption in favour of sustainable development.
- Substantial weight should be given to the benefits where a development proposal would achieve one or more of the following:
a. Remediating despoiled, degraded, derelict, contaminated or unstable land;
b. Making better use of vacant and under-utilised land and buildings (such as by bringing back into residential use empty homes and other suitable buildings; converting space above shops; redeveloping under-utilised retail sites; and building on or above service yards, lock-ups, car parks and other transport infrastructure);
- To respond to their context and create well-designed places development proposals should take account of context; liveability; climate; nature; movement; built form; public space; and identity.

The National Planning Policy Framework (December 2024)
The National Planning Policy Framework (NPPF) was published in July 2021 and subsequently revised. It sets out the government's objectives for achieving sustainable development. At the heart of the NPPF is a presumption in favour of sustainable development which ensures that sustainable development is pursued in a positive way. Development proposals that accord with an up-to-date Development Plan should be approved without delay. Where there are no relevant development plan policies, or the policies which are most important for determining the application are out of date, permission should be granted unless: - The application of policies in the Framework that protect areas or assets of particular importance provides a clear reason for refusing the proposed development; or - Any adverse impact of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

Paragraph 8 confirms that there are three dimensions to sustainable development; economic, social and environmental. To achieve sustainable development, economic, social and environmental gains should be pursued in mutually supportive ways through the planning system. Delivering Sustainable Development. The NPPF explains that the purpose of the planning system is to contribute to the achievement of sustainable development. Planning policies and decisions should play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account to reflect the character, needs and opportunities of each area. These sustainable objectives should be delivered through the preparation and implementation of plans and the application of the policies in the framework.

The chapters of relevance to this development are Building a strong, competitive economy (Chapter 6): Promoting healthy communities (Chapter 8); Promoting sustainable transport (Chapter 9); Making effective use of land (Chapter 11); Achieving well designed places (Chapter 12) ; and Meeting the challenge of climate change, flooding and coastal change (Chapter 14).

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. It is considered that the illuminated signage relates satisfactorily to the regulations.

Planning Practice Guidance- On March 2014 the Department for Communities and Local Government (DCLG) launches 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, among other things,
i. Considerations affect public safety.
ii. Considerations affecting amenity.

In this case it is considered that the display of signage would not be detrimental to highway safety and /or the amenity of the locality and thereby be appropriately related to the relevant aspects of the PPG

Manchester's Local Development Framework: Core Strategy

The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City 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 applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents. Core strategy polices which are relevant to this development are policies:

Policy SP1 Spatial Principles

It is not considered that the appearance and specification of the illuminated signage would unduly impact upon the character or composition of the proposed building. The number of signs is proportionate to the scale of the proposed building and are appropriately positioned, and satisfactory related to the surrounding context. Policy SP1 would thereby be accorded with.

Policy EN1 Design Principles and Strategic Character Areas.

It is not considered that the signage departs from the character of the proposed building, or would be visually obtrusive and the level of illumination would be managed by conditions.

Policy DM 1 Development Management

It is not considered that the proposal would have an adverse impact on the surrounding area in due to the design, scale and appearance of the proposed signage

Unitary Development Plan - saved policies

Saved Policy E3.3 (Environmental Improvement and Protection) is relevant as the application site is situated on a main radial route. Policy E3.3 confirms the council will upgrade the appearance of the city's major radial and orbital roads and rail routes. This policy is relevant given views of the site from Pottery Lane, which is a major arterial route. It is considered that the proposed signage would not adversely affect the Pottery Lane street scene, due to the context of the building development, and the distance from the site boundary.

Policy DC14 – Shopfronts and related signs

Policy DC14.1 States in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located. Policy

DC14.5 States that Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,

a. signs should not normally be positioned other than at fascia level;

b. signs should respect the architectural form of buildings and shop frontages;

c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;

B. In the interests of public safety,

h. any sign which is detrimental to the safety of pedestrians or motorists will be refused.

It is considered that the illuminated signage has a limited visual impact and thereby accords with policy DC14.1 with regard to amenity. Furthermore, there are no apparent public safety issues associated with the display of the signage as its positioning would accord with policy DC14.5

Issues

Principle
The proposed signage has been appropriately related to the proposed self-storage building. The signage is related to the use of the proposed use of the premises and is acceptable in principle.

Height and positioning
As stated, the proposed signage would be appropriately related to the proposed use of the proposed building. Sufficient clearance above ground is proposed, thereby ensuring that there would be no impact on pedestrian movement. The height and positioning of the proposed signage is considered to be appropriate in this location.

Lighting
The external lighting is limited to LED trough lighting above the individual letter company signage, The planning agent has forwarded a revised plan to show the position and extent of the lighting above the signage. The proposed lighting would be the length of the signage and the housing would be in black and located above the lettering on the grey panelling.
The lighting would be white. The applicant also proposes a restriction in luminance to 32 cd/m as set out in the application form, and it is recommended that this aspect of the scheme is conditioned. Supporting correspondence states that the lighting will operate during hours of darkness and will be switched off during daylight hours. Furthermore, that the lighting would be switched off between 00.00 and 05.00.

Public Safety
The proposed advertisements are not considered to give rise to public safety concerns. The location of the signs together with the proposed levels of illumination are not considered to cause a distraction to Network Rail signalling (as advised in correspondence from Network Rail), road users or pedestrians , pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, The National Planning Policy Framework ; Core Strategy policy DM1.

Highways Issues
The positioning of the proposed signage would not affect pedestrian or vehicular visibility. It is not considered that the proposed development would affect the function of the external operation of the site. It is therefore considered that the proposed signage would be consistent with Core Strategy policies DM1 and SP1 and saved UDP policies E3.3, and DC14.5.

Residential amenity
The proposed building would be located within a mixed commercial area, with residential properties some distance to the south at the Gorton Lane junction with Pottery Lane. In order to reduce light pollution locally, it is proposed to attach a condition to require that the maximum luminance level of the illuminated signage to be displayed shall not exceed 32cd./m2 in accordance with the submitted details. Subject to the proposed condition to control illumination levels, it is considered that the proposed design and illumination would not give rise to significance impact to residential and visual amenity.

Other matters

It was requested that the reference to ‘shop’ in the proposed non-illuminated signage above the entrance be removed to avoid confusion in relation to the use of the premises. The planning agent has responded advising that ‘shop’ is the is the term used by the operator ‘Shurgard’ to refer to their reception area, where storage units are sold. It does not refer to a standalone retail unit. Given the limited scale and position of the sign, set in the context of the five larger signs clearly identifying the premises as ‘Self-Storage’, it is considered on balance to be acceptable.

Furthermore, the approved use of the premises is conditioned as part of planning consent ref: 135680/FO/2022 be occupied as a Self -Storage Class B8 use and for no other purpose in Class B8 in the Town and Country Planning (Use Classes) Order 1987 (as amended), or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order with or without modification.

Conclusion

It is considered that the proposed signage would be proportionate and appropriately related to the proposed building upon which it would be located and the wide locality. The proposed signage, subject to illumination controls secured by condition, would not adversely impact on the visual amenity of the area. The advertisement signage would be appropriately and satisfactorily related to policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) in the Manchester Core Strategy, saved UDP policies E3.3 (Environmental Improvement and Protection), and DC141 and 14.5 (Shopfronts and related signs) and the National Planning Policy Framework.

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 polices 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
In assessing the merits of a planning application officers will seek to work with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. Discussions have been had with Network Rail in respect of potential; impacts of any lighting to signalling on the adjacent rail line. The proposal is considered to be acceptable and therefore determined within a timely manner.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1. The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2. 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.

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

External Lighting lux plan ref: ZG-DWG-0002432656-EXT-R01-151225
Location plan ref: MH1314-00 rev.A
Received 6th February 2026

Facades plan ref: V06, and agent email received 14th April 2026 confirming the colouration of the trough lighting housing as black.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) .

4. The maximum luminance level of the illuminated signage to be displayed shall not exceed 32 cd/m2.

Reason - In the interests of amenity and railway safety, pursuant to policy DM1 of the Manchester Core Strategy (2012).

5. The external lighting to the elevational signage shall not be in use between the hours of 00:00 midnight to 05:00 a.m., in accordance with the content of the letter from the planning agent dated 3rd February 2026.

Reason - In the interests of amenity, pursuant to policy DM1 of the Manchester Core Strategy (2012).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Network Rail

Bridge College, Whitworth Street, Bradford, Manchester, M11 2GR
2 Ambrose Street, Manchester, M12 5DD
Unit 5, Ambrose Street, Manchester, M12 5DD
Unit 4, Ambrose Street, Manchester, M12 5DD
Unit 6, Ambrose Street, Manchester, M12 5DD

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
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
Flood Zones Type 3 (high risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
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 (Middle) -
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: NORTH AREA