

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144750/AO/2025

Date registered valid: 11 December 2025

Proposal: Retrospective application for Advertisement Consent for (a) Non-illuminated Pink Storage logo affixed to storage unit within site at main entrance area; (b) Non-illuminated Pink Storage gorilla logo affixed to storage unit adjacent to main site entrance gates; (c) Non-illuminated 'Sign up Now' panel sign affixed to boundary wall facing Gorton Road; and (d) Non-illuminated 'Pink Storage' panel sign affixed to boundary wall facing Gorton Road

Address: Pink Storage Ltd, Gorton Road, Manchester, M11 2DZ

Ward(s): Ancoats & Beswick Ward

Applicant: Scott Evans, Pink Storage Ltd

Agent (if any): Claudia Wojnar, Amity Planning Ltd

Case officer: Ian Jarvis
Tel: 0161 234 4079
Email: ian.jarvis@manchester.gov.uk

Recommendation: Approved and Refused

Date of recommendation: 2 February 2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 17 December 2025

Expired: 10 January 2026

Neighbour notifications

Printed: 17 December 2025

Expired: 10 January 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

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

This application relates to a site in an industrial area, located on Gorton Road, close to the junction with Ashton Old Road. The site is currently used as a self-storage facility with approximately 220 shipping containers on the site. This use is not currently authorised and is subject to the following current application for retrospective consent:

143749/FO/2025 - Retrospective application for use of land as a self-storage facility comprising of siting of shipping containers and associated works.

In association with this use, various signage has been installed on the site, as follows:

(a) Non-illuminated Pink Storage logo affixed to storage unit within site at main entrance area

The gated access, to the site, is set-back, from Gorton Road, creating an area where a vehicle can wait, off-road, for the gates to open. The western boundary, of this waiting area, is formed by one of the storage containers, which is perpendicular to Gorton Road. Non-illuminated individual vinyl letters, spelling 'Pink Storage' have been attached to this container.

(b) Non-illuminated Pink Storage 'Gorilla' logo affixed to storage unit adjacent to main site entrance gates

Within the site, there is a storage container, that is directly opposite the access gates, so is viewed as vehicles enter the site. A vinyl and laminate non-illuminated logo print, with the image of a Gorilla, has been attached to this container

(c) Non-illuminated 'Sign up Now' panel sign affixed to boundary wall facing Gorton Road

Immediately to the east of the site entrance, a non-illuminated aluminium laminated panel has been installed, encouraging the use of an associated mobile app. This panel is attached to the Gorton Road boundary wall and has dimensions of 1.525 metres high x 3.05 metres wide and a depth of 0.05 metres. The base of the advert is positioned 0.2 metres above ground level.

(d) Non-illuminated 'Pink Storage' panel sign affixed to boundary wall facing Gorton Road

Further eastwards, and approximately 20 metres from the site entrance, a non-illuminated aluminium laminated panel has been installed, with the company name 'Pink Storage'. This panel is attached to the Gorton Road boundary wall and has dimensions of 1.525 metres high x 3.05 metres wide and a depth of 0.05 metres. The base of the advert is positioned 0.2 metres above ground level.

Consultations & Notification Responses

Local residents/adjoining occupiers - No comments received.

Highways Services - Make the following comments:

The four proposed signs are located at or in the main access area. The two fixed to the boundary walls on either side of the access do not unreasonably extend over the highway and are at an acceptable height. The other two adverts are set back within the access and are acceptable. All four signs are non-illuminated. Highways therefore consider the application to be acceptable.

Issues

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.

National Planning Policy Framework - This Framework came into effect on 27th March 2012 and was amended most recently in December 2024. It sets out the government's planning policies for England and how these are expected to be applied. It defines the government's

requirements for the planning system 'only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through 'which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. However, paragraph 11 states that 'at the heart of the Framework is a presumption in favour of sustainable development' and, in 'decision-taking', this means that development proposals should accord with the development plan should be approved without delay unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole or specific policies in this Framework indicate development should be restricted.

National Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Core planning principles - Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan making and decision-taking with the following specific policies being particularly relevant to the proposed development:

Section 12. Achieving well-designed places - States that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities' (paragraph 131).

With regard to advertisement signage Chapter 12 states: 'the quality and character of places can suffer when advertisements are poorly sited and designed (paragraph 141). It notes that 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'.

Draft National Planning Policy Framework - On 16th December 2025 the government has published a consultation National Planning Policy Framework.

Of relevance to this application, the draft NPPF makes it clear that local planning authorities should amongst other things:

- Work with the applicant in a positive and proactive manner, where necessary seeking solutions to problems arising from initial proposals, to enable a timely decision.
- Decisions on development proposals should apply a presumption in favour of sustainable development.
- In order to contribute to climate change mitigation and the transition to net zero, development proposals should, where relevant to the proposal: Be located where a genuine choice of sustainable transport modes exists,
- Substantial weight should be given to the benefits of providing accommodation that will contribute towards meeting the evidenced needs of the local community, taking into account any up-to-date local housing need assessment, and other relevant evidence.
- Design quality should be considered throughout the evolution, assessment and delivery of development proposals.

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

In relation to signs (c) and (d) Whilst this is a draft NPPF for consultation it is considered that the development proposals are not in accordance with the general thrust of policy contained within it. As set out in the printed report, it is not considered that the signs are poorly sited and have an acceptable visual relationship with their surroundings

Planning Practice Guidance - On 6 March 2014 the Department for Communities and Local Government (DCLG) launched 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, amongst other things:

- i. Considerations affecting public safety;
- ii. Considerations affecting amenity.

Places for Everyone - The approved Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for 9 of the 10 boroughs which make up Greater Manchester.

The Plan identifies the essential aspect of the efficient and effective use of land with the preference to be given to making as much use as possible of suitable previously developed brownfield land and vacant buildings when meeting development needs.

Relevant policies of PfE in this instance are:

Policy JP-P1 Sustainable Places - Discusses the importance of development on the character and identity of a locality in terms of design, siting, size, scale and materials used.

Policy JP-C5: Streets for All - States that Streets will be designed and managed to make a significant positive contribution to the quality of place and support high levels of walking, as well as, cycling and public transport.

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.

Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-

- Creating well designed places that enhance or create character
- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

Policy EN1 relates to design principles and strategic character areas and states that all development in Manchester will be expected to follow the seven principles of urban design listed below:

- Character: a place with its own identity
- Continuity and enclosure: a place where public and private places are clearly distinguished
- Quality of the public realm: a place with attractive, and successful outdoor areas
- Ease of movement: a place that is easy to get to and move through
- Legibility: a place that has a clear image and is easy to understand
- Adaptability: a place that can change easily
- Diversity: a place with variety and choice

Policy DM 1 states that all development should have regard to the following specific issues for which more detailed

guidance may be given within a supplementary planning document:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

Unitary Development Plan - The site is unallocated in the plan.

Saved policy E3.3 relates to sites along radial routes, which includes Ashton Old Road, and seeks to ensure that all new development, along these routes, is of the highest quality.

Saved development control policy DC14.1 sets out the considerations that the City Council will take into account in determining applications relating to shop fronts, security grilles, advertisement signs, canopies and awnings. It states that in determining applications for advertisement signs, the Council will seek to ensure that proposals are in keeping with the character of the building, adjoining buildings and the area. In the interests of amenity, signs should not normally be positioned other than at fascia level and should respect the architectural form of the building. In the interests of public safety, any sign that is detrimental to the safety of pedestrians or motorists will be refused.

Impact of signs (a) and (b) - Sign (b) is located within the site, and sign (a) is perpendicular to Gorton Road, so they are only visible when facing the site entrance. The signs are basically vinyl 'stickers', attached to the respective containers, and are non-illuminated. It is not therefore

considered that these signs are prominently located, or that they have a long range of visibility. It is not therefore considered that they have a harmful visual impact upon the locality.

Impact of signs (c) and (d) - These signs are more prominently located, as they are positioned on the boundary wall of the site and have a considerable range of visibility, along this stretch of Gorton Road. In particular, it is not considered that they are well related to the wall on which they are located. This boundary wall is clearly historic and appears to date back to the original industrial use of the site. It is therefore considered that its appearance has some architectural merit. Due to their siting, and their striking colour content, it is considered that the signs consume a viewers attention, so although they may only occupy a small percentage of the wall frontage, they dominate this elevation, and detract from any appreciation of this historic structure. The signs are therefore considered to be unrelated to their surroundings, resulting in an adverse visual impact in the locality.

Highway safety - Highways Services have no highways concerns about the proposed signs and it is not considered that there are any issues in relation to highway safety.

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: Approved and Refused

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

1) The advertisement consent hereby granted only permits the display of Sign (a) Non-illuminated Pink Storage logo affixed to storage unit within site at main entrance area and sign (b) Non-illuminated Pink Storage 'Gorilla' logo affixed to storage unit adjacent to main site entrance gates, and excludes the display of all other signage as shown on the submitted plans, namely sign (c) Non-illuminated 'Sign up Now' panel sign affixed to boundary wall facing Gorton Road and sign (d) Non-illuminated 'Pink Storage' panel sign affixed to boundary wall facing Gorton Road.

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 and saved policies DC14.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

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 drawing numbered 4305 (23) 101, stamped as received by the City Council as Local Planning Authority, on 11 December 2025.

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 and saved policies E3.3 and DC14.1 of the Unitary Development Plan for the City of Manchester.

4) The display of the 2 panel signs on the Gorton Road boundary wall of the site (signs c and d), by reason of their size, siting, and appearance creates an unduly obtrusive and over-dominant feature in the street-scene, resulting in an incongruous feature that is unrelated to the structure onto which they are attached. The panels thereby appear out of context with their location, resulting in an unacceptable and detrimental impact on the visual amenity of the area, contrary to Government Guidance contained in the National Planning Policy Framework, policies EN1, SP1 and DM1 of the Manchester Core Strategy and saved policy DC14.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services

HUTCHISON MAN13296, Communication Station At Junction With Gable Street, Gorton Road, Manchester, M11 3UA

292 - 298 Ashton Old Road, Manchester, M11 2EA

Ashbury Service Station, Ashton Old Road, Manchester, M11 3LW

21 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

29 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

28 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

27 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

15 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

14 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

13 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

12 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

11 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

10 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

7 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

6 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

5 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

4 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

3 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

2 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

29 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

28 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

27 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

26 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

25 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

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3 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

2 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

1 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ

30 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

23 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

22 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

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30 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ
24 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ
23 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ
16 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ
15 Radcliffe House, 401 Ashton Old Road, Manchester, M11 2DJ
26 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ
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16 Campbell House, 403 Ashton Old Road, Manchester, M11 2DJ

Appendix 2 – Planning constraints

Article 4 Direction - North Manchester 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
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: NORTH AREA