Sue Wills
Planning
Manchester City Council
P O Box 532
MANCHESTER
M60 2LA

Our Ref: 032-010
Via Planning Portal (ref. PP-14471934)

Date: 03 February 2026

Dear Sue,

Ambrose Street, Manchester

Application for Advertisement Consent

We are pleased to enclose an application submitted on behalf of our client, Storage World Ltd, seeking advertisement consent for signage works at the above address.

Advertisement consent was granted on 24 October 2023 for the '*installation of illuminated fascia signage to all elevations of the proposed building, together with a non-illuminated banner sign*' (ref. 135681/AO/2022) approved in parallel with planning permission for a five-storey self-storage facility (Use Class B8).

The approved scheme comprised four halo LED illuminated built-up fascia signs and one non-illuminated, digitally printed banner sign, positioned on the western, northern, southern and eastern elevations of the building. The fascia signs were permitted to be illuminated at up to 300 cd/m², secured by condition.

The applicant is currently in the process of selling the development site to an established self-storage operator which intends to bring the building into operational use. As part of the acquisition, the proposed operator requires updated signage, as clear identification and wayfinding are important to the effective operation of the facility. The proposal will therefore allow the new occupier to occupy and trade from the unit.

The application pack

In support of this application for advertisement consent, the following documents have been submitted via the Planning Portal:

- This cover letter
- Application forms and associated fee
- Site location plan (ref. MH1314-00 Rev A)
- Proposed elevations and detailed drawings (ref. M.EAST V06)
- Light spill plan (ref. ZG-DWG-0002432656-EXT-R01-151225 R01)

Details of the signage

The proposed signage comprises five illuminated signs and one non-illuminated sign.

The five illuminated signs are formed of white aluminium flat composite lettering fixed directly to the cladding panels, with trough lighting positioned above. The signage is proposed on all four elevations, including those fronting Pottery Lane and Ambrose Street.

The trough lighting will be angled and directed solely at the signage, ensuring that it does not illuminate surrounding areas. The lighting will operate during hours of darkness and will be switched off during daylight hours. In addition, the lighting will always be switched off between 00.00 and 05.00, which can be secured by condition if required.

Above the entrance door, fixed to the red frame surrounding the curtain wall, a single non-illuminated sign is proposed.

The signage is simple in design and is integrated into the building elevations. It provides clear identification of the use without appearing overly prominent and is appropriate to the surrounding area.

Planning Policy

Manchester's Local Development Framework: The Core Strategy Development Plan Document 2012 -2027

Policy SP1 (Spatial Principles) requires development to make a positive contribution to neighbourhoods through good design, protecting amenity, and supporting safety and wellbeing.

Policy EN1 (Design Principles and Strategic Character Areas) seeks high-quality design that responds positively to its context and enhances the image of the City.

Policy DM1 (Development Management) requires development to be appropriately sited and designed, safeguard amenity, promote safety and accessibility, and address environmental considerations.

Saved Unitary Development Plan Policies

Policy E3.3 seeks to protect and improve the appearance of the City's major road and rail routes.

Policy DC14 (Shopfronts and Related Signs) requires signage to be in keeping with the character of the building and surrounding area, with proposals assessed in the interests of amenity and public safety.

National Planning Policy Framework (2024)

Paragraph 11 of the NPPF sets out the presumption in favour of sustainable development, stating that decision takers have the responsibility to approve *'development proposals that accord with an up-to-date development plan without delay.'*

Paragraph 85 sets out that '*Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.*'

Paragraph 141 sets out that the expectations of the separate consent process which controls the display of advertisements and notes that it 'should be operated in a way which is simple, efficient and effective.' Recognising that the consent is subject to the control of matters relating to amenity and public safety, the ability to improve the quality and character of a place through successful advertisement is a key factor.

Key considerations

Principle of Advertisement Consent

The principle of advertisement signage at this site has already been established through the existing consent under application ref. 135681/AO/2022, which approved four illuminated fascia signs and a large non-illuminated banner sign.

While the current proposal includes one additional illuminated sign, this would not materially alter the overall signage presence or visual impact of the development, particularly given the significantly reduced levels of illumination proposed. The number, scale and distribution of signage remain comparable to the approved scheme.

The proposed signage is clearly related to the lawful self-storage use of the building and provides clear identification and wayfinding appropriate to that use.

Design, Scale and Positioning

The proposed white aluminium flat composite lettering fixed directly to the cladding panels provides a simpler and more integrated appearance than the previously approved built-up fascia signs and banner. The removal of the large banner sign represents a reduction in visual clutter.

The scale, height and positioning of the signage are appropriate to the size of the building and its commercial surroundings. Adequate clearance above ground level is maintained, ensuring there is no impact on pedestrian movement or use of the public realm.

The signage is evenly distributed across the building elevations and does not appear overly dominant or visually intrusive.

Illumination and Visual Amenity

Illumination is a key material consideration. The previously approved signage permitted illumination levels of up to 300 cd/m², secured by condition. The proposed trough lighting would result in reflected illumination levels of approximately 31–32 cd/m², which represents a substantial reduction.

This reduction in luminance will limit light spill and glare and reduce the visibility of the signage in longer views and during hours of darkness. As a result, the proposal represents an improvement in visual amenity and light pollution when compared to the approved scheme.

A light spill plan has been submitted in support of this application, demonstrating that light spill beyond the site boundary would be minimal and below the currently approved levels.

Residential Amenity

Given the lower illumination levels and the absence of internally illuminated signage, the proposal would not result in any material harm to residential amenity.

Public Safety and Highways

The scale, positioning and subdued illumination of the signage ensure that it would not cause distraction to drivers, pedestrians or rail users. The signage would not obstruct sightlines or affect pedestrian or vehicular movement within or around the site.

The absence of brightly coloured or internally illuminated signage, together with the reduced luminance, further limits any potential impact on public safety, including in relation to nearby railway infrastructure.

Conclusion

The proposed signage is essential to the operation of the building as a successful self-storage use. The principle of signage at this location has already been accepted through the existing advertisement consent, and the current proposal represents a more restrained approach in terms of illumination and overall visual impact.

The design, scale and positioning of the proposed signage, together with the significantly reduced levels of illumination when compared to the previously approved scheme, ensure that visual and residential amenity are adequately protected.

The proposed signage would not give rise to any public safety concerns and would not result in material harm to the amenity of users of the site, nearby occupiers, residents or the wider area.

We trust the above is sufficient to validate and consider the application and we look forward to hearing from you at your earliest convenience.

Yours sincerely,

[redacted]

Alex Snow

cc: Storage World
enc: as above