

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144220/AO/2025

Date registered valid: 7 October 2025

Proposal: Erection of 5m high double sided non-illuminated totem sign.

Address: Manchester Trade Park, Holt Street, Manchester, M40 5AX

Ward(s): Miles Platting & Newton Heath Ward

Applicant: Space Industrial No. 1 JPUT, Marchmont Investment Management

Agent (if any): Mr Chris Burrows, TJM Projects Limited

Case officer: Ciara Gettinby
Tel: 0161 234 3048
Email: ciara.gettinby@manchester.gov.uk

Recommendation: Approve

Date of recommendation: **19 November 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 29 October 2025

Standard consultations:

Printed: 23 October 2025 Expired: 13 November 2025

Neighbour notifications

Printed: 23 October 2025 Expired: 13 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/building

The site relates to Manchester Trade Park which consists of multiple warehouse units. The trade parks consist of a large car parking area. The site is bounded to the north by railway lines and bounded to the south by Oldham Road. The area is industrial, with other similar units along Oldham Road. Directly opposite the site is a hotel (Holiday Inn) and a lighting factory shop (Searchlights & Illuma) with associated car parking. There are multiple visible totem signs along Oldham Road.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The area relates to Miles Platting and Newton Heath Ward in the North of Manchester. This area is mainly commercial, with small pockets of residential housing spread throughout the area. The area benefits from a variety of transport links with multiple bus routes and Metrolink tram stops connecting the area to Manchester City Centre.

Description of development

The applicant is seeking advertisement consent for the erection of a 5m non-illuminated totem sign. The totem sign would be sited nearby the carpark entrance, the car parking area at this location is shared between a number of different operators. The design is restrained, with the information limited to the businesses and an arrow/ entrance identifying the carpark location.

Consultations & Notification Responses

Highway Services, no objections.

Environmental Health, no objections.

Neighbours, as per appendix 1, no comments or objections.

Policy

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP)- The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

-Policy DC15- Advertisements, Hoardings and Posters

The Manchester Core Strategy- Development Plan Document 2012-2027 (The Core Strategy) was adopted by the City Council on the 11th of July 2012, it is a key document for the local plan which provides a framework that planning applications are assessed against.

Policy SP1- Spatial Principles

Policy DM1-Development Management

Policy EN1- Design Principles and Strategic Character Areas

The National Planning Policy Framework (December 2024)- The Government's own planning policies for England and how they are expected to be applied.

-Chapter 12- Achieving well-designed and beautiful places

Places for Everyone- A long term plan of nine Greater Manchester districts for jobs, new homes and sustainable growth, it has been published by the GMCA on behalf of the nine districts (Bolton, Bury, Rochdale, Oldham, Tameside, Stockport, Manchester, Trafford, Salford, Wigan) and took into effect and become part of the statutory development plan on March 21, 2024.

-Policy JP-P1: Sustainable Places

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity and public safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning Regulations 2007 and Core Strategy policies DM1, SP1, the saved policies contained within the Unitary Development Plan for Manchester in particular DC15 and the National Planning Policy Framework, in particular chapter 12. The advertisement regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual Amenity

The totem sign would aid visitors in locating the carpark and hence the principle of the sign is accepted. This segment of the street scene is characterised by a number of different informational signs related to the surrounding carparking areas and hence the new totem would not appear incongruous in this context. The non- illumination of the sign would help further integrate the sign into the wider street scene. The totem sign would be 5m tall, 1.5m wide and have a depth of 0.5m. The dimensions of the totem advertisement align with other signage within the area. The totem sign would replace an existing sign on the application site which previously did not have planning permission. The new sign is considered to be an improvement to the visual amenity in comparison with the existing sign.

Considering the characteristics of the signage, the proposal is not considered to harm the visual amenity of the area as it is a relatively standard design and scale and is in an acceptable position in regards to Oldham Road. The proposal is therefore considered to have minimal detrimental impact on the street scene and visual amenity, particularly given that it would be in keeping with the existing commercial character along Oldham Road.

Public Safety

The signage complies with headroom and carriageway clearance requirements and is considered safe from a highway's perspective. Construction and maintenance of the totem sign would be carried out on the application site under private ownership and would not affect the highway. This application was also assessed by environmental health and no objections were raised. On this basis, it is considered to not harm public safety in and around the site.

Conclusion

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety in accordance with saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, and Chapter 12 of 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 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

Article 35 Declaration

n/a

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

- 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 documents:

Location Plan, drawing no.-01

Proposed Drawings, drawing no.-02

Received on 7 October 2025

Reason- to ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC1 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

5 Partington Street, Manchester, M40 2AQ
4 Thompson Street, Newton Heath, Manchester, M40 2GD
12 Thompson Street, Newton Heath, Manchester, M40 2GD
10 Thompson Street, Newton Heath, Manchester, M40 2GD
8 Thompson Street, Newton Heath, Manchester, M40 2GD
6 Thompson Street, Newton Heath, Manchester, M40 2GD
2 Thompson Street, Newton Heath, Manchester, M40 2GD
749 - 753 Oldham Road, Manchester, M40 5AU
Tyco Fire And Intergrated Solutions, Grimshaw Lane, Manchester, M40 2AX
Wormald Ansul (uk) Ltd, Grimshaw Lane, Manchester, M40 2WL
Flat 3, 759 Oldham Road, Manchester, M40 5AU
Flat 1, 757 Oldham Road, Manchester, M40 5AU
45 Limerston Drive, Manchester, M40 2DQ
7 Partington Street, Manchester, M40 2AQ
5 Padbury Walk, Manchester, M40 2DL
42 Fletcher Street, Manchester, M40 2AN
36 Fletcher Street, Manchester, M40 2AN
733 Oldham Road, Manchester, M40 5AP
10 Mansford Drive, Manchester, M40 2DT
4 Mansford Drive, Manchester, M40 2DT
17 Padbury Walk, Manchester, M40 2DL
11 Padbury Walk, Manchester, M40 2DL
Flat 2, 757 Oldham Road, Manchester, M40 5AU
Flat 3, 757 Oldham Road, Manchester, M40 5AU
Searchlight Electric Ltd, 900 Oldham Road, Manchester, M40 2BS
Iluma Lighting, Oldham Road, Manchester, M40 2BS
49 Limerston Drive, Manchester, M40 2DQ
47 Limerston Drive, Manchester, M40 2DQ
Flat 2, 759 Oldham Road, Manchester, M40 5AU
Flat 1, 759 Oldham Road, Manchester, M40 5AU
9 Partington Street, Manchester, M40 2AQ
1 Partington Street, Manchester, M40 2AQ
40 Fletcher Street, Manchester, M40 2AN
30 Fletcher Street, Manchester, M40 2AN
23 Norland Walk, Manchester, M40 2DS
9 Padbury Walk, Manchester, M40 2DL
43 Limerston Drive, Manchester, M40 2DQ
41 Limerston Drive, Manchester, M40 2DQ
7 Padbury Walk, Manchester, M40 2DL
38 Fletcher Street, Manchester, M40 2AN
34 Fletcher Street, Manchester, M40 2AN
888 Oldham Road, Manchester, M40 2BS
2 Partington Street, Manchester, M40 2AQ
755 Oldham Road, Manchester, M40 5AU
8 Mansford Drive, Manchester, M40 2DT
6 Mansford Drive, Manchester, M40 2DT
2 Mansford Drive, Manchester, M40 2DT
19 Padbury Walk, Manchester, M40 2DL
15 Padbury Walk, Manchester, M40 2DL

3 Partington Street, Manchester, M40 2AQ
13 Padbury Walk, Manchester, M40 2DL
32 Fletcher Street, Manchester, M40 2AN

Appendix 2 – Planning constraints

Article 4 Direction - North Manchester PD Restriction - Class B1(a) To C3
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
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH AREA