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Planning Statement in support of the
Advertisement Consent Planning Application

for

Proposed 5m High Double Sided
Non-Illuminated Totem Sign

at

Manchester Trade Park
Holt Street
Manchester
M40 5AX

On behalf of the applicant

Space Industrial No. 1 JPUT
c/o Marchmont Investment Management
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46 Berners Street
London
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Ref: 1345; Revision: 1; November 2025

1. Introduction

This planning statement has been prepared to support a planning application for Advertisement Consent for the installation of a 5-metre high non-illuminated totem sign at Manchester Trade Park, Holt Street, Manchester, M40 5AX. The proposed sign is intended to improve site visibility, enhance wayfinding for visitors and customers, and support the commercial function of the site by clearly identifying tenant businesses.

2. Site Context

Manchester Trade Park is a well-established commercial and industrial estate located off Holt Street, within the M40 postcode area. The site comprises a number of commercial units, serving a variety of trade and light industrial operators. The location is accessed via major arterial routes including Oldham Road (A62), which experiences significant vehicular traffic, making visibility and signage key to supporting businesses on site.

The surrounding area is predominantly commercial and industrial in character, with nearby buildings of similar scale and function.

The proposed sign is consistent with other signage types typically associated with trade and retail parks.

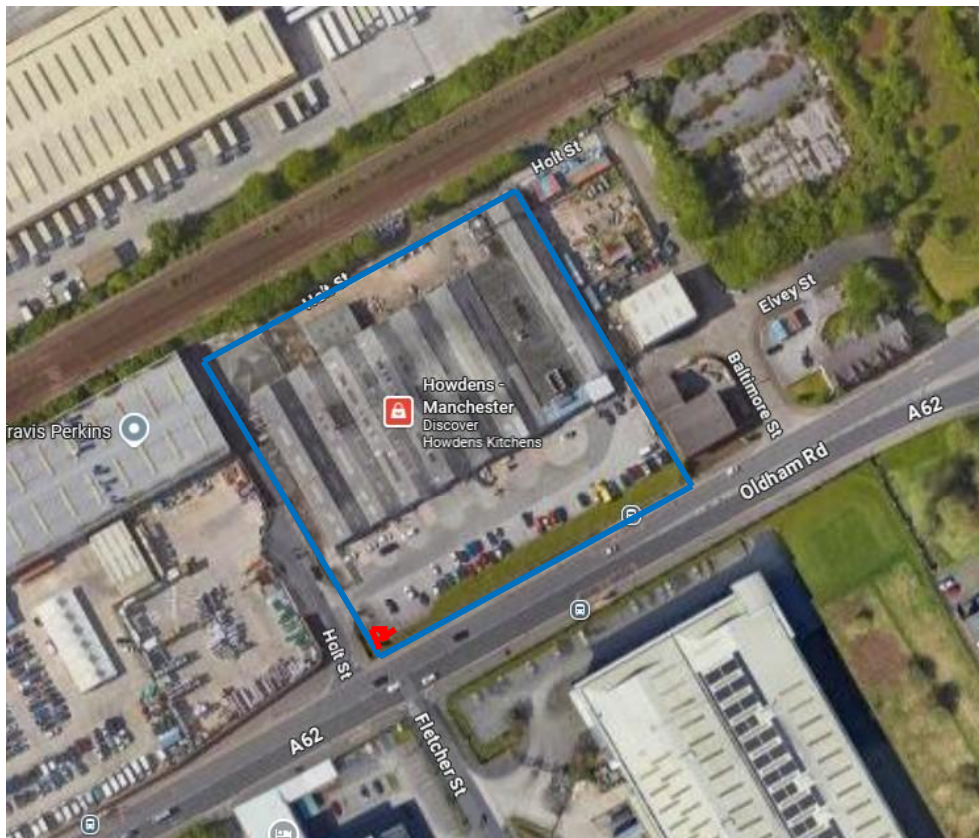


Image 1: Google Maps aerial photograph of site with application site area outlined in red and land in applicants ownership edged in blue



Image 2: Google Maps aerial photograph indicating application site boundary edged in red at corner of Holt Street and Oldham Road and existing signage to be replaced with proposed new 5m high double sided non-illuminated totem sign.



Image 3: Google Maps street view dated May 2025 indicating existing signage at corner of Holt Street and Oldham Road to be replaced with proposed new 5m high double sided non-illuminated totem sign.



Image 4: Photograph showing existing signage at corner of Holt Street and Oldham Road to be replaced with proposed new 5m high double sided non- illuminated totem sign.



Image 5: Google Maps street view dated May 2025 indicating existing internally illuminated totem signage at Searchlight and Holiday Inn on Oldham Road opposite to the application site.

3. Proposal Description

The application seeks consent for the erection of a 5-metre high totem sign.

The proposed sign will be:

- Non-illuminated,
- Double-sided, allowing visibility from both directions of approach,
- Constructed using durable materials suitable for external commercial environments,
- Designed to display the trade park's branding and space for individual tenant names/logos with text/logos heights approx 200mm high.

The proposed totem sign will be sited near the entrance to the trade park to maximise visibility from Holt Street and Oldham Road, assisting both vehicular and pedestrian visitors in locating the site and its tenants.

The sign will be positioned outside of the vision splay for vehicles leaving Holt Street onto Oldham Road.



Image 6: Elevation of proposed 5m high double sided non-illuminated totem sign.

4. Policy Context

The proposal has been considered against the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which state that the primary considerations for advertisement consent are:

- Amenity
- Public Safety

Amenity

The proposed totem sign has been carefully designed to reflect the commercial nature of its surroundings. At 5 metres high, it is proportionate to the scale of nearby buildings and appropriate for the site's context. The design is clean and modern, and the sign will not be illuminated. The proposed sign will not harm the character or appearance of the area and is in keeping with similar signage typically found in commercial trade parks.

Public Safety

The proposed sign will not obstruct visibility for road users or pedestrians and will be set back from the highway. The sign will be non-illuminated and will not distract or confuse drivers. The signage will be securely installed in accordance with required safety standards and building regulations.

5. Justification and Need

The proposed sign is essential to ensure that the site remains competitive and commercially viable. Clear branding and wayfinding are critical for trade park tenants who rely on passing trade and logistical operations. The sign will provide a professional and coherent identity for the trade park, supporting economic activity and improving legibility for visitors and deliveries.

6. Highways Considerations

6.1 Visibility and Sightlines

The proposed location does not obstruct visibility splays for vehicles entering or exiting the site. The sign sits outside required 2.4m x 43m sightlines for standard 30mph environments as required by local highway authority standards.

Current review indicates that the sign can be accommodated without compromising driver visibility, provided final siting is confirmed outside these splays.

6.2 Distraction to Road Users

Totem signs can pose a distraction if overly bright, animated, or positioned close to the carriageway.

- The proposed sign will be non-illuminated.

It is considered that as the proposed totem sign will be non-illuminated that no significant distraction risk is anticipated.

6.3 Highway Safety and Clear Zones

Street furniture must not cause an obstruction or hazard within the clear zone adjacent to the highway.

The proposed totem sign will be set back an appropriate distance from the carriageway edge and does not encroach into footways or pedestrian desire lines.

6.4 Impact on Traffic Flow

The sign does not alter the geometry of the highway nor interfere with vehicle movement. No measurable impact on traffic capacity or flow is expected.

6.5 Access and Maintenance

Routine maintenance must be carried out safely within the confines of the application site boundary without requiring lane closures or causing highway obstruction. The proposed position of the proposed totem sign will ensure that all maintenance can be undertaken from within the site boundary.

7. Supporting Documentation

Please refer to the following drawings which support this application:

1345- 01 Location Plan and Site Block Plan

1345- 02 Proposed Signage Details

8. Conclusion

The proposed totem sign is an appropriate and necessary addition to Manchester Trade Park.

The proposed totem sign aligns with national and local planning policy, preserves visual amenity, and poses no risk to public safety.

The proposed totem sign will support the function of the trade park by improving visibility and aiding navigation.

The proposed totem sign does not pose any adverse impact on highway safety or operation as the following conditions are met:

1. The sign remains outside visibility splays.
2. Adequate setback from the carriageway is maintained.
3. The sign will be non-illuminated.
4. The sign does not obstruct pedestrian routes or maintenance access.

In light of the above, we respectfully request that Manchester City Council grants Advertisement Consent for the proposed totem signage.