

Planning

Delegated Officer Report

Summary of application details

Application reference:	145662/AO/2026
Application type:	Consent to display an advertisement
Proposal:	Installation of 1 no. externally illuminated hanging sign; 1 no. non illuminated painted gable sign; 2 no. externally illuminated individual letter fascia signs; 4 no. externally illuminated logo signs and 2 no. non illuminated wall mounted signs.
Site address:	Shamrock Inn 17 - 21 Bengal Street Manchester M4 6AQ
Ward(s):	Ancoats & Beswick
Date application valid:	10 June 2026
Applicant name:	Joseph Holt
Agent (if any):	Mrs Helen Binns
Case officer:	Michael Pearson
Recommendation:	Approve
Date of recommendation:	09/07/2026

Description of site, building and/or area

The application relates to the two storey detached property at 17-21 Bengal Street, the Weavers Rest, formerly the Shamrock Inn. The site is a two storey Victorian property completed in red brick and glazed tiles. The site is in an active use as a drinking establishment with an outside seating area (Sui Generis). On site there are unauthorised fascia signs, plaque signs, a hanging sign and mural sign.

The neighbouring area lies to the north of the City Centre and within the Ancoats Conservation Area. Built development consists of a variety of surviving Victorian buildings, including the Grade II listed Victoria Square, and new build residential development. The majority of neighbouring uses are comprised of residential buildings, with commercial development centres along Oldham Road and Cutting Room Square to the north and south-west of the application site.

Description of development

The application seeks advertisement consent for the retention of 1no externally illuminated hanging sign, 1no non-illuminated painted gable sign, 2no externally illuminated individual letter fascia signs, 4no externally illuminated logo signs and 1no non-illuminated wall mounted sign, as well as the installation of 1no non-illuminated wall mounted sign.

The proposed hanging sign is displayed at first floor along the property's Bengal Street elevation and has a height of 1540mm, a depth of 1150mm, a width of 50mm and is illuminated by two external lamps. The sign is supported by a steel bracket.

The gable sign consent is sought for is displayed at first floor on the property's south-eastern facing elevation and would have a height of 1800mm and a width of 3900mm. Said sign is only be comprised of paint.

The fascia signs consent is sought for are situated along the property's Bengal Street and Silk Street elevations and are comprised of individual letters. The signs are comprised of black PVC and have a width of 4828mm, a height of 250mm and a depth 15mm. The fascia signs then sit alongside four logo signs with a width of 430mm, a height of 300mm and a depth 15mm, with two each being displayed on the property's Bengal Street and Silk Street elevations. Said signs are then illuminated by 14no black coloured cowl lights.

The non-illuminated wall mounted sign retention is sought for is located at ground floor and faces onto Bengal Street. Said sign is aluminium, with matching frame, coloured black. Said sign has a width of 915mm, a height of 1220mm and a depth of 50mm. Consent is also sought for an additional identical sign that would be located on the property's splayed corner at ground floor on the junction where Silk Street meets Bengal Street.

All illuminated signs would be illuminated to 100cd/m².

Relevant planning history

142143/FO/2025 - Demolition of existing single storey side and rear extensions and erection of new single storey side extension and two storey rear extension for form additional accommodation in association with existing public house (Sui Generis), together with elevational alterations, new external fire escape, new boundary treatment, plant and associated works – Approved June 2025.

Consultation, notification and publicity responses

Publicity – Neighbouring properties were notified of the proposals by letter. No representations were received.

Environmental Health – No objection received.

Highways – No objection subject to informatives relating to highway hoarding.

Relevant policies

Town and Country Planning (Control of Advertisements) Regulations 2007

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.

Places for Everyone Plan – Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-Strat1 – Core Growth Area
- Policy JP-Strat2 – City Centre
- Policy JP-P2 – Heritage

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principle and Strategic Characters Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs
- Policy DC18 – Conservation Areas
- Policy DC19 – Listed Buildings

National Planning Policy Framework (NPPF)

- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

National Planning Practice Guidance (NPPG)

Planning (Listed Building and Conservation Areas) Act 1990

Draft National Planning Policy Framework (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. Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it.

Assessment

Visual Amenity

The existing signs retrospective consent is sought for, as well as that of the non-illuminated wall sign consent is sought for are located on the principal elevations of the property and are easily legible from the public highway. It is not considered that said signs cut across nor undermine

features of architectural interest. Thus, subject to an appropriate design that has due regard to neighbouring amenity, such signs would be acceptable.

It is considered the proposed signage is typical of that found on traditional pubs, which the application site is, and would not look out of place within the Conservation Area. To avoid overly bright signage, in the event of an approval planning condition will require all illuminated signage be illuminated to no greater than 100cd/m².

No objection has been received from Environmental Health. In light of the above, the proposed signs have been found to be acceptable in this regard and accord with Places for Everyone Plan Policy JP-P2, Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, and the National Planning Policy Framework.

Public Safety

The proposed signs would face out onto the public highway, though only the proposed hanging sign would overhang it. As the proposed signs are only proposed to be illuminated to 100cd/m², it is not considered they would present an unacceptable distraction/safety risk to highway users. Highway Services do not object to the proposals subject to informatives relating to highway hoarding. Notwithstanding this, as the signs have already been installed and retrospective consent is sought, said informatives will not be attached in the event of an approval. An informative will be attached in relation to the need for a projecting license. In light of this, the development is acceptable in this regard and accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1, JP-Strat2 and JP-P2, Core Strategy Policies SP1, EC3, CC1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, National Planning Practice Guidance, the National Planning Policy Framework, and the Planning (Listed Building and Conservation Areas Act) 1990. The application is therefore recommended for approval.

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

Conditions attached to this decision

Conditions attached to this decision

- 1) (a) 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.

(b) No advertisement shall be sited or displayed so as to:

i. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or to navigation by water or air; or

iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) 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.

(d) 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.

(e) 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 drawings and documents:

- Location Plan (Planning Portal Reference PP-14841655v1; Received 10/04/2026)
- Hanging Sign Details (Job Number 20251118)
- Mural Sign Details (Job Number 20251118)
- Fascia, logo, wall mounted signs, and external light details (Job Number 20251118)
- External light details (Job Number 20251118)
- Silk Street elevation (Job Number 20251118)
- Bengal Street elevation (Job Number 20251118)
- Garden elevation (Job Number 20251118)
- Sign overview plan (Job Number 20251118)
- Fascia Letters Profile (Job Number 20251118)
- Fascia Logo Profile (Job Number 20251118)
- Covering Letter (Prepared by Walsingham Planning; Dated 09/04/2026; Received 10/04/2026)

Received by the City Council as Local Planning Authority on 10/06/2026, unless specified otherwise.

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

- 3) The illuminated signs hereby approved shall be illuminated to no greater than 100cd/m² for the lifetime of the development.

Reason - In the interest of visual amenity and securing a high quality development, all in accordance with Core Strategy Policies EN1 and DM1, Saved Unitary Development Plan Policy DC14 and the National Planning Policy Framework.

Informatives

- 1) The proposed projecting signs extends to a maximum projection in excess of 2. over the adopted highway and will therefore require a projection over licence, to be funded at the applicant's expense. This can be obtained from https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway