MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	PLA-2026-001260
Application type:	Consent to display an advertisement
Proposal:	Installation of 1no. internally illuminated projecting sign
Site address:	Unit 3, One Port Street, Manchester, M1 2EQ
Ward(s):	Piccadilly
Date application valid:	14 August 2026
Applicant name:	Mr Ben Grainger
Agent (if any):	Miss Ellie Philcox
Case officer:	Jack Naven
Recommendation:	Approve
Date of recommendation:	22 September 2026

Description of Site, Building and/or Area

The application refers to a commercial unit that is situated at the ground level of a recently completed part-33, part-11, part 9, part 7 storey residential building known as One Port Street. The commercial unit in question is located on the Great Ancoats Street elevation.

Great Ancoats Street is a vibrant route within the city centre, between the Northern Quarter and Ancoats, and had a range of different residential and commercial uses fronting onto it, including some historic buildings.

The principal character of buildings around are a mix of massive cotton spinning mills, adjacent to the Rochdale Canal and beyond the cleared land in proximity to the site, some lower level Georgian buildings.

The Ancoats Conservation Area is situated opposed the road.

Whilst a number of significant listed buildings are situated within the setting of the overall development, including Brownsfield Mill (Avro Building), the Former Rochdale Canal Warehouse (Jacksons Warehouse) (Tariff Street), Murray's Mill and Royal Mill (Redhill Street) (all Grade II* Listed) and 72-76 Newton Street, 50-62 Port Street, Carvers Warehouse (Dale Street) and the Rochdale Canal Path and retaining wall (Redhill Street) (all Grade II Listed), these are not within the setting of the location of this specific commercial unit.

Description of Development

The proposal seeks advertisement consent for the installation of 1no. internally illuminated projecting sign.

Relevant planning history

CDN/25/0785 - Discharge of conditions 6(b) Contaminated Land and 39 (Signage Strategy) pursuant to planning permission 132489/FO/2021 (as amended by 135938/NMC/2023 138008/NMC/2023, 140874/NMC/2024 and 142363/NMC/2025.
Approved October 2025.

132489/FO/2021 - Erection of a part-33, part-11, part 9, part 7 storey residential building above semi-basement level, with associated residents' amenity space including gym (Use Class C3) (comprising 481 dwellings), commercial space (Use Class E), basement car parking (47 spaces), cycle parking (481 spaces) landscaping, and other associated works.
Approved October 2022.

Consultation, notification and publicity responses

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Highway Services – Are satisfied that the proposed signage results in no public safety concerns relating to the public highway. Recommended relevant informatives be attached discussing Highway requirements.

Environmental Health – Advised that they were satisfied with the luminance levels of the signage and that a condition should be attached to control the luminance levels.

Relevant policies

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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-Strat2 - City Centre
- Policy JP-P1 - Sustainable Places
- 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 EN1 - Design Principles and Strategic Character Areas
- Policy EN3 - Heritage
- Policy DM1 - Development Management
- Policy CC9 - Design and Heritage

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 Building

National Planning Policy Framework (NPPF) (2026)

- Chapter 3 – Decision making policies
    - DM1 - Preparing development proposals
    - DM3 - Determining development proposals
- Chapter 14 - Achieving well-designed places
    - DP3 - Key Principles for Well-Designed Places
    - DP4 - The Design Process
- Chapter 20 - Conserving and enhancing the historic environment
    - HE4 - Securing the Conservation of Heritage Assets
    - HE5 - Assessing Effects on Heritage Assets
    - HE9 - Conservation Areas

Shopfront and Signage Design Guide (2024)

The Shopfront and Signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor cills, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

Sections 16, 66, and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Assessment

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety.

In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

Principle of the Proposal

The principle of the proposal is considered to be acceptable in this case. Projecting signs are considered to be necessary to provide wayfinding and to advertise premises from viewpoints that standard fascia level signage cannot provide.

Visual Amenity

The proposed signage is in line with the approved signage strategy for One Port Street under application ref. CDN/25/0785.

The sign is a suitable size for its context, with a slender depth of 34mm, and is sited between the two entrance doors at fascia level, all of which is in line with MCC's 'Shopfront and Signage Design Guide' and with the requirements of DC14.

The design proposed signage is of a high modern quality, simple, effective and efficient,
has regard for the surrounding environment, will enhance the overall image of the building, will complement and enhance the design of the building, is in line with relevant Development Plan policies and the Guide to Development.

The sign is located adjacent to Ancoats Conservation Area. The appearance of the sign would not have any significant impact upon the significance of this conservation area or significantly impact the views into the conservation area that it is situated within the setting of.

Taking all these aspects into consideration, the proposal can therefore be supported on visual amenity grounds as it accords with Places for Everyone Plan Policies JP Strat2, JP-P1 and JP-P2, Core Strategy Policies SP1, DM1, EN1, EN3 and CC9, and UDP policies DC14 and DC18, the Shopfront and Signage Design Guide, and National Planning Policy Framework Policies DP3, DP4, HE4, HE5 and HE9, and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Public Safety

The luminance levels of the signage are 300cd/m2, which is within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

A projection over licence is required due to the projection of 350mm over the public highway. An informative has been added to instruct the applicant how to apply for this.

Overall, there are no public safety concerns with the proposed signage.

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 polices 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.

Conclusion

Recommendation: **Approve**

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 aid 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 received by the City Council as Local Planning Authority on 06 August 2026:

- Proposed Signage Details v02 05.08.2027

Received by the City Council as Local Planning Authority on 14 August 2026:

- Ground Floor Proposed 4/1

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies JP-P1 (Sustainable Places) of Places for Everyone and SP1 and DM1 of the Core Strategy.

3) The maximum luminance of the signage shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policy DC14.1 of the Unitary Development Plan for the City of Manchester.

Informatives

1) Signage that extends over the adopted highway in excess of 350mm will require a Projection Over License. This will be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004 or online https://www.manchester.gov.uk/online-directories/licences-and-permissions-directories/licensing/highways-and-pavements/projecting-over-the-highway

2) Operatives undertaking installation / servicing / maintenance will be expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions.

3) The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

4) The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk