

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143692/LO/2025 and 143799/AO/2025

Date registered valid: 21 August 2025

Proposal: 1443799/AO/2025 - retention of 1no. non-illuminated hanging sign and 1no. menu board.
143692/LO/2025 - Listed building consent for the retention of 1no. non-illuminated hanging sign, 1no. non-illuminated fascia sign and 1no. menu board and proposed alterations to cabling and lighting.

Address: Bonded Warehouse, 18 Lower Byrom Street, Manchester, M3 4AP

Ward(s): Deansgate Ward

Applicant: Manchester All Studios Holdings Limited

Agent (if any): Miss Phoebe Threlfall Zerum Planning

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 15 October 2025

Application details

Type of application: Listed Building Consent and Advertisement Consent

Development type: Listed building alteration and advertisements

Date of site visit: 5 September 2025

Standard consultations:

App. 143799/AO/2025 - Printed: 2 September 2025 Expired: 23 September 2025

App. 143692/LO/2025 - No consultations have been printed and sent.

Neighbour notifications

App. 143799/AO/2025 - Printed: 2 September 2025 Expired: 23 September 2025

App. 143692/LO/2025 - No consultations have been printed and sent.

Site notice

App. 143692/LO/2025 - Posted: 5 September 2025 Expired: 26 September 2025

Press advert

App. 143692/LO/2025 - Published: 9 September 2025 Expired: 30 September 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: Castlefield Conservation Area 1979

Tree Preservation Order: Not applicable

Description of the Building

The site comprises two former stable blocks linked by a glazed element to comprise a single building. The original parts of the building are constructed of red brick. There is dentil moulding below the roof and a metal beam above a modern shopfront. It is bounded by Grape Street to the north and sits at the eastern end of the red brick Grade II listed Bonded Warehouse which it is attached to. The building is Grade II listed and is within Castlefield Conservation Area.

It is currently being used as a restaurant bar (Sui Generis).

Description of area

The site forms part of the former Granada television studios site. It is covered by the St John's Masterplan, which has been endorsed by the Council through the St John's Strategic Regeneration Framework (SRF).

The site is within Enterprise City, which is the commercial focus of the St John's neighbourhood. The neighbourhood includes a mix of retained heritage assets and a significant amount of new development and new landscaping and pedestrianised areas. The Grade II listed buildings of the Science and Industry Museum are adjacent.

There is not currently any other existing signage that would be seen in context with this property.

Nearby uses include the Science and Industry Museum; a hotel; a gymnasium, offices; and residential uses east of Lower Byrom Street.

Description of Development

Advertisement consent is sought for the retention of a non-illuminated projecting sign and a menu board.

Listed Building Consent is sought for the retention of a projecting sign, 2no. external lighting units, an individual letter fascia sign, associated cabling and a menu board.

This signage is as follows:

- The projecting sign has already been installed and has a painted wooden look and traditionally design with swan necked external lighting and has been fixed to the front elevation
- The fascia sign consists of individual letters attached to the beam on the front elevation.
- The menu board has a gold-coloured frame and is attached to the side elevation.
- The two lighting units have been installed either side of the shopfront and are of a historic and industrial design and coloured black.

Advertisement consent is not required for the individual letter fascia sign as this is permitted development under the Advertisement Regulations 2007.

Consultations & Notification Responses

Publicity -

143692/LO/2025 - The application was advertised in the local press as affecting a conservation area and as an application for listed building consent, a site notice was displayed on site and letters were sent to surrounding occupiers. No replies were received.

143799/AO/2025 - Letters were sent to neighbouring properties. No replies were received.

Highway Services - Provided advice on the requirements for licences and permissions.

Environmental Health - Recommended a condition to restrict the illumination levels to any signage.

Issues

Local Policy

Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application.

Policy JP-Strat2 (City Centre)
Policy JP-P1 (Sustainable Places)
Policy JP-P2 (Heritage)

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas)
Policy EN3 (Heritage)
Policy CC9 (Design and Heritage)
Policy CC10 (A Place for Everyone)
Policy SP1 (Spatial Principles)
Policy DM1 (Development Management)

The Unitary Development Plan for the City of Manchester

Saved Policy DC18.1 (Conservation Areas)
Saved Policy DC19.1 (Listed Buildings)
Saved Policy DC14 (Shop Fronts and Related Signs)

Shopfront Design Guide (2024)

National Policy

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.

National Planning Policy Framework (NPPF)

- Chapter 6 - Building a strong, competitive economy
- Chapter 7 - Ensuring the vitality of town centres

- Chapter 12 - Achieving well-designed places
- Chapter 16 - Conserving and enhancing the historic environment

National Planning Practice Guidance (NPPG)
Planning (Listed Buildings and Conservation Areas) Act 1990

Issues

Principle of Development -

The existing building is a recently refurbished attractive building that makes a positive contribution to the surrounding conservation area and the setting of the nearby listed buildings. The principle of installing lighting and advertisements to the building to assist with the success of the business within is acceptable and an expected feature in locations like this.

It is considered acceptable in principle to advertise the presence of the business and carry out works to the frontage.

Application referenced: 143799/AO/2025

Visual Amenity -

The projecting sign is slightly thicker than 30 mm in depth but has a traditional design and still avoids a box type appearance. It is located on a featureless part of the brickwork adjacent to the existing entrance.

Menu boxes should ideally be placed internally, but the sign has already been installed and is of a character and colour that suits the other non-original features of the frontage in that it shares the same colour palette.

The sign is in keeping with the architectural features of the building and would not be overlarge.

The lighting units attached to this sign are incongruous and large and the applicant has agreed to remove these which would reduce its overall bulk.

The works would therefore comply with the Core Strategy for the City of Manchester, in particular Policies SP1 and DM1 and saved policy DC14 of the Unitary Development Plan and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Public Safety - No issues.

Residential Amenity -

The sign would be non-illuminated and would therefore not affect residential amenity and no condition is necessary.

The works would therefore comply with the Core Strategy for the City of Manchester, in particular Policies SP1 and DM1 of the Unitary Development Plan for the City of Manchester.

Application referenced: 143692/LO/2025

Layout, Scale and Appearance, including the impact on the affected Heritage Assets -

The signage installed is good quality and has been attached to an area of brickwork with no features and the beam above the shopfront, however the associated lighting is incongruous and large, and the applicant has agreed to remove it. The two other lighting units are in keeping with the age of the building and have been coloured to match other items on the front elevation.

Menu boxes should ideally be placed internally, but the sign has already been installed and is on the side elevation of the building fixed to an area of brickwork with no features.

The illuminated projecting sign and the lighting units installed have associated harmful cables that would be required to be amended in accordance with a submitted method statement by condition within 2 months of the date of decision. This would minimise the level of non-substantial harm.

The cables, signs and menu board have caused less than substantial harm to this listed building as have the fixings due to the creation of holes in the external fabric.

The works therefore negatively affect the condition and appearance of the building in a minor way due to fixings causing less than substantial harm that can be outweighed by the contribution that the signage makes to the ensuring the viability of the business and the level of use of the listed building, which has created jobs for local people. The occupation of the building would also help to ensure an economically active future for this listed building.

These works are therefore consistent with paragraph 215 of the NPPF in relation to harm and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement: and comply with Policies SP1, CC9, EN3 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC18 and DC19 of the Unitary Development Plan for the City of Manchester and Policies JP-P1, JP-Strat2 and JP-P2 of Greater Manchester's Places for Everyone Guidance in relation to the impact on visual amenity.

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: 143779/AO/2025 – Approve
143692/LO/2025 - Approve

Article 35 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance this has included pre-application advice about the information required to be submitted to support the application and the agreement of changes to the proposals.

Condition(s) to be attached to decision for approval of 143692/LO/2025

1) The development hereby approved shall have been carried out in accordance with the following drawings and documents:

The location plan received by the City Council as local planning authority on 8 August 2025

The drawing referenced:

003 Rev B

Received by the City Council as local planning authority on 15 October 2025

The sketch of the projecting sign received by the City Council as local planning authority on 18 August 2025

The emails from Zerum dated 1 October 2025 and 14 October 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, SP1 CC9 and DM1 of the Core Strategy, saved policies DC18.1 and DC19.1 of the Unitary Development Plan.

2) Within one month of the date of this decision the following changes shown on the drawing 003 Rev B received by the City Council as local planning authority on 15 October 2025 shall have been completed:

- The removal of the lighting units from the existing projecting sign.

Within two months of the completion of this development photographs of these works shall be submitted to and approved in writing by the City Council as local planning authority to confirm that they have been implemented. This sign shall then be non-illuminated for as long as it is in situ.

Reason - In the interests of visual amenity and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building in accordance with policies DM1, SP1, CC9 and EN3 of the Core Strategy for the City of Manchester and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester.

3) Within 6 weeks of the dated of this decision a detailed method statement for the rerouting of all cabling currently installed on the front elevation of the building and make good the affected fabric shall be submitted to and approved in writing by the City Council as local planning authority. The works to reroute the cabling and make good the fabric affected shall then be completed only in accordance with the approved method within 3 months of the date of this decision.

Reason - In the interests of ensuring the correct rebuilding of the wall and because the proposed works affect a building that is within the curtilage of a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest so careful attention to building work is required to protect the character and appearance of this building in accordance with policies SP1, CC9, EN1, EN 3 and DM1 of the Adopted Core Strategy for the City of Manchester, the Design and Principle of the Guide to Development in Manchester SPD and saved policies DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

Condition(s) to be attached to decision of application referenced 143799/AO/2025

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 have been carried out in accordance with the following drawings and documents:

The location plan received by the City Council as local planning authority on 8 August 2025

The drawing referenced:

003 Rev B

Received by the City Council as local planning authority on 15 October 2025

The sketch of the projecting sign received by the City Council as local planning authority on 18 August 2025

The emails from Zerum dated 1 October 2025 and 14 October 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, SP1 CC9 and DM1 of the Core Strategy, saved policies DC14, DC18.1 and 19.1 of the Unitary Development Plan.

23) Within one month of the date of this decision the following changes shown on the drawing referenced 003 Rev B shall have been completed:

- The removal of the lighting units from the existing projecting sign.

This sign shall then be non-illuminated for as long as it is in situ.

Reason - In the interests of visual amenity and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building in accordance with policies DM1, SP1, CC9 and EN3 of the Core Strategy for the City of Manchester and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester.

Informatives

1) If the signage extends over the adopted highway in excess of 350mm then a Projection Over License will be required. This will be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004.

Appendix 1 – List of consultees & neighbours notified

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Conservation Area - Castlefield Conservation Area 1979

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL