

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143854/AO/2025		
Date registered valid:	29 August 2025		
Proposal:	Installation of 3 no. illuminated high level vertical building sign, 1 no. illuminated blade sign, and 1 no. illuminated individual letter entrance sign.		
Address:	Echo Street, Manchester, M1 3QJ		
Ward(s):	Piccadilly		Ward
Applicant:	Mr James Atkinson iQ Student Accommodation		
Agent (if any):	Mr Will Hannah Turley		
Case officer:	Lea		Joseph
	Tel: 0161 227		3644
	Email: lea.joseph@manchester.gov.uk		
Recommendation:	Approve		
Date of recommendation:	21 October 2025		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 25 September 2025

Standard consultations:

Printed: 4 September 2025

Expired: 25 September 2025

Neighbour notifications

Printed: 4 September 2025

Expired: 25 September 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 Echo Street site is purpose-built student accommodation consisting of three interlinked towers of 27, 21 and 16 storeys. The towers will be connected by linkage buildings, clad in white in the image below, of 15 and 11 storeys. A total of 1224 beds will be provided with 20% of this total being rent as affordable rooms. Amenity spaces including a gym, communal dining area, study areas, and leisure spaces.

The buildings are still in progress. The core three buildings will be clad in red-purple brick with vertically grouped ribbon windows divided with brick bands and chamfered windows. The building will vary in height, thereby creating a 'staggered appearance' The two linkage buildings will be finished in white glass reinforced concrete.

Bordered by Granby Row, Echo Street and Vimto Park.

Listed building: Not applicable

Conservation area: Whitworth Street Conservation Area 1985

Tree Preservation Order:



Description of area

Echo Street is located within the Northern Campus regeneration area (Sister), the site is bounded by Altrincham Street, Granby Row and Vimto Park.

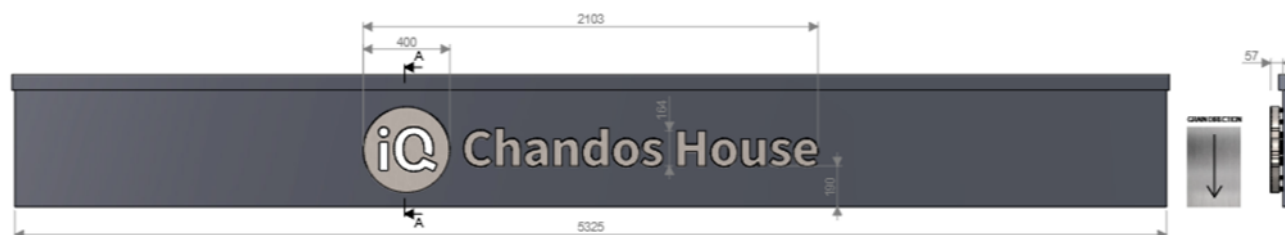
The area sits in close proximity to Piccadilly Station. The site forms part of the area of the former University of Manchester Institute of Science and Technology.

The area includes variety of Class E uses, the nearby Kampus development project and the Sackville Street Building project. The area is changing, and multiple strategic regeneration projects are newly completed or underway that border the site, including the Mayfield Park regeneration. The proposal would therefore form part of the area's emerging character and identity.



Description of development

Advertisement consent is sought for the installation of 3 no. illuminated high level vertical building signs, and 1 no. illuminated individual letter entrance sign. High-level signage will consist of brushed stainless steel with halo illumination. High levels signs have a proposed luminance level of 600cd/m^2 , the fascia sign has a proposed luminance level of 300cd/m^2 .



Planning History

136874/FO/2023 | Erection of 3 interlinked towers ranging from 27, 21 and 16 storeys together with intermediary link buildings (15 and 11 storeys) to form Purpose Built Student Accommodation (Sui Generis) with associated amenity space and external landscaping and other associated works.

CDN/25/0812 | Development: Discharge of planning condition 32 (Signage Strategy) attached to planning permission 136874/FO/2023.

Consultations & Notification Responses

Highway Services - All submitted signage complies with headroom and carriageway clearance Requirements. Proposed luminance is acceptable. The proposed location of the signs is not considered to generate any adverse impact for vehicles travelling along the surrounding roads.

Network Rail – No objections or comments.

Environmental Health – No objections Lighting should be installed in accordance with 600cd/m² and 300cd/m² proposed luminance levels.

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.

Saved Unitary Development Plan Policies

DC15 Advertisements, Hoardings and Posters

Manchester Core Strategy

DM1 Development Management

SP1 Spatial Principles

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

Innovation District Strategic Regeneration Framework (2023)

National Planning Policy Framework (2019)

Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts

Issues

Principle of Development

The proposed signage, alongside the separate signage strategy, support the establishment of a new major purpose-built student accommodation scheme.

As part of the sister regeneration project the proposal meets the regeneration goals of 1,500 new homes, high-quality public realm design, and job creation. The proposed advertisements would allow for increased visibility and awareness of the accommodation in order to draw occupants to the site. The SRF vision builds on policy SP1 which requires that the Council supports new housing and enhancement of area's to facilitate the establishment of 'neighbourhoods of choice' within the City Centre.

In totality, the principle of development is acceptable pursuant to policy Core Strategy policy SP1, Town and Country Planning (Control of Advertisements) Regulations 2007, and the ID Strategic Regeneration Framework.



Innovation District Masterplan, site is outlined in blue.



Visual Amenity

Section 6.3 of the Shopfront and Signage Design Guide requires that new advertisements do not 'dominate a building façade' and 'relate well to a building's 'overall composition'.

The signage dimensions are commensurate to their locations. The high-level signs will measure 7.74 meters in length and 1 meter in width. They will be located on a façades that measures 51 and 83 meters in length. The second and third proposed high level signs will be of identical dimensions to the above. The fascia sign will measure 2 meters in length and be sited on a panel that measures 5m. As such none of the proposed signage would appear overly large or out of character with the location.

The proposed signage siting would not obscure architectural details and is sympathetic to the liner design of the façades. The quantum of signage, sited on varying elevations, meets the Design Guide requirement that signage be the minimum required to identify the premises. The siting is therefore acceptable pursuant to policy DM1 and the Shopfront and Signage Design Guide.

The proposed materials would be a high-quality aluminium, with a subtle halo illumination effect. The design is identical across signs lending a visual coherence across the signage scheme. The appearance of the signage would not dominate the streetscape or area and is of a similar character to that on nearby high-density student accommodation buildings including 29 Berry Street and Lambert and Fairfield House on Granby Row.

Public Safety

The proposed illumination levels are considered to not impair safety for pedestrians or vehicles.

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

Condition(s) to be attached to decision for approval

- 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 drawings pack received by Manchester City Council as the Local Planning Authority on 21 October 2025:

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 and saved policy DC15.

- 3) The maximum luminance of the fascia signage shall not exceed 300 cd/m² in brightness at any time. The maximum luminance of the high-level signage shall not exceed 600 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policy SP1 of the Manchester Core Strategy and saved policy , DC18.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Network Rail

Flat C4, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat A7, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat G4, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat D2, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat E1, Fairfiled Hall, Granby Row, Manchester, M60 7LH
Flat D6, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat L, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat A8, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat C5, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat B3, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat A6, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat F7, Fairfield Hall, Granby Row, Manchester, M60 7LH
8 Fairfield Street, Manchester, M1 3GF
Flat F8, Fairfield Hall, Granby Row, Manchester, M60 7LH
84 London Road, Manchester, M1 2PN
Flat O, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
96 London Road, Manchester, M1 2PW
Flat A5, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat C8, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat A1, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat A3, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat D5, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat E4, Fairfield Hall, Granby Row, Manchester, M60 7LH
First And Second Floor, 8 Fairfield Street, Manchester, M1 3GF
Barnes Wallis Building, Altrincham Street, Manchester, M1 7JR
Flat J, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat K, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat F, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
First Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Flat A4, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat A2, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat H, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Second Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Flat C6, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat E3, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat E7, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat G7, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat D1, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat G2, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat D4, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat F5, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat D8, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat G5, Fairfield Hall, Granby Row, Manchester, M60 7LH
Basement, 84A London Road, Manchester, M1 2PW
Flat G3, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat F4, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat P, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat G, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA

Flat C7, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat B5, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat C2, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat B7, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat G1, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat F6, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat G6, Fairfield Hall, Granby Row, Manchester, M60 7LH
84A London Road, Manchester, M1 2PW
Flat At, 84 London Road, Manchester, M1 2PN
Flat N, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
94 London Road, Manchester, M1 2PW
Ground Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Flat C3, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat B4, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat B8, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat G8, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat E6, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat E5, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat F3, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat M, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Third Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Bainbridge House, Granby Row, Manchester, M1 2PW
Flat B6, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat B2, Lambert Hall, Granby Row, Manchester, M60 7LH
Flat E2, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat E8, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat D3, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat F1, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat D7, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat F2, Fairfield Hall, Granby Row, Manchester, M60 7LH
Flat E, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Wardens Flat, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA

Appendix 2 – Planning constraints

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