

26th August 2025

Delivered via Planning Portal

Michael Pearson
Development Management Central Core
Manchester City Council
PO Box 532
Town Hall
Albert Square
Manchester
M60 2LA

Dear Michael,

**APPLICATION FOR ADVERTISEMENT CONSENT FOR THE INSTALLATION OF SIGNAGE AT DUCIE STREET
WAREHOUSE, DUCIE STREET, MANCHESTER M1 2TP**

On behalf of Manchester Street Food ("MSF", "the applicant"), we are pleased to submit an application for advertisement consent to enable the installation of new signage at the abovementioned site ("the Site").

This covering letter provides a detailed description of the proposed signage and an appraisal against the policies adopted Development Plans and relevant national planning policy and guidance.

The application has been submitted via Planning Portal (ref. PP-14213626), and comprises electronic copies of the following documents:

- Site Location Plan (dwg ref. MSF_006)
- MSF Proposed North Elevation Signage 1 of 2 (dwg ref. MSF_201)
- MSF Proposed North Elevation Signage 2 of 2 (dwg ref. MSF_201)
- Type C lighting information sheet (63S20VD.1RGBW27L16B7050)

The requisite application fee of £588.00 has been paid online via Planning Portal.

Background

The Site comprises Ducie Street Warehouse, which is a seven-storey building with two basement levels, and a small area of external terrace. Ducie Street Warehouse is a vibrant mixed-use destination located close to Manchester Piccadilly Railway Station and The Northern Quarter. It was constructed as a warehouse; and is now a Grade II Listed Building offering a diverse range of usage including restaurants, gym, cinema, leisure and a 194-bed aparthotel.

Level 5
Transmission
6 Atherton Street
Manchester, M3 3GS
T 0161 233 7676 turley.co.uk

Proposed Development

Full details of the signage are set out in the drawings, enclosed with this application. A summary of the signage is provided below.

The details of illumination can be found in the 'Type c' lighting information sheet, prepared by Solus Solutions Limited.

Main Entrance Signage

One back illuminated signage of 'Manchester Street Food' with soft light/ glow to match the existing 'Ducie Street Warehouse' signage at the main entrance, north elevation of the Ducie Street Warehouse. The light specification is LED domed RGBW light output encapsulated in a durable silicone body. It will measure circa. 7585mm x 230mm. The existing Ducie Street Warehouse sign will be illuminated in the same manner.

Planning Policy

The adopted Development Plan comprises the following:

- Places for Everyone ("PfE") (adopted in March 2024)
- Manchester Core Strategy ("MCS") (adopted in July 2012), along with Addendum to Manchester Core Strategy 2024
- 'Saved' policies from Unitary Development Policies ("UDP") (adopted in July 1995 and alterations on various dates)

A summary of the Development Plan policies and other national policies and guidelines (including National Planning Policy Framework) are considered of relevance to this application is set out below.

Development Plan

PfE does not contain any specific policies relevant to the determination of an application for advertisement consent. Policy JP-P1 (Sustainable Places) supports development to be distinctive with a clear identity that conserves and enhances the historic environment, local history and culture.

MCS also does not contain any specific policies relevant to the determination of an application for advertisement consent. Policy EN1 (Design Principles and Strategic Character Areas) expects development fully realise the opportunities for good design to enhance the overall image of the City. The proposed signage, as the Site falls within the Policy's City Centre Character Area, will be expected to consider the City's heritage and continue the rich pattern of activity in the core area; wherever possible the opportunity should be realised to maintain and improve the City's permeability should be considered in all proposals. 'Saved' Policy 15 (Advertisements, Hoardings and Posters) from UDP requires applications for advertisements to be considered only in the interests of amenity and public safety. In assessing the interests of amenity and safety the Council will take account of the following criteria:

- Developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- They should be in scale with the locality and relate properly to the site on which they stand;
- They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Town and Country Planning (Control of Advertisements) Regulations (2007)

The abovementioned regulations require Local Planning Authorities (LPAs) to assess applications for advertisement consent taking account matters of public safety and amenity.

In terms of public safety, LPAs are expected to have regard to the effect of signage upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). LPAs should also bear in mind adverts can positively benefit public safety by directing drivers to their destination. The key consideration in assessing an adverts' impact, is whether the advertisement itself, or the location, is likely to be so distracting or confusing, that it endangers people in the vicinity who are taking reasonable care for their own and others' safety.

In terms of amenity, LPAs should have regard to an adverts' effect on the appearance of the building or on visual amenity in the immediate neighbourhood/ surroundings where it is to be displayed. The relevant considerations for this purpose are the local characteristics of the neighbourhood, including scenic, historic, architectural, or cultural features, which contribute to the distinctive character of the locality.

National Planning Policy Framework & Planning Practice Guidance

In relation to advertisements, Chapter 12 (Achieving well-designed places) of the Framework confirms that the location of proposed advertisements is to be fully considered to ensure signage does not have a negative impact on the appearance of the built and natural environment. The Framework states that control over outdoor advertisements should be efficient, effective, and simple and reaffirms that advertisements can only be subject to control in the interests of public safety and amenity, taking account of cumulative impact (paragraph 141).

Planning Practice Guidance¹, updated in July 2019, references both the advert regulations and the Framework, whilst reiterating the same advertisement guidance in respect of amenity and public safety.

Planning Analysis

A summary of the key planning considerations is provided below.

Amenity

The proposed signage will be installed at the main entrance (north elevation) of Ducie Street Warehouse to advertise the operation of Manchester Street Food at the premises. As mentioned within the description summary, the signage has been designed to respect and preserve the significance of the listed building to which it would be attached. The signage would match the existing 'Ducie Street Warehouse' fascia sign in terms of both font and scale. The new fascia sign will not be overly prominent or visually obtrusive and on the whole the size, location, positioning and nature of the advertisement is deemed appropriate.

The Heritage Statement prepared by Turley Heritage to support the Listed Building Consent application (ref. PP-14213626) confirms the proposed letter signage is proportionate in scale to the entrance and of a simple, modest style which would harmonise with the functional and robust character of the principal elevation.

Safety

The main safety considerations relate to the siting of the signs and the potential of the signs to distract drivers. The illuminated fascia signs (both proposed and existing to the retrofitted with illumination) have been designed with appropriate lux levels, with a soft glow, so as to not that will not cause harm to or a distraction to drivers.

¹ <https://www.gov.uk/guidance/advertisements>

Conclusion

In conclusion, it is considered that the proposed signage complies the provisions of the advertisement regulations, local and national policies.

I trust that you have everything you require to validate and determine this application, though please do not hesitate to contact me [REDACTED] if you have any queries.

Yours sincerely,

[REDACTED]

Melissa Lee
Assistant Planner

[REDACTED]