

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142999/AO/2025

Date registered valid: 11 June 2025

Proposal: Installation of 1no internally illuminated fascia signs.

Address: Quooker, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX

Ward(s): Deansgate Ward

Applicant: Mr Mark Munday Spacescape Ltd

Agent (if any): Mr Mark Munday Spacescape Ltd

Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 01 August 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 July 2025

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 20 June 2025 Expired: 11 July 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

Listed building: Not applicable

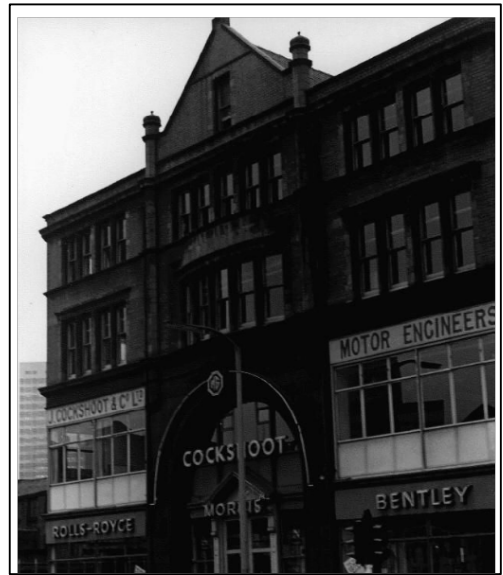
Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

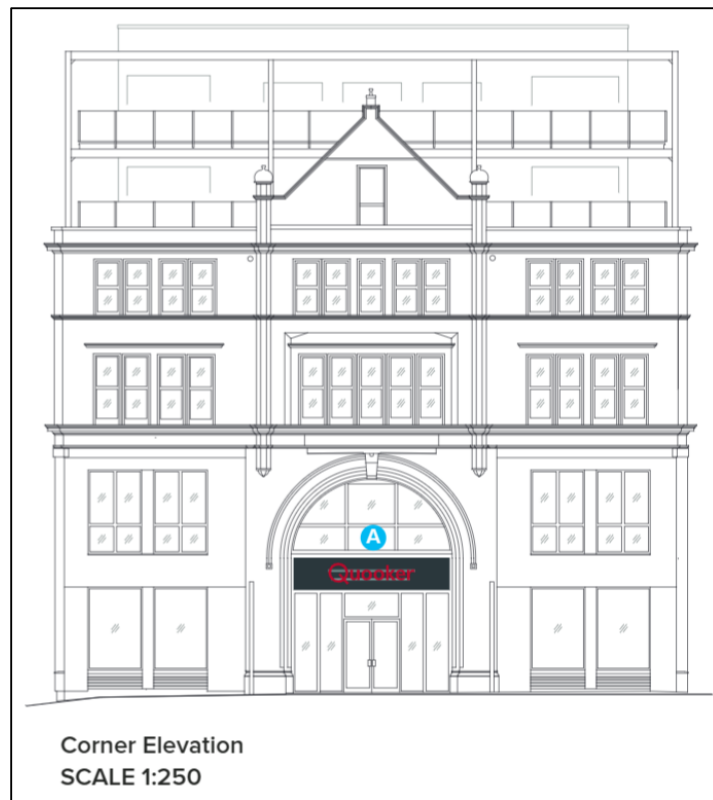
The Beaumont Building at No.22 Mirabel is a Victorian warehouse building. It features a pitched roof, and a symmetrical façade with alternating red brickwork. Most notably, the building operated as a car body manufacturer and dealership owned by Mancunian entrepreneur Joseph Cockshoot. The site is located a short distance from the River Irwell and is surrounded by retail and commercial (Class E) uses. In the 2000s a major refurbishment and expansion of the building established large scale residential uses on the site. Modern cladding details were added as part of these works. Contemporarily the building includes a large residential extension and three upper storeys of residential uses; the ground floor remains as a commercial use.

Victoria Station and the AO Arena are two high-traffic sites that sit in close proximity to the site. The site is bounded by Trinity Way, Great Ducie Street—a major orbital route--and Mirabel Street. An ongoing development of 500 residential units is adjacent to the site.



Description of development

Permission is sought for the installation of no.1 internally illuminated fascia sign. The proposed signage consists of aluminium individual letters fixed to metal rods, to be sited on an aluminium back tray.



Planning History

060822/FO/CITY1/00 | Mixed use new build and refurbishment residential and retail A3 development with 210no. flats. (Approved May 2001)

072325/FO/2004/C1 | Elevational alterations including the installation of windows, fire door and louvres. (Approved December 2004)

122280/FO/2019 | Erection of new mixed-use development to comprise of one 10 storey residential building fronting Mirabel Street One part 10, part 14 storey residential-commercial building fronting Great Ducie Street together with creation of roof terrace amenity space, cycle parking, access, servicing and associated works following demolition of existing building. (Approved August 2022)

Consultations & Notification Responses

Publicity

Letters have been sent out to local businesses and residents. Two letters of objection were received from local residents. Their concerns are summarised as follows:

- The sign on the left-hand elevation will cause light pollution for residents in the Beaumont Building and future residents of the new building. Questioned if signage on this elevation should be illuminated.
- Requested a light pollution survey on the proposal to determine impact on residents of the Beaumont Building, particularly those living above the site.

Highway Services – The planned alterations do not impinge on the highway; proposed luminance meets Lighting Engineers standards.

Environmental Health – As a result of representations advised that a sensor that limited illumination to the hours of 08:00 to 20:00.

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.

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy 2012 to 2027

EN1 - Design Principles and Strategic Character Areas

Saved Unitary Development Plan Policies

DC14 – Shop Fronts and Related Signs

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

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

As required by the Advertisement Regulations, matters of amenity and public safety require consideration.

Visual Amenity

Policy EN1 states the design quality is particularly important for sites on Manchester major radial and orbital routes. Policy DC14 requires that, on site's that lack a natural fascia, advertisements are not cited in 'the gap between ground floor shop windows and first floor windows. The policy further stipulates that signage proposals must 'respect the architectural form' of the location's they would be sited on.

The proposal constitutes a considered design that accounts for the existing features and character of the building. The design draws inspiration for historical signage at the building in its appearance and siting effectively meeting policy DC14.

In accordance with the Shopfront and Signage Design Guide the proposal was amended from a fascia panel to a contemporary 'bar-bracket' across the arch. Four of the initially proposed signs across three elevations were removed from the proposal to reduce visual clutter and obtrusiveness within the streetscape. Thus, this siting, and appearance of the proposal are unobtrusive in the streetscape while preserving the character of the existing building. Measuring 2.77m in length and 0.7m in height the scale of the proposal is considered to be commensurate in scale with the façade it will be sited on.

In totality, the proposal would not harm the visual amenity of the building, nor the surrounding area. It's siting, scale and appearance relate positively to the building's architectural features and the signage would not be overly intrusive in the streetscape.

Public Safety

The proposed illumination will not exceed 300cd/m² and will be limited to daylight hours by a sensor. Thus, there are no public safety concerns for the proposal.

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 and documents:

Drawing: Illuminated Building Signage Revision G – Pages 1-3 (Received 1 August 2025)

Correspondence: Illumination Sensor (Received 24 July 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.

- 3) The illumination of signage hereby approved will be controlled by an electronic sensor. Illumination may only occur between the hours of 08:00 and 20:00.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, and DM1 of the Manchester Core Strategy.

- 4) 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, EN3 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Advertising Right JC Decaux Site 8557 Adjacent 17, Great Ducie Street, Manchester, M3 1PS
Flat 206, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 203, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 411, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 401, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 413, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 307, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 317, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 603, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 216, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 104, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 312, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 405, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 511, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
The Beaumont Building, Great Ducie Street, Manchester, M3 1EG
Arena Court, Mirabel Street, Manchester, M3 1PJ
Street Record, Mirabel Street, Manchester,
61 Great Ducie Street, Manchester, M3 1NF
63 - 79 Great Ducie Street, Manchester, M3 1NF
Street Record, Breslyn Street, Manchester,
17 Great Ducie Street, Manchester, M3 1PQ
Flat 508, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 314, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 506, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 416, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 503, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 502, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 505, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 501, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Unit 2, Arena Court, Mirabel Street, Manchester, M3 1PJ
Unit 4, Arena Court, Mirabel Street, Manchester, M3 1PJ
Flat 402, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 111, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 410, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 102, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 116, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Ground Floor Unit, The Beaumont Building, Great Ducie Street, Manchester, M3 1EG
Flat 607, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 119, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 601, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 512, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 103, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 408, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 301, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 219, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 217, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 504, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 319, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX

[illegible]

Flat 320, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 415, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DY
Flat 211, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 205, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 108, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 110, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX
Flat 303, The Beaumont Building, 22 Mirabel Street, Manchester, M3 1DX

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

Flood Zones Type 2 (low to medium risk) -

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