

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143500/AO/2025		
Date registered valid:	11 August 2025		
Proposal:	Installation of 1no internally illuminated projecting sign.		
Address:	Ground And Mezzanine Floors, Block C , Manchester Goods Yard , Manchester, M3 3BE		
Ward(s):	Deansgate		Ward
Applicant:	PVM Golf Limited		
Agent (if any):	Miss Sophie Moore Savills (UK) Limited		
Case officer:	Lea		Joseph
	Tel: 0161	227	3644
	Email: lea.joseph@manchester.gov.uk		
Recommendation:	Refuse		
Date of recommendation:	13 October 2025		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 3 September 2025

Standard consultations:

Printed: 14 August 2025 Expired: 5 September 2025

Neighbour notifications

Printed: 14 August 2025 Expired: 5 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

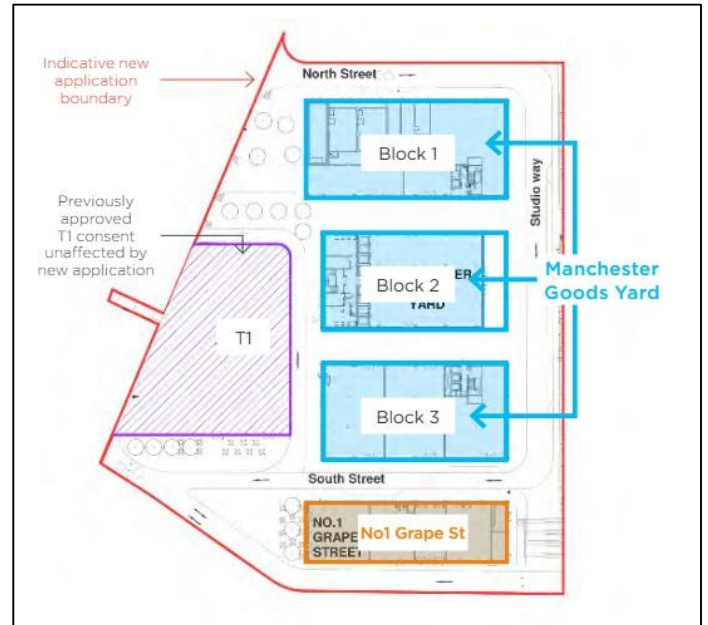
The Manchester Goods Yard is three interlinked mixed use buildings office block buildings of ten storeys. The total floor space is 300,000 sq ft. Office uses comprise the upper levels while commercial uses including restaurants, and breweries occupy the ground floor. The Good Yard buildings were conceived as landmark project to lead regeneration and visual of a key entry point to Manchester's City Centre from the Southwest. The area the building's now occupy was previously a carpark. The Manchester Goods Yard project transformed the built environment, including the public realm of the area.

The buildings were sympathetically designed for a robust offer for the tenant end users and a strong public realm of high-quality urban design. The proposal includes alternating recesses to accommodate the terraces the link the office blocks. The form of the building consists of a homogenous concrete façade, with a rhythm across the three blocks and a strong linear element to the design.

Listed building: Not applicable

Conservation area: Castlefield Conservation Area 1979

Tree Preservation Order:



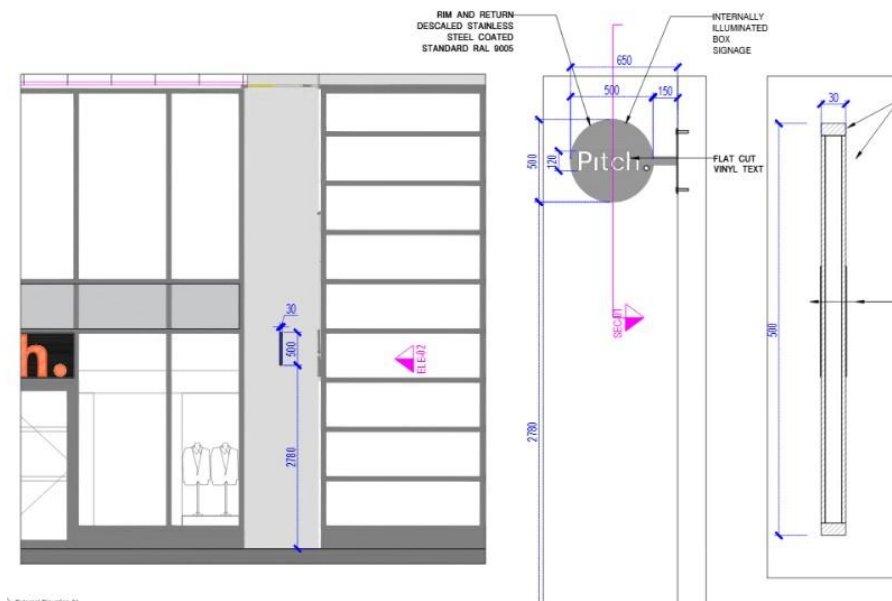
Description of area

Manchester Goods Yard is located within the St. John's area within the Castlefield Conservation Area. The building forms part of a regeneration of the former ITV Granada Studios site. The area is defined by contemporary mixed-use developments, largely characterised by restaurants, bars and office uses. The area surrounding the site is pedestrianised with a variety of outdoor seating. Recent developments within the area include the Bonded Warehouse, an office, bar and events venue and Aviva Studios, multifunctional creative space that hosts a range of activities including theatre, music, dance, art, other performance and non-performance related events, exhibitions and conferences.

East of St. John's is the Bonded Warehouse and Grape Street. The Museum of Science and Industry (MSI) complex is south east and includes the 1830 Warehouse (Grade I listed) and Cast Iron Viaduct (Grade II). Hampson Street, Water Street and Liverpool Road are to the south. The area is just West of the River Irwell and the boundary with the City of Salford. To the north is the Manchester and Salford Junction Canal, Marriott Hotel and Water Street. Further north is Quay Street and Spinningfields.

Description of development

Advertisement consent is sought for the installation of no.1 projecting sign. The sign would be sprayed jet black and be composed of aluminum with flat cut vinyl text.



Planning History

121511/FO/2018 | Erection of two buildings comprising: 11 storey mixed use building (including ground and mezzanine) comprising workspace (Use Class B1), with retail uses at ground and mezzanine levels (Use Class A1/A2/A3/A4 and / or D2) and rooftop amenity spaces known as Manchester Goods Yard; and, a further 10 storey mixed use building (including ground) comprising workspace (Use Class B1), with retail uses at ground level (Use Class A1/A2/A3/A4 and / or D2) known as No.1 Grape Street, above two levels of basement parking for 391 cars and cycle storage, together with new public realm, landscaping, provision of external seating areas, access and other associated works.(Approved

CDN/22/0608 | Discharge of planning conditions 11 (Signage), 21 (plant) and 47 (BREEAM) associated with planning permission 131318/JO/2021. (Approved December 2022).

Consultations & Notification Responses

Highway Services – No objections. Sign complies with headroom and carriageway clearance requirements. It is anticipated that the proposed advert will not give rise to driver distraction on the adjacent highway network. Found proposed illumination to be acceptable.

Environmental Health – No objections. Suggested condition to limit illumination to 300cd/m².

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

SP1 Spatial Principles

DM1 Development Management

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

St. John's Strategic Regeneration Framework (2014)

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



Visual Amenity and Impact on Conservation Area

The application site comprises ground floor use, with a mezzanine. The main entrance to the related premises is set within a deep reveal which is an architectural feature of the building.



White star denotes shopfront entrance; yellow star denotes proposed sign location.

The proposed projecting sign would be sited on an external pillar (marked with a yellow star in the above image) and is some distance from the entrance to the premises. The siting of the projecting sign would not relate directly to the premises it is associated with. Given the related site's position within the deep recess, it is considered that the installation of the projecting sign would amount of a harmful degree of signage clutter on this part of the building and undermine the strong architectural design of this façade of the building which is relatively uncluttered from unnecessary signage.

It is acknowledged that the dimensions and materiality of the projecting sign are acceptable and comply with the principles outlined in the Shopfront and Signage Design Guide, but this does not outweigh the harm that would be caused to the character and appearance of the building as whole from the inappropriate siting and resulting signage clutter. Policy DC14 also states that signage proposals should 'respect the architectural form of buildings and shop frontages'. The building design is repetitive and identical across the three blocks and elevations; there is a uniformity and a strong liner element. This elevation of the site includes concrete pillars, extending from the façade that free stand within the pedestrian environment. To add a sign which is not related to the venues along this section is unnecessary and would add further clutter should appropriate signage come forward in this location. The proposal would therefore constitute visual clutter that fails to effectively relate to the building's appearance and disrupt the architectural language and harmony of the wider building.

The signage strategy for the Goods Yard development, discharged in 2022, also demonstrates the design principles for ground floor uses within the development. As seen in Appendix 3 projecting signage (referred to as flag signage in the strategy) was limited in scope and only supported for a limited number of premises and where they are in line with its fascia, in a sympathetic manner.

As the proposal is located within the Castlefield Conservation Area, impact on the historic environment also informed the considerations for this application. The proposed sign is considered to have a neutral impact on the character of the Conservation Area and would not affect the appreciation and understanding of the Conservation Area as a whole.

Public Safety

There are no public safety concerns associated with 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: Refuse

Reasons for recommendation to refuse

- 1) The proposed projecting sign would introduce unnecessary signage clutter to the building and introduce signage to a part of the building which is not directly related to the premises the sign is associated with. The sign would be contrary to the principles of the approved signage strategy and would fail to relate appropriately and undermine the strong architectural form and high quality elevations of the building. The proposal would have an unduly harmful impact on the visual amenity of the building and its high quality façade which is contrary to the provision of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995), the Shopfront and Signage Design Guide (2024) and the NPPF.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 306, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1704, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1810, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 602, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 203, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 709, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1111, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1407, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3013, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 802, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1311, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2506, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1903, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 402, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2410, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 601, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2310, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 803, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2603, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3104, Union East Tower, 19 Water Street, Manchester, M3 4JQ
8 Goods Yard Street, Manchester, M3 3BG
Flat 2206, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 712, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2903, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 912, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1413, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 503, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1209, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1108, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1004, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 604, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 403, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2113, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1813, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1811, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2702, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1405, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1709, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1102, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2912, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1601, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2913, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2809, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2709, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1402, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2611, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2705, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2304, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3103, Union East Tower, 19 Water Street, Manchester, M3 4JQ

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Flat 1104, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 211, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2811, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2108, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3111, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 501, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 413, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 908, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 311, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1509, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1613, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 711, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 205, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2408, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2208, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3107, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3004, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1807, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 302, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 611, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1304, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 913, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2701, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1007, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1412, Union East Tower, 19 Water Street, Manchester, M3 4JQ
37 Quay Street, Manchester, M60 9EA
Flat 2807, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2211, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1604, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1107, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1712, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1905, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1011, Union East Tower, 19 Water Street, Manchester, M3 4JQ
6 Goods Yard Street, Manchester, M3 3BG
Flat 3007, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 307, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 512, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 213, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2703, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3101, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 206, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1506, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 704, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1310, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1802, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1907, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2409, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 613, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 905, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2712, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 809, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3110, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2012, Union East Tower, 19 Water Street, Manchester, M3 4JQ

Flat 2005, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1213, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3002, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 309, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2510, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2906, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2512, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2405, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1603, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2604, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1308, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 502, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 509, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 409, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 3106, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1410, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1610, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2412, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2609, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 703, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1703, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1912, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2810, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 2010, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 906, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 405, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1809, Union East Tower, 19 Water Street, Manchester, M3 4JQ
Flat 1508, Union East Tower, 19 Water Street, Manchester, M3 4JQ

Appendix 2 – Planning constraints

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Appendix 3 – Manchester Goods Yard Commercial Signage Strategy (CDN/22/0608)

tenant signage

External Tenant Signage banner
Fixed to fenestration



External Tenant Flag Signage
Suspended external signage from canopy



Potential Internal Signage
Design and size by tenant

