

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142604/AO/2025

Date registered valid: 14 May 2025

Proposal: Retention of 3no. illuminated fascia signs and 1no. illuminated projecting sign.

Address: The Lost Dene, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE

Ward(s): Deansgate Ward

Applicant: Mr Arron Midgley Stonegate

Agent (if any): Mrs Gillian Shepley Ashleigh Signs

Case officer: Lea
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Recommendation: Approve and Refuse

Date of recommendation: 02 July 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 30 June 2025

Standard consultations:

Printed: 20 May 2025 Expired: 11 June 2025

Neighbour notifications

Printed: 20 May 2025 Expired: 11 June 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: Deansgate Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The Deansgate Conservation Area was designated in 1985. The area contains largely commercial uses but also has notable historic places of worship, theatres, and opera houses. More contemporary uses include large-scale mixed-use projects that combine office space with active commercial ground floor space. The area has an active street life as a retail and leisure destination. The John Rylands Library, a Grade I is a late Victorian neo-gothic building, was completed in 1899 and is the area's landmark building. The John Rylands Library is located beside the site.

Description of site

The Lost Dene is a historic pub located on the ground floor of no.114-196 Deansgate, a 19th Century Greek revival style building with large symmetrical columns and unadorned friezes on the upper three storeys. The building features a white stone façade. The site has a wide grey granite wraparound fascia and wide width glazing across all the frontage elevations. Multiple small advertisement plaque signs are located on the façade in addition to the brass lighting fixtures featured across the building. The site is bounded by Deansgate, Bridge Street and Wood Street.



Description of development

The proposal is for the retention of 3no. illuminated fascia signs and 1no. illuminated projecting sign.



SIDE ELEVATION
Scale 1:100 @ A3



SIDE ELEVATION
Scale 1:100 @ A3



FRONT ELEVATION
Scale 1:100 @ A3

Proposed signage drawing

Consultations & Notification Responses

Publicity

Letters have been sent out to local businesses notifying them of the proposals. No representations have been received.

Environmental Health – No objections. Proposed illuminance would meet existing limit.

Highway Services – No objections. A projecting over license would be required for the projecting sign. Proposed illuminance would meet existing limit.

Planning History

114978/AO/2017 | Application for express consent to display: No.3 fascia signs consisting of black aluminium panels and individually fixed gold-colour aluminium letters; No.2 aluminium projecting/hanging signs in black and gold; No.3 aluminium menu displays in black and gold, No.3 aluminium amenity boards in black and gold and No.6 lighting units in brass and half-brass. (Approved April 2017).

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 the consideration of this application within the development plan:

Manchester Core Strategy (2012-2027)

- DM1 — Development Management
- SP1 — Spatial Principles

Saved Unitary Development Plan Policies

- DC14 — Shopfront and Related Signs
- DC18 — Conservation Areas
- DC19 — Listed Buildings

Places for Everyone Joint Development Plan (Adopted March 2024)

- JP-P2 Heritage

Other Material Considerations

National Planning Policy Framework (2019)

- Chapter 12 Creating well-designed places
- Chapter 18 Preserving the historic environment

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.

Shopfront and Signage Design Guide (2024)

Issues

Principle of Development

The local planning authority acknowledges that historical City Centre businesses may change ownership as such, advertising is changed to harmonise with these business changes.

The principle of the application is accepted. Now the development must be assessed for visual amenity, public safety and impact on the Conservation Area.

Amenity

Policy DC14 specifies that advertisements appearance should be 'in keeping with the character' of the building and area the proposal would impact.

The Shopfront and Signage Design Guide requires all new signage within the MCC boundary adopt: i) Individually cut letters or traditional signwriting for all fascia signage, ii) Maximum projecting signage depth of 30mm, iii) Signage content that is limited to the information required for the premises to be identified. Policy SP1 outlines that new development should enhance or create character in an area. Policy DM1 requires considerations of impact on the surrounding area in relation to a developments 'design, scale and appearance'.

The proposed fascia signs (Items 01,02) employs individually cut letters mounted on an aluminium fascia board. The proposal is in keeping with the surrounding area in its choice of individual lettering and therefore is not considered to be harmful. The siting and scale constitute a minimal change from the previous plaque signs and are commensurate with the building's fascia. The use of aluminium and individually cut letter are sympathetic to the Conservation Area and adjacent listed building.

In totality, the sign preserves the character of the Conservation Area and does not have a detrimental impact on the visual amenity of the building. Considering the above the signage is meets the requirements of the Shopfront and Signage Design Guide, policies DC18, DC19 and DC14.

A round, two-dimensional plaque fascia sign (Item 04) has been installed on the side, chamfered, elevation. The sign appears incongruous with the surrounding area signage, and the fascia signage on the site's front and back elevations which consists of individual letters.

The plaque consists of a round aluminium panel with vinyl lettering. The previous rectangular sign, which featured individual letters, effectively harmonised with the existing architecture as its appearance complemented the existing fascia detail. Further, the contents of the new sign, 'Craft Union Free House', is extraneous as it does not serve to identify the building and is included on the approved fascia signage.

The previous sign installed responded positively to the adjacent fascia signage and in its geometry (i.e. it was a rectangle). The circular, flat nature of the sign fails to consider the context of the site's historical features (i.e. its horizontal fascia) and the character of the building in its appearance and design (due to its flat and circular nature).



Previously installed signage on the chamfered corner



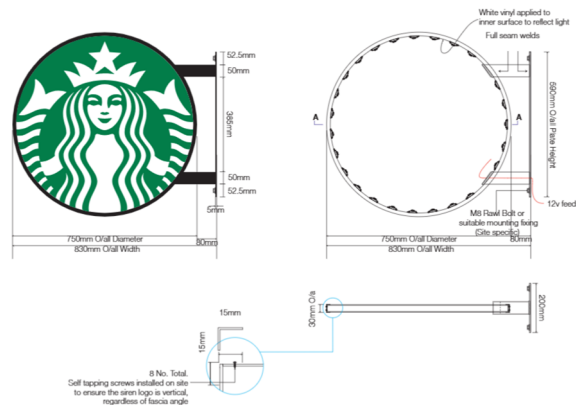
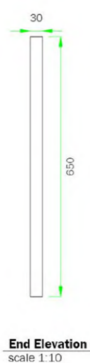
Signage which was installed on the chamfered corner

The projecting sign (Item 05) would use the existing fixings but exceeds the maximum depth prescribed in the Design Guide (the depth is 70mm but the shop front guide specifies 30mm). When an amendment to this was requested no changes were forthcoming. The proposed sign would contrast with the projecting signage of surrounding buildings thereby harming the visual coherence of the street scene. Appended to this application are multiple examples of projecting signage within the City Centre area that meet the Design Guide standards for projecting sign depth.

Below are two examples of recently approved internally illuminated 30mm projecting signs at Tesco (138215/AO/2023) and Starbucks (139587/AO/2024) in the City Centre, demonstrating a clear position on the part of the City Council.



Sign approved under app. ref. 138215/AO/2023



Sign approved under app ref.139587/AO/2024

Public Safety

The proposed signage illumination is condition so as not to exceed 300cd/m². 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.

Approved elements

The retention of the following is hereby approved:

- No.2 illuminated fascia signs – Items 01,02 on drawing 531 (Rev H)

Refused elements

The retention of the following is hereby refused:

- No.1 logo board fascia sign – Item 4 on drawing 531 (Rev H)
- No.1 projecting illuminated sign – Item 5 on drawing 531 (Rev H)

Reasons for recommendations to refuse

Signs 4 and 5 by virtue of their size, appearance and materiality would result in incongruous features to a building of architectural interest. The projecting signage in particular would appear unduly bulky as a result of its size. The signage would fail to respond positively to the key architecture features of the building and complement the other signage in terms of its style and appearance. The signage would have an unduly harmful impact on the visual amenity of the building and its appearance in the street scene. The signage is therefore contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, policy DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester, policies JP-P2 of Places for Everyone, Shopfront and Signage Design Guide (2024) and the NPPF.

Recommendation: Approve and Refuse

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 fascia signs hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing: 531 Rev. H -- Item 01, Item 02 (Received 14 May 2025)

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

Reason - In the interests of visual and residential amenity and highway safety pursuant to policies SP1 and DM of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

138 Deansgate, Manchester, M3 2RP
Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
John Rylands Library, 148 - 158 Deansgate, Manchester, M3 3EH
140 Deansgate, Manchester, M3 2RP
Second Floor Right, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Sawyers Arms, 138 Deansgate, Manchester, M3 2RP
Fourth Floor, 125 Deansgate, Manchester, M3 2BY
123 Deansgate, Manchester, M3 2BY
125 Deansgate, Manchester, M3 2BY
Second Floor, 125 Deansgate, Manchester, M3 2BY
Seventh To Eleventh Floors, 125 Deansgate, Manchester, M3 2BY
Third Floor, 125 Deansgate, Manchester, M3 2BY
First Floor, 125 Deansgate, Manchester, M3 2BY
Sixth Floor, 125 Deansgate, Manchester, M3 2BY
Second Floor, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Third Floor, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Fourth Floor, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Second Floor Front, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Basement And Ground Floor, 140 Deansgate, Manchester, M3 2RP

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Deansgate Conservation Area 1985
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) -
Area Team Boundary - Name: CENTRAL

Appendix 3 – Deansgate Signage Montage



200 Deansgate – Flat Iron



300 Deansgate – Crown Barbers



326-330 Deansgate – Instituto Cervantes



Assortment of signage Liverpool Road



198 Deansgate - Pieminister



184 Deansgate – Rosa's Thai



133 Deansgate – Café Nero



109 Deansgate - Post Office



103 Deansgate - Cinnabon



2 King Street - Clarendon



1 King Street – Hobbs



91 Deansgate –Waterstones



Various signs at Great Northern Warehouse – 225-293 Deansgate