

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142678/AO/2025

Date registered valid: 11 April 2025

Proposal: Installation of 3no. internally illuminated individual letter building name signs

Address: Sunlight House , Quay Street, Manchester, M3 3JZ

Ward(s): Deansgate Ward

Applicant: Karrev (Sunlight Limited)

Agent (if any): Mr Jay Patel Savills UK Ltd

Case officer: James
Tel: 0161 219
Email: james.bridgman@manchester.gov.uk
Bridgman
6202

Recommendation: Approve

Date of recommendation: 5 June 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 29 April 2025

Standard consultations:

Printed: 23 April 2025 Expired: 15 May 2025

Neighbour notifications

Printed: 23 April 2025 Expired: 15 May 2025

Site notice

Posted: N/A Expired: N/A

Press advert

Published: 30 April 2025 Expired: 21 May 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order: Not applicable

Sunlight House is located on the corner of Quay Street and Little Quay Street in the city centre of Manchester. Sunlight House is a Grade II listed building completed in 1932 by Joseph Sunlight, architect and developer, as the headquarters for his property business, with offices and shops to let. At the time, it was Manchester's tallest building. The building is also located within the Deansgate/ Peter Street Conservation Area.

The building is a 14 storey (15 including roof plant to western side) steel and concrete structure, clad in Portland stone. The building is almost square in plan, with three street frontages, and a large central light-well. Each of the three street facades are seven bays, with the two street corners expressed as three sided towers, which each rise to a four level octagonal turret, topped by a domed lantern and finial. Behind and between the turrets, the top four floors are expressed as a mansard roof with multiple setback square dormer windows, which together with the turrets create a distinctive skyline and a major feature in the city.

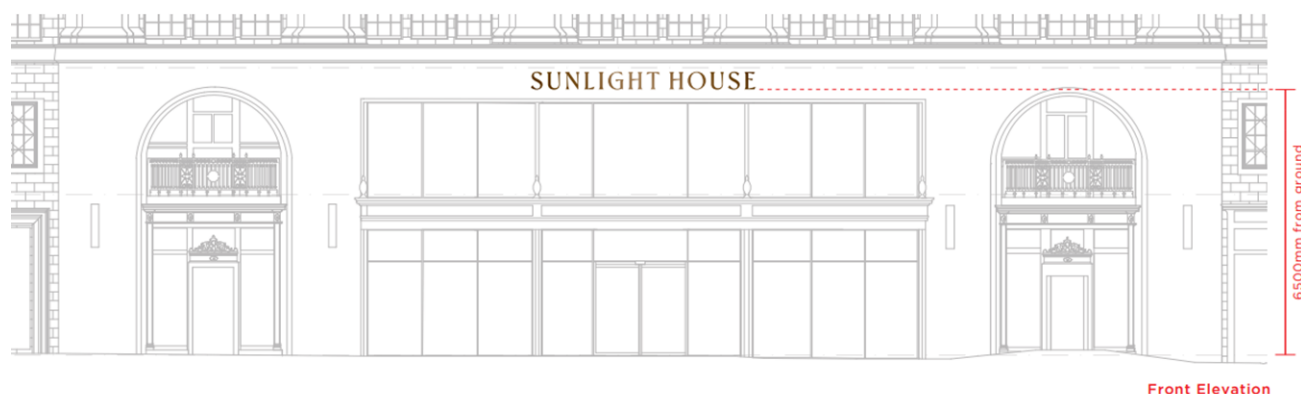
Sunlight House has been extensively modernised throughout including refurbishment works previously throughout the building since its original construction.

The application site is located in the heart of the city centre. Quay Street contains a variety of commercial uses and buildings.

Description of development

Advertisement consent is sought for the installation of 3no. internally illuminated fascia signs.

- 1no. internally illuminated individual letter fascia sign to Little Quay Street

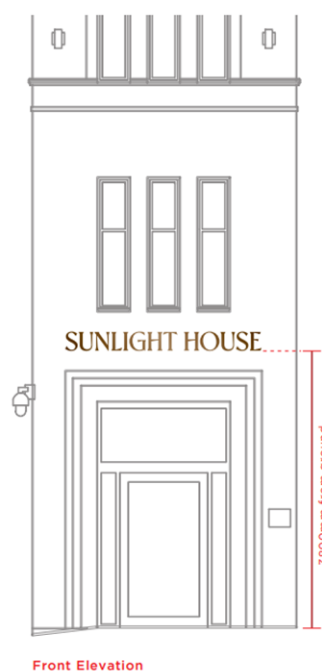


Proposed elevation of Little Quay Street

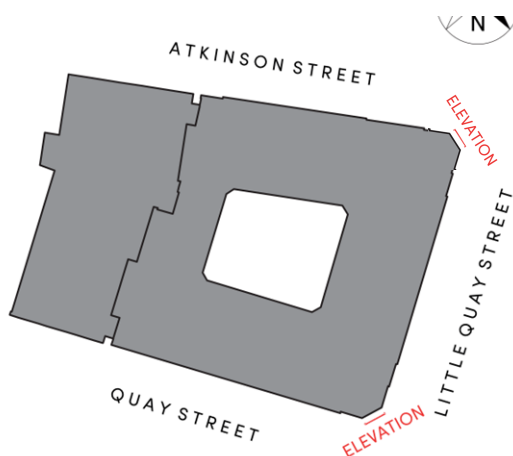


Proposed signage

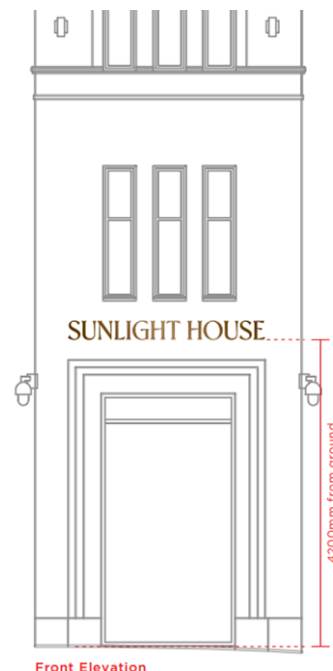
- 1no. internally illuminated individual letter fascia sign to corner of Quay Street and Little Quay Street and 1no. internally illuminated individual letter fascia sign to corner of Atkinson Street and Little Quay Street



Quay Street/Little Quay Street



Key



Atkinson Street/Quay Street

Consultations & Notification Responses

Publicity – The proposal has been advertised as letters have been sent out to local businesses and residents. No comments have been as part of that process.

Highway Services – No objections

Environmental Health – The maximum luminance of 250 cd/m² is acceptable and raised no objections.

Policy

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 Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs
- Policy DC18 – Conservation Areas
- Policy DC19 – Listed Buildings

Places for Everyone Plan – Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-P1 - Sustainable Places
- Policy JP-Strat2 – City Centre
- Policy JP-P2 – Heritage

National Planning Policy Framework (NPPF)

- Chapter 6 – Building a strong, competitive economy
- Chapter 7 – Ensuring the vitality of town centres
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic environment

Town and Country Planning (Control of Advertisements) Regulations 2007

Issues

Visual Amenity and Heritage

The original signage was amended with the omission of large linear boxes under each of the fascia signs. The current proposal refers to the installation of 3no. internally illuminated individual letter signs and replaces signage of a similar design and scale.

The signage is designed in anodic bronze aluminium with opal acrylic backs to enable subtle halo illumination. The letters have a depth of 30mm, is appropriately sited and proportionately scaled in relation to the listed building.

The design of the signage is simplistic and responds positively to the building and conservation area as it would not appear unduly prominent and detract from the character of the listed building.

The signage is therefore considered to be acceptable and complies Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, Places for Everyone Plan Policy JP-P2 and the National Planning Policy Framework.

Residential Amenity

The proposed luminance level of 300cd/m² is an acceptable brightness and the signs would not detract from visual amenity and general neighbouring amenity.

Environmental Health do not object to the proposal. Subject to a condition that would limit the proposed advertisement's luminance to that in line with the proposed, it is considered the proposal is acceptable in this regard and therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework

Public Safety

The signage is mounted above entrance doors and would not cause any obstruction to pedestrians.

The illuminance level for the advertisement would not be so bright as to cause an unacceptable safety risk to highway users. Highways Services do not object to the proposal.

The proposal therefore accords with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policy DC14, National Planning Practice Guidance and the National Planning Policy Framework.

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:

- Proposed Elevation & Sign Location (Little Quay Street): 04.06.25 / 3 (Page 2 of 9)
- Halo Illuminated Building Letters (Little Quay Street): 04.06.25 / 3 (Page 3 of 9)
- Halo Illuminated Building Letters (Little Quay Street) 04.06.25 / 3 (Page 4 of 9)
- Halo Illuminated Building Letters (Little Quay Street) 04.06.25 / 3 (Page 5 of 9)

- Proposed Elevation & Sign Location (Corner of Quay Street & Little Quay Street) 04.06.25 / 3 (Page 6 of 9)
- Proposed Elevation & Sign Location (Corner of Quay Street & Atkinson Street) 04.06.25 / 3 (Page 7 of 9)
- Halo Illuminated Building Letters (Both Corners)) 04.06.25 / 3 (Page 8 of 9)
- Halo Illuminated Details (Both Corners) 04.06.25 / 3 (Page 9 of 9)

All stamped as received by the City Council as Local Planning authority on the Received 4 June 2025.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies CC9, EN1, EN3, SP1 and DM1 of the Core Strategy, saved policy DC19.1 and Sections 12 and 16 of the National Planning Policy Framework.

3) The maximum luminance of the signage hereby approved 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 and saved policies DC14.1 and DC18.1 of the Unitary Development Plan for the City of Manchester.

Informative

1. The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk.
2. The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

First Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Fourth Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Third Floor Right, London House, 193 Deansgate, Manchester, M3 3NE
Sixth Floor, Overseas House, Quay Street, Manchester, M3 3HN
Fourth Floor, Overseas House, Quay Street, Manchester, M3 3HN
Thirteenth Floor Room 1B, Sunlight House, Quay Street, Manchester, M3 3LE
Sunlight House, Quay Street, Manchester, M3 3JZ
Suite 201 Second Floor, Sunlight House, Quay Street, Manchester, M3 3LE
111 Sunlight House, Quay Street, Manchester, M3 3LE
Second Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Fifth And Sixth Floors, 2 Hardman Street, Manchester, M3 3HF
Old Grapes Inn, Quay Street, Manchester, M3 3JU
Fifth Floor, Overseas House, Quay Street, Manchester, M3 3HN
The Blues Kitchen, 13 Quay Street, Manchester, M3 3HN
15 Quay Street, Manchester, M3 3HN
First Floor, 15 Quay Street, Manchester, M3 3HN
Pt Ground Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Suite 202 Second Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Third Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Suite 106, Sunlight House, Quay Street, Manchester, M3 3JZ
188 - 192 Deansgate, Manchester, M3 3ND
Unit 1, Overseas House, Quay Street, Manchester, M3 3HN
Fourth Floor, 15 Quay Street, Manchester, M3 3HN
Ground Floor, 15 Quay Street, Manchester, M3 3HN
1302 Sunlight House, Quay Street, Manchester, M3 3LE
Eleventh Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Seventh Floor, Sunlight House, Quay Street, Manchester, M3 3LF
2 Hardman Street, Manchester, M3 3HF
NANDOS CHICKENLAND LTD, Unit 1, 2 Hardman Street, Manchester, M3 3HF
194 Deansgate, Manchester, M3 3ND
Third Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Second Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Third Floor, Overseas House, Quay Street, Manchester, M3 3HN
198 Deansgate, Manchester, M3 3NE
Fifth Floor, 15 Quay Street, Manchester, M3 3HN
Room 1301, Sunlight House, Quay Street, Manchester, M3 3LE
Room 614, Sunlight House, Quay Street, Manchester, M3 3JZ
624 - 628 Sunlight House, Quay Street, Manchester, M3 3LE
Thirteenth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Part Thirteenth And Mezzanine Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 114, Sunlight House, Quay Street, Manchester, M3 3JZ
Thirteenth Floor Maintenance Room, Sunlight House, Quay Street, Manchester, M3 3LE
Opera House, Quay Street, Manchester, M3 3HP
Ground Floor, 2 Hardman Street, Manchester, M3 3HF
Fifth Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Royal London House, 196 Deansgate, Manchester, M3 3WF
200 - 204 Deansgate, Manchester, M3 3NN
Unit 2, Overseas House, Quay Street, Manchester, M3 3HN
Second Floor, 15 Quay Street, Manchester, M3 3HN

Fourth Floor And Fifth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
 Suite 603 Part Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
 Eighth Floor, Sunlight House, Quay Street, Manchester, M3 3LU
 Suite 608 Part Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
 1 Byrom Place, Manchester, M3 3HG
 Store Rear Of 192, Deansgate, Manchester, M3 3ND
 London House, 193 Deansgate, Manchester, M3 3NE
 Overseas House, Quay Street, Manchester, M3 3HN
 Second Floor, Overseas House, Quay Street, Manchester, M3 3HN
 Third Floor, 15 Quay Street, Manchester, M3 3HN
 Suite 101 Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE
 Sixth Floor Room 631, Sunlight House, Quay Street, Manchester, M3 3LE
 109 Sunlight House, Quay Street, Manchester, M3 3LE
 Suites 110 And 112 And 114, Sunlight House, Quay Street, Manchester, M3 3JZ
 Bannatyne Health Club And Spa, Sub Basement And Basement And Ground Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
 Moxy Hotel, 8 Atkinson Street, Manchester, M3 3HH
 Basement, Royal London House, 196 Deansgate, Manchester, M3 3WF
 First Floor, Overseas House, Quay Street, Manchester, M3 3HN
 Rooms 625 627 And 629, Sunlight House, Quay Street, Manchester, M3 3LE
 First Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
 Fifth Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
 Suite 102A Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE
 Unit 2B, 2 Hardman Street, Manchester, M3 3HF
 Unit 2A, 2 Hardman Street, Manchester, M3 3HF
 Advertising Right BT Inlink Outside Overseas House, Quay Street, Manchester, M3 3HN
 1 Little Quay Street, Manchester, M3 3JU
 Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
 DWF, 1 Scott Place, Manchester, M3 3AA

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