

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142478/AO/2025	
Date registered valid:	19 March 2025	
Proposal:	Installation of 1no non-illuminated projecting sign and 1no internally illuminated fascia sign.	
Address:	Unit 6, New Cathedral Street, Manchester, M1 1AD	
Ward(s):	Deansgate	Ward
Applicant:	Llewellyn Arc'teryx	
Agent (if any):	Miss Gosia Pieczonka Fresh Design International	
Case officer:	Emily Tel: 0161 234 Email: emily.booth@manchester.gov.uk	Booth 4193
Recommendation:	Approved and Refused	
Date of recommendation:	5 June 2025	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 May 2025

Standard consultations:

Printed: 1 April 2025 Expired: 24 April 2025

Neighbour notifications

Printed: 1 April 2025 Expired: 24 April 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 application relates to Unit 6 of a building at 1-21 New Cathedral Street/1 Deansgate, which is currently vacant, but was most recently used as a shop. The building is a high-quality building that was constructed as part of a large-scale redevelopment of a part of Manchester City Centre that was severely damaged by an IRA bomb in 1996. It is not within a conservation area, but is adjacent the St Ann's Square Conservation Area, the Cathedral Conservation Area and the Parsonage Gardens Conservation Area.

A number of listed buildings are also adjacent the site including the Grade II Listed Royal Exchange and the Grade II Listed Shambles Pubs.

The building is a purpose-built mixed-use building with residential apartments on the upper floors and commercial uses within the ground floor. There is a signage strategy in place that dictates the design of the projecting signs along New Cathedral Street, but not the fascia level signage, which varies from unit to unit.

The surrounding area contains a variety of uses including residential apartments, a hotel shops, drinking establishments, banks, cafes and restaurants.

Planning History

091414/AO/2009/C1 - Installation of 17 no. signs relating to the rebranding of New Cathedral Street - The signage approved under this application sets out a signage strategy for the units along New Cathedral Street. This includes clear glazed fascia panels and signage placed behind the glass.

Description of development

Advertisement consent is sought for the installation of an individual letter fascia sign to be attached to the external face of the glazing and the infill of the existing projecting sign with the new brand signage.

Consultations & Notification Responses

Publicity - Letters were sent to surrounding occupiers. No responses were received.

Highway Services - Confirmed that they have no objections and provided advice on the licences and permissions needed.

Environmental Health - Advised that the signage will need to be selected and installed so to not exceed 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.

Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application.

Policy JP-P1 (Sustainable Places) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.

Policy JP-P2 (Heritage) aims to proactively manage and work with partners to positively conserve, sustain and enhance its historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct identity and sense of place. The policy requires development proposals affecting a designated heritage asset (or an archaeological site of national importance) and a conservation area to conserve those elements which contribute to its significance including those identified in any conservation area appraisal as making a positive contribution to the area. Harm to such elements will only be permitted where this is clearly justified and outweighed by the public benefits of the proposal.

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front and signage works.

Saved Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

National Policy

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

The NPPF Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

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

Principle

There is no objection to the principle of the signs being displayed at the application site. As required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application are amenity and public safety.

Amenity

The shopfront under consideration sits within a row of retail units that form part of large shopping centre that dominates the west side of New Cathedral Street. The elevation is characterised by large, clear glazed shopfronts.

A signage strategy was established under application 091414/AO/2009/C1. This, amongst other things, saw the principle of fascia signage behind the glass established together with a consistent style and size of projecting sign to give the units a high quality and consistent appearance.

The proposed projecting sign would be consistent with all other projecting signs and would fully comply with the signage strategy and is therefore acceptable.

The individual letter signage, applied to the front of the glass, is a departure from the City Council's preference for fascia signage to be placed behind the glass, as approved under application referenced 091414/AO/2009/C1.

It is acknowledged that there are three existing units with external individual letter signage - REISS (application referenced 110248/AO/2015/C1), BOSS (application referenced 138787/AO/2023) and Harvey Nichols (application referenced 098140/AO/2011/C1). The remaining units (5no.) have internal fascia signage. These represent anomalies in the decision

making along this frontage and should not be seen as a precedent to inform future signage. It should also be noted that the previous signage for Unit 6 was positioned behind the glass.

As required by the advertisement regulations, it is necessary to ensure that new signage responds positively to the appearance and architecture of a building and in this instance positioning the signage to the front of the glass would detract from the aesthetics, architectural language and character of the of the unit and other in the immediate street scene, particularly those who have their fascia signage behind the glass.

Its display externally would contribute to the incremental degradation of design quality and erosion of the signage strategy at a high-profile city-centre location.

The unit is located in the conservation area and whilst it is not considered that the signage would undermine the character and appearance of the conservation area as a whole, it would not contribute positively to this modern building within this context.

The signage would therefore fail to comply with Advertisement Regulations and relevant sections of the development plan.

Public safety

The illumination of the projecting sign would be restricted to 300cd/m² in accordance with comments made by the City Council's Highway Services and Environmental Health. The signage would not cause any distraction to pedestrians or road user which would warrant any public safety concerns.

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

Article 35 Declaration

Not applicable

Condition(s) to be attached to decision for approval

0) Refuse the retention of the following:

-1 no. internally illuminated fascia sign

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:

The Location Plan referenced 2715 100 received by the City Council as local planning authority on 19 March 2025

The drawings referenced:

2715 201 Rev A

2715 202 Rev A

received by Manchester City Council as the Local Planning Authority on 9 May 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy, and saved policies DC14, DC18.1 and DC19.1.

3) The illumination level of the illuminated projecting sign hereby approved shall be limited to 300 cd/m².

Reason - To not affect public safety, in particular highway safety in accordance with policies SP1, T1, T2 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1 and DC14.5 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF

Reason for Refusal

- 1) The externally mounted individual letter fascia sign, by virtue of its position external to the shop frontage within this highly glazed double height façade, would create an incongruous feature within the shopfront and wider street scene. The resulting appearance would have an unduly harmful impact on established high quality architectural language, features and character of the shop front and its wider position within the New cathedral Street frontage and would incrementally degrade the established design quality of this high-profile city-centre location as a result of further diluting the strategy for signage at the building. The fascia sign is therefore harmful to the amenity of the building and the local area and therefore contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1, EN3, CC9 and DM1 of the Manchester Core Strategy (2012), Saved Policy DC14, DC18 and DC19 of the Unitary Development Plan for the City of Manchester, the Section 12 of the NPPF and Town and Country Planning (Control of Advertisements) Regulations 2007.

Informatives

- 1) - Operatives undertaking installation / servicing / maintenance will be expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions.
- 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
- The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 308, 1 Deansgate, Manchester, M3 1AZ
Flat 1002, 1 Deansgate, Manchester, M3 1AZ
Flat 605, 1 Deansgate, Manchester, M3 1AZ
Basement And Ground Floor, Astley House, 23 Deansgate, Manchester, M3 4AH
Apartment 807, 1 Deansgate, Manchester, M3 1AZ
Flat 406, 1 Deansgate, Manchester, M3 1AZ
Flat 108, 1 Deansgate, Manchester, M3 1AZ
Flat 708, 1 Deansgate, Manchester, M3 1AZ
Flat 1201, 1 Deansgate, Manchester, M3 1AZ
Flat 209, 1 Deansgate, Manchester, M3 1AZ
Flat 1001, 1 Deansgate, Manchester, M3 1AZ
Flat 505, 1 Deansgate, Manchester, M3 1AZ
Flat 207, 1 Deansgate, Manchester, M3 1AZ
Flat 804, 1 Deansgate, Manchester, M3 1AZ
Flat 901, 1 Deansgate, Manchester, M3 1AZ
Flat 204, 1 Deansgate, Manchester, M3 1AZ
Unit 5, 1 Deansgate, Manchester, M3 1AZ
Flat 704, 1 Deansgate, Manchester, M3 1AZ
Flat 606, 1 Deansgate, Manchester, M3 1AZ
Flat 307, 1 Deansgate, Manchester, M3 1AZ
Flat 402, 1 Deansgate, Manchester, M3 1AZ
Flat 208, 1 Deansgate, Manchester, M3 1AZ
Flat 706, 1 Deansgate, Manchester, M3 1AZ
Flat 803, 1 Deansgate, Manchester, M3 1AZ
Flat 403, 1 Deansgate, Manchester, M3 1AZ
Unit 8, New Cathedral Street, Manchester, M1 1AD
Flat 604, 1 Deansgate, Manchester, M3 1AZ
Apartment 906, 1 Deansgate, Manchester, M3 1AZ
Flat 304, 1 Deansgate, Manchester, M3 1AZ
Flat 805, 1 Deansgate, Manchester, M3 1AZ
Flat 107, 1 Deansgate, Manchester, M3 1AZ
Flat 105, 1 Deansgate, Manchester, M3 1AZ
Flat 707, 1 Deansgate, Manchester, M3 1AZ
Flat 302, 1 Deansgate, Manchester, M3 1AZ
Flat 202, 1 Deansgate, Manchester, M3 1AZ
UGG, 3 New Cathedral Street, Manchester, M1 1AD
Flat 507, 1 Deansgate, Manchester, M3 1AZ
Flat 503, 1 Deansgate, Manchester, M3 1AZ
Flat 1101, 1 Deansgate, Manchester, M3 1AZ
Flat 808, 1 Deansgate, Manchester, M3 1AZ
Flat 206, 1 Deansgate, Manchester, M3 1AZ
Apartment 109, 1 Deansgate, Manchester, M3 1AZ
Flat 408, 1 Deansgate, Manchester, M3 1AZ
Unit 3, 1 Deansgate, Manchester, M3 1AZ
Flat 506, 1 Deansgate, Manchester, M3 1AZ
Flat 601, 1 Deansgate, Manchester, M3 1AZ
Flat 602, 1 Deansgate, Manchester, M3 1AZ
Unit 4, 1 Deansgate, Manchester, M3 1AZ
Flat 603, 1 Deansgate, Manchester, M3 1AZ

Flat 303, 1 Deansgate, Manchester, M3 1AZ
Flat 404, 1 Deansgate, Manchester, M3 1AZ
BOSS, 11 New Cathedral Street, Manchester, M1 1AD
Flat 1104, 1 Deansgate, Manchester, M3 1AZ
Flat 305, 1 Deansgate, Manchester, M3 1AZ
Flat 508, 1 Deansgate, Manchester, M3 1AZ
Flat 405, 1 Deansgate, Manchester, M3 1AZ
Flat 110, 1 Deansgate, Manchester, M3 1AZ
Flat 203, 1 Deansgate, Manchester, M3 1AZ
Flat 703, 1 Deansgate, Manchester, M3 1AZ
Flat 705, 1 Deansgate, Manchester, M3 1AZ
Flat 201, 1 Deansgate, Manchester, M3 1AZ
Flat 502, 1 Deansgate, Manchester, M3 1AZ
Flat 210, 1 Deansgate, Manchester, M3 1AZ
Flat 905, 1 Deansgate, Manchester, M3 1AZ
Flat 407, 1 Deansgate, Manchester, M3 1AZ
Flat 101, 1 Deansgate, Manchester, M3 1AZ
Unit 5, The Shambles, New Cathedral Street, Manchester, M1 1AD
Unit 4, New Cathedral Street, Manchester, M1 1AD
Unit 7, The Shambles, New Cathedral Street, Manchester, M1 1AD
Flat 701, 1 Deansgate, Manchester, M3 1AZ
Flat 102, 1 Deansgate, Manchester, M3 1AZ
Flat 504, 1 Deansgate, Manchester, M3 1AZ
Flat 1003, 1 Deansgate, Manchester, M3 1AZ
Flat 401, 1 Deansgate, Manchester, M3 1AZ
Flat 607, 1 Deansgate, Manchester, M3 1AZ
Flat 205, 1 Deansgate, Manchester, M3 1AZ
Flat 103, 1 Deansgate, Manchester, M3 1AZ
Flat 1103, 1 Deansgate, Manchester, M3 1AZ
Flat 1202, 1 Deansgate, Manchester, M3 1AZ
Flat 306, 1 Deansgate, Manchester, M3 1AZ
Astley House, 23 Deansgate, Manchester, M3 4AH
Flat 106, 1 Deansgate, Manchester, M3 1AZ
Flat 904, 1 Deansgate, Manchester, M3 1AZ
Flat 301, 1 Deansgate, Manchester, M3 1AZ
Flat 806, 1 Deansgate, Manchester, M3 1AZ
Flat 702, 1 Deansgate, Manchester, M3 1AZ
Flat 501, 1 Deansgate, Manchester, M3 1AZ
Flat 801, 1 Deansgate, Manchester, M3 1AZ
Flat 104, 1 Deansgate, Manchester, M3 1AZ

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
Area Team Boundary - Name: CENTRAL