MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143083/AO/2025
Date registered valid:	21 June 2025
Proposal:	Installation of 1no. non illuminated entrance sign to rail
Address:	John Dalton Building, Chester Street, Manchester, M1 5GD
Ward(s):	Deansgate Ward
Applicant:	Mr Jonathan Baker Manchester Metropolitan University
Agent (if any):	Mr James Rowe Astra Signs Limited
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**15/07/2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 08/07/2025

Standard consultations:
Printed: 1 July 2025 Expired: 22 July 2025

Neighbour notifications
No neighbour notifications have been printed and sent.

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 site relates to the Dalton Building located with the Manchester Metropolitan University Campus within the University Corridor area of Manchester City Centre.

The entrance that is the subject of this application is secluded, recessed and fronts the Mancunian Way to the southeast.

Surrounding uses include education facilities, shops, eating and drinking establishments and bicycle storage.

Description of development

Advertisement Consent is sought for 2 no. fascia signs sited above the southeastern entrance to the Dalton Building facing the Mancunian Way.

A rack would be installed spanning the width of the entrance and affixed into elevations either side. It would be screwed into welded plates, each being painted in a colour matching that of the corresponding elevation.

The first of these signs (Sign A) would be a non-illuminated acrylic logo and lettering on a ladder frame, having a height of 404mm, a width of 1.2m and a depth of 10mm. It would exhibit the 'Manchester Metropolitan University' branding, comprised of a stylised white line graphic of the six spade-iron logo alongside the University's name in white text, all on a black background. It would be fixed to the rack via a screw.

The second of these signs (Sign B) would similarly be non-illuminated, would be comprised of individual lettering with a height of 280mm, a width of 1.2m and a depth of 50mm. It would read 'Dalton' to identify the building via a white vinyl text with black aluminium surrounds. It would fixed to the rack via build ups on the ladder frame.

Consultations & Notification Responses

Publicity – Notification letters have been sent to surrounding properties. No comments have been received.

Highways Services:
Sufficient headroom clearance and no luminance.
No Projecting Over License required.
Sign is compliant with carriageway clearance requirements.

Policy Context

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 considered relevant to this application:

Places for Everyone

- JP-P1 – Sustainable Places
- JP-Strat2 – City Centre

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC1 – City Centre and Fringe
- EC8 – Central Manchester
- EN1 – Design Principles and Strategic Character Areas
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC15 – Advertisements, Hoardings and Posters

NPPF

- Section 12 (Achieving Well Designed Places)

Issues

Amenity

Both Sign A and B are modest in scale and would appear proportionate to their function marking a secondary entrance of the building. It is not considered that the signage would appear overly prominent or dominate the appearance of the building.

The signage would be appropriately positioned above the entrance and where the rack would interface with the elevations to either side, the base plates would be painted in grey and red to appear discrete. As such, it is considered to be in keeping with the architectural features of the building and well-integrated into the elevations.

Given the signs' location at a secluded secondary entrance facing the Mancunian Way and the general lack of signage in the vicinity, it is furthermore not considered that the proposal would contribute to excessive advertisement with a negative impact on the street scene. The proposed signage is considered to be in line with the design approach laid out in the Council's Shopfront and Signage Design Guide as such.

In view of the above, the proposed signage is considered to be acceptable in terms of amenity and compliant with Policies DM1, EN1 and SP1 of the Core Strategy, Policy DC14 of the Unitary Development Plan, Policies JP-P1 and JP-Strat 2 of PfE, as well as being in line with guidance contained within the NPPF and the Council's Shopfront and Signage Design Guide.

Public Safety

The proposed signage would not be illuminated and therefore it is not considered that there would be a public safety concern.

Highways

The proposed sign is not located on the adopted highway network and with a maximum projection of 0.01m over the private boundary of the site it would not impact on the adopted highway. As such, a Projection over License is not required.

Highways view the headroom clearance of 2.95m to be compliant with the 2.50m minimum and compliant with carriageway clearance requirements.

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 polices 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

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 amended drawings received by the City Council as Local Planning Authority on 12/07/2025:

DALTON~BUILDING~ENTRANCE~SIGN [01] Revision 01

DALTON~BUILDING~ENTRANCE~SIGN [02] Revision 01

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

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