

## **Planning**

## **Growth & Development**

### **Delegated officer report for planning application**

**Application no.** 144880/AO/2026

**Date registered valid:** 11 January 2026

**Proposal:** installation of 2no. externally illuminated hand painted fascia signs, 1no. externally illuminated hanging sign and 1no. hand painted gable sign.

**Address:** Basement And Ground Floor, 24 Dale Street, Manchester, M1 1FY

**Ward(s):** Piccadilly Ward

**Applicant:** Mr Alex Daw M1 1FY Ltd

**Agent (if any):** Mrs Sarah Schofield, iCatch Design

**Case officer:** Jack Naven  
Tel: 0161 219 2095  
Email: [jack.naven@manchester.gov.uk](mailto:jack.naven@manchester.gov.uk)

**Recommendation:** Approved and Refused

**Date of recommendation:** **05 March 2026**

## **Application Details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 26 January 2026

### **Standard consultations:**

Printed: 15 January 2026 Expired: 5 February 2026

### **Neighbour notifications**

Printed: 15 January 2026 Expired: 5 February 2026

### **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/Area**

**Listed building:** Grade II

**Conservation area:** Stevenson Square Conservation Area 1987

**Tree Preservation Order:** Not applicable

The site is located at 24 Dale Street, Manchester, M1 1FY, on the corner of Dale Street and Little Lever Street.

The building is Grade II listed, having received Listed status on 3rd October 1974, and is located in the Stevenson Square Conservation Area.

The building consists of a cellar with 3 storeys above. Previously three town houses, now a public house with offices on the upper levels.

The front façade is red brick with scored stucco at ground floor level, which is currently painted white.

No. 24 has a central round-headed doorway with open-pedimented doorcase of engaged columns, altered windows at ground floor and chamfered corner with inserted window, raised doorway approached by three stone steps.

The gable end wall was demolished and rebuild as existing following consent granted in 1977. Consent granted in 1997 resulted in the demolition and rebuild of the majority of the building, with only the front façade being retained.

The site is situated within the Northern Quarter area, which is considered to be lively and vibrant hub of activity, with a mix of uses including bars, restaurants, offices, retail and residential.

Architecturally Dale Street retains multiple historic buildings from various periods, along with some new, modern buildings which are interspersed along the road and namely opposite the site at 25-27 Dale Street. The area has a historic as well as commercial character with buildings of historic merit visible in all directions.

The Site lies within the Stephenson Square Conservation Area.

### **Description of Development**

The proposal seeks advertisement consent for the installation of 2no. externally illuminated hand painted fascia signs, 1no. externally illuminated hanging sign and 1no. hand painted gable sign.

There is a menu on the proposed drawings, but as it is 0.169 square metres, it benefits from deemed consent and so does not require advertisement consent. It shall be judged against the accompanying Listed Building Consent however for the impact upon the heritage asset.

### **Related Planning History**

**144874/LO/2026** - Listed Building Consent for installation of tiles, light fittings, signage and external paint to gable and entrance door.

***Yet to be determined.***

**144970/FO/2026** - External alterations including installation of tiles and spotlights.

***Yet to be determined.***

### **Consultations & Notification Responses**

**Publicity** - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

**Highway Services** - Requested that an informative be added concerning projecting over licence and temporary traffic management measures. This has been added to the decision.

**Environmental Health** - Requested that a condition be attached to control luminance levels. This has been added to the decision.

### **Policy**

#### **Town and Country Planning (Control of Advertisements) Regulations 2007**

(1) A 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 Plan - Joint Development Plan Document**, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

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

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
- Policy CC9 - Design and Heritage

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

### **National Planning Policy Framework (NPPF) (2024)**

- Chapter 12 - Achieving well-designed places
- Chapter 16 - Conserving and enhancing the historic environment

### **Draft National Planning Policy Framework (NPPF) (2025)**

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

### **Shopfront and Signage Design Guide (2024)**

The shopfronts and signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor eills, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

## **Other Legislation**

**Sections 16, 66, and 72 of the Listed Buildings and Conservation Areas Act 1990** require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

## **Assessment**

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

## **Principle of the Proposal**

The principle of the proposal for the fascia and projecting signs is considered to be acceptable in this case.

Advertisements such as fascia and projecting signs are considered necessary in order to advertise and provide wayfinding to a commercial premises.

However, the principle for the hand painted gable sign, on a listed building is not accepted in principle. It is not considered necessary in order to advertise or to provide wayfinding to the premises.

## **Visual Amenity**

### **Projecting Signs and Fascia Signs**

The proposed hanging sign would be 30mm in depth, which would be in line provisions laid out in the Shopfront and Signage Design Guide (2024), which state that any projecting signage should be of a maximum depth of 30mm.

The application form submitted with the advertisement consent listed a depth of 250mm. This was clarified with the agent, who confirmed via email on 13 February 2026 that the depth would be 30mm. At this time, a section was provided as a part of a elevation drawing.

However, following further negotiations to improve the scheme, including for this advertisement consent, the removal of the plaque sign to the front elevation, the revised drawings did not feature the section showing the projecting sign with a depth of 30mm.

Further amended drawings have not been provided in time to re-introduce this section, therefore, a condition has been included to ensure that the depth of the projecting sign is 30mm, referencing the email dated 13 February 2026 from the agent.

The hanging sign will retain the in situ hanging bracket, which is complimentary to the heritage of the building. The illumination of the hanging sign will be provided by a LED strip on either side of the sign facing immediately down. This external method of illumination will not make the sign appear too bulky and will instead retain the overall slender appearance of the sign.

The main body of the sign will be timber hand painted, which is in keeping with style of a historic building.

Overall, the hanging sign will compliment the visual amenity of this Grade II listed building and will not harm the visual amenity of the surrounding street scene and conservation area.

As per UDP policy DC14.5, the projecting sign is positioned at fascia level, respects the architectural form of buildings and shop frontages, and lines up with the associated fascia board.

In line with the Shopfront and Signage Design Guide, there will only be one projecting sign on this elevation and it shall be located below the first-floor cills.

For the fascia sign, the existing fascia will be retained on the Dale Street elevation. It shall be made good by filling any fixing holes and redecorating black to match the existing finish. The existing 'Calcina sign', which is stuck on to the fascia in a manner that appears incongruous and unappealing visually, shall be removed.

New painted timber letters shall then be applied to the fascia band.

The fascia shall extend around on the Little Lever Street, creating more of a feature of this corner elevation, which currently features a diagonal window. On balance given the removal of various other originally proposed elements (including the painting of the entire lower section of Little Lever Street, artisan tiles to be applied to Dale Street, the plaque sign to be applied to Dale Street, amongst others) this is considered to be an element that the Local Planning Authority can support.

The Shopfront and Signage Design Guide states that signage should be limited to one fascia signage per elevation. The fascias are on different elevations, therefore complying with this element of the Guide.

UDP policy DC14.5 states that on listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs. The existing fascias have a long standing historical precedence and it is considered in this case that retaining these more heritage sympathetic fascias and mounting individual letters to them is the preferred outcome.

### Hand Painted Gable Sign

In terms of the 1no. hand painted gable sign, it is considered that the siting of this poorly relates to the commercial unit below. The upper floors of the building do not form a part of this commercial unit below. They instead form office use, and a single tattoo studio use.

The siting of advertisements should more clearly relate to the specific units that they are advertising.

It is important to not have a clutter of advertisements on Listed Buildings and such clutter of advertisements will detract from the visual appearance and character of the heritage asset.

It is considered that the hand painted gable would lead to a advertisements clutter within a relatively small area on the corner of Dale Street and Little Lever Street.

On this basis, the hand painted gable would not positively conserve, sustain and enhance its historic environment and heritage assets and their settings, therefore making it contrary to JP-P2 (Heritage).

UDP policy DC14.5 (Shops and Related Signs) states clearly that:

- a) signs should not normally be positioned other than at fascia level.
- b) signs should respect the architectural form of buildings and shop frontages.

The inappropriate siting of the hand painted gable sign, not at fascia level, and the interruption of the architectural form of the building means that this proposed sign is contrary to DC14.5.

The Shopfront and Signage Design Guide states that signage should be located below the first-floor eaves, unless there is historic evidence of signage above. In this case, there is no evidence of historic signage above the first-floor eaves, therefore, the siting of signage above this location is not considered to be acceptable.

The Guide also makes it clear when it comes to paint and mural advertisements, in most locations, painted or mural advertising will not be supported, due to their adverse impact on local amenity. Given the context of this mural being on a listed building and within the conservation area, it cannot be supported due to the impact upon local amenity.

Policies EN3, SP1, DM1, JP-P1, JP-P2 and saved UDP Policies 18 and 19 that set out requirements for protection, and enhancement of the built environment, positively conserve, how sustain and enhance the historic environment and heritage assets and their settings, including listed buildings and conservation areas, and well-designated development that that enhances or creates character and for any new development to be well-integrated into a place. It is not considered that the hand painted gable sign would positively conserve, sustain, or enhance the historic environment and heritage assets and their settings, due to the reasons outlined above.

Sections 16, 66, and 72 of the Listed Buildings and Conservation Areas Act 1990 require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas. The hand painted gable sign would have a negative impact upon the architectural and historical significance of the listed building and the setting of the conservation area and would not preserve or enhance these assets.

Section 12 (Achieving Well Designed Places) of the NPPF 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."*

**Section 16 (Conserving and Enhancing the Historic Environment)** outlines how Local Planning Authorities (LPAs) should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

The impact of the poorly sited hand gable sign is considered to have a negative impact upon local amenity and upon the character of the listed building and conservation area, therefore making it contrary to Sections 12 and 16 of the NPPF.

### **Public Safety**

The luminance levels of the signage are 300cd/m<sup>2</sup>, which is within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

A projection over licence is required due to the projection of 350mm over the adopted highway. An informative has been added to instruct the applicant how to apply for this.

Overall, there are no public safety concerns with the proposed signage.

### **Conclusion**

Given the above, the installation of 2no. externally illuminated hand painted fascia signs and 1no. externally illuminated hanging sign is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment), the relevant sections of the Listed Buildings and Conservation Areas Act 1990 and the Shopfront and Signage Design Guide (2024).

However, the hand painted gable sign is considered for the reasons set out above considered to be contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, policies JP-P1 and JP-P2 of Places for Everyone Plan, policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework, and Planning (Listed Buildings and Conservation Areas) Act 1990 and the Shopfront and Signage Design Guide (2024).

## **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.

## **Planning Decision**

**Recommendation:** Approved and Refused

### **Reasons for recommendation to refuse**

The following is hereby refused:

- 1no. hand painted gable sign

1) The proposed 1no. hand painted gable sign, due to its siting, scale, and appearance, would form a highly visible and incongruous feature on the gable wall of the Grade II listed building. It would result in advertisement clutter on this listed building undermining the overall architectural and historic character of the building. The sign would also relate poorly to the surrounding street scene and the character of the conservation area. The proposed 1no. hand painted gable sign is therefore considered to be contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, policies JP-P1 and JP-P2 of Places for Everyone Plan, policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework, the Planning (Listed Buildings and Conservation Areas) Act 1990 and the Shopfront and Signage Design Guide (2024).

## **Condition(s) to be attached to decision for approval**

The following is hereby approved:

- 2no. externally illuminated hand painted fascia signs
- 1no. externally illuminated hanging 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 2no. externally illuminated hand painted fascia signs, 1no. externally illuminated hanging sign hereby approved shall be carried out in accordance with the following drawings and documents received by the City Council as Local Planning Authority on 06 January 2026:

- Location Plan

And received by the City Council as Local Planning Authority on 23 February 2026:

- Proposed Dale Street Elevation Rev B
- Proposed Little Lever Street Elevation Rev B

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 and DC19 of the Unitary Development Plan.

3) The maximum luminance of any approved signage shall not exceed 300 cd/m<sup>2</sup> 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, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

4) The depth/thickness of the projecting sign, shown on the drawings 'Proposed Dale Street Elevation Rev B' and 'Proposed Little Lever Street Elevation Rev B' received by the City Council as Local Planning Authority on 23 February 2026, shall be 30mm in depth, as confirmed on the email from the agent dated 13 February 2026.

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, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

### **Informatives**

1) If the approved projecting sign is to extend greater than 350mm over the adopted highway, the applicant will therefore need to apply for a projection over license by contacting 0161 234 5004, or for info email: [highwaylicences@manchester.gov.uk](mailto:highwaylicences@manchester.gov.uk), or the applicant to apply for a licence online at

[https://www.manchester.gov.uk/directory\\_record/451898/projecting\\_over\\_the\\_highway](https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway)

2) Any requirements for hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email [highwaylicences@manchester.gov.uk](mailto:highwaylicences@manchester.gov.uk)

## **Appendix 1 – List of consultees & neighbours notified**

Highway Services  
Environmental Health

Second Floor, 24 Dale Street, Manchester, M1 1FY  
First Floor, 24 Dale Street, Manchester, M1 1FY  
Ground Floor And Basement, 26 - 28 Dale Street, Manchester, M1 1FY  
Second Floor, 26 - 28 Dale Street, Manchester, M1 1FY  
26 - 28 Dale Street, Manchester, M1 1FY  
24 Dale Street, Manchester, M1 1FY  
First Floor, 26 - 28 Dale Street, Manchester, M1 1FY

## **Appendix 2 – Planning constraints**

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4  
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3  
Coal Authority - Development Low Risk - Name: DEVELOPMENT\_LOW\_RISK\_AREA  
Conservation Area - Stevenson Square Conservation Area 1987  
Area Team Boundary - Name: CENTRAL