

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144810/AO/2025

Date registered valid: 7 January 2026

Proposal: Installation of 1no. internally illuminated individual letter signage, 1no. fascia signage, and 4no. lamp post banner signs.

Address: Castlefield House, Liverpool Road, Manchester, M3 4SB

Ward(s): Deansgate Ward

Applicant: Andrew Johnson, Castlefield House Properties Limited

Agent (if any): Miss Phoebe Threlfall, Zerum Planning

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approved

Date of recommendation: 24/02/2026

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 29 January 2026

Standard consultations:

Printed: 12 January 2026 Expired: 2 February 2026

Neighbour notifications

Printed: 12 January 2026 Expired: 2 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/Building

The application relates to Castlefield House, a detached flat roofed six storey office building with two storey wraparound extension. Castlefield House is a post-war office building that underwent a remodelling in the mid-2000s which saw the installation of its current façade, a largely glazed design featuring glass spandrels and beige and pebble dash cladding to its northern and southern ends. To the rear of the site lies a surface car park that is overshadowed by 4no mature trees. To the front of the site lies an area of public realm completed in block paviours. The site is then lined by black metal fencing along its northern and eastern boundaries.

Listed building: Grade II

Conservation area: Castlefield Conservation Area 1979

Tree Preservation Order: Not applicable

Description of Area

The neighbouring area comprises that of the Castlefield Conservation Area. The Conservation Area is the largest within Manchester City Centre and spans the from the area to the south of the Mancunian Way to the southern tip of Deansgate. Development within the locality of the application site is comparatively low density for the City Centre, with Beetham Tower visually dominating the street scene when one faces eastwards. Neighbouring built development includes the Grade II listed former covered markets that span either side of the application site. Further to the west of the site lies the Grade II listed former railway buildings that now form the Museum of Science and Industry. Neighbouring uses to the south, east and west comprise of office uses and other commercial Class E uses, with some drinking establishments also being situated along the southern side of Liverpool Road. To the norther and north-west of the application site lie multiple properties in residential use (Class C3).

Description of Development

The application seeks advertisement consent for 1no internally illuminated individual letter sign, 1no non-illuminated fascia sign and 4no lamppost banner signs.

The proposed individual letter sign would be placed on the property's south-western facing side elevation, spanning from the property's fifth floor to its third floor, having a width of 1200mm, a height of 9223mm and a depth of 120mm. It will be extruded/3D aluminium letters with white fronts and black returns. The signage will be 'halo' illuminated to 300cd/m² and the font used is Cubano Sharp.

The proposed fascia sign will retain existing anthracite grey signage panel, make good the panel and respraying, and adding new white raised aluminium letters.

The 4no proposed banner signs would be attached to the lampposts that line the application site's public realm along Liverpool Road and Byrom Street. The banners would have a height of 1600mm and a width of 500mm. The banners would be a PVC vinyl banner, with black lettering.

Planning History

A high number of applications are on record for the application site, the most relevant of which are shown below:

141586/FO/2024 - Exterior alterations to elevations and public realm improvements, including alterations to parking at Castlefield House – ***Approved March 2024.***

095151/FU/2010/C1 - Change of Use from B1 (Offices) to D1 (Education and Training Facility) at part of ground floor level – ***Approved June 2011.***

080489/FO/2006/C3 - New external car lift and enclosure to access existing basement car park to 6 storey office block – ***Approved October 2006.***

076027/FO/2005/C3 - Refurbishment of the existing building to provide offices (Use Class B1) throughout comprising change of use of the existing ground floor retail unit and undercroft parking area to offices; re-cladding of the external elevations; new reception area; roof top plant; car parking; landscaping and other related works – ***Approved August 2005.***

Consultations & Notification Responses

Publicity – Neighbouring properties were notified of the proposals by letter. No representations were received.

Environmental Health – No objection subject to the proposed signage being illuminated no greater than 300cd/m² and that the hours of illumination of the individual letter sign be controlled so that it is only illuminated between the hours of 07:00 – 23:00 in the interest of neighbouring amenity.

Highway Services – No objection subject to an informative relating to highway hoarding.

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

- Policy JP-Strat1 – Core Growth Area
- Policy JP-Strat2 – City Centre
- 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 EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principle and Strategic Characters 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

National Planning Policy Framework (NPPF)

- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places

Draft National Planning Policy Framework (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.

Shopfront Design Guide (2024)

National Planning Practice Guidance (NPPG)

Planning (Listed Building and Conservation Areas) Act 1990

Issues

Amenity

The proposed gable sign would be situated on the property's south-western facing side elevation that is completed in pebbledash. The principle of a sign within this location is acceptable, with the elevation lacking architectural interest, thus subject to an appropriate design that has due regard to neighbouring amenity, such a sign would be acceptable.

The use of aluminium material for the lettering is considered to be of a sufficient high-quality design that is benefitting of the Castlefield Conservation Area.

It is noted Environmental Health within their consultation response have requested that the sign's illumination be controlled between the hours of 07:00 – 23:00 due to its close proximity to neighbouring residential dwellings. It is considered that if this matter were to be controlled by planning condition that this would be unenforceable and thus would not be attached in the event of an approval.

The individual letter signage would have a halo illumination, which is considered to be a more discreet method of illumination within the setting of the Conservation Area. On this basis, it is considered that the proposed internally illuminated signage would not have an unacceptable impact on neighbouring visual and neighbouring amenity.

The proposed fascia/tray sign would be situated in place of an existing advertisement on the fascia of the property's single storey extension. This location is considered be a natural location for such signage with it adding little to the property in terms of architectural merit. The dimensions of the proposed sign are similar to that of the existing sign on site, which is considered to have a neutral impact on the appearance of the application site, conservation area and adjacent listed buildings.

The proposed fascia sign will retain existing anthracite grey signage panel, make good the panel and respraying, and adding new white raised aluminium letters. The use of aluminium letters which is considered to be a high quality material that would be visually consistent with the material palette of the application site. On this basis, this element of the proposal is considered to be acceptable.

The proposed banner signs would be attached to the lampposts that are situated within the application site's public realm. The proposed banner signs would non-illuminated and would of a

scale where they would not be overly noticeable within the neighbouring street scene, nor would they cause detriment to neighbouring amenity due to them being non-illuminated and being situated away from residential properties. On this basis, the signs are acceptable.

In light of the above, the proposed fascia and individual letter signs would have an unacceptable impact upon the appearance of the application site and setting of neighbouring listed buildings and the Castlefield Conservation Area. The proposed individual letter sign would also cause an unacceptable impact on neighbouring amenity due to its illumination and close proximity to habitable residential windows. Thus, the advertisements are considered to be contrary to Places for Everyone Plan Policies JP-Strat1, JP-Strat2 and JP-P2, Core Strategy Policies SP1, EC3, CC1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, Shopfront Design Guide (2024), National Planning Practice Guidance, the National Planning Policy Framework, and the Planning (Listed Building and Conservation Areas Act) 1990.

In contrast to the above, the proposed banner signs are considered to comply with the policies listed above.

Public Safety

The proposed banner signs would overhang the public highway, as well as face onto it. Highways do not object to the development subject to signage being illuminated to proposed levels, as well as informatives relating to highway hoarding and the need for a projection license. Proposed illuminated signage would only be illuminated to 300cd/m² so would not pose a potential risk to highway users. Subject to the proposed luminosity of the signage being controlled by planning condition, as well as the aforementioned informatives, the development is acceptable in this regard and accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, it is considered that the development should be approved as they have been found to be acceptable with regard to its impact on visual amenity and highway safety, in accordance with the aforementioned policies, and is therefore recommend for approval.

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: Approved

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:

- 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 received by the City Council as Local Planning Authority on 19 December 2025:

- Location Plan CH_LP-01

And the following drawings and documents received by the City Council as Local Planning Authority on 24 February 2026:

- Proposed Site Plan CH-SI-00-P1
- Proposed South Elevation CH-SI-01-P2
- Proposed West Elevation CH-SI-02-P3
- Proposed Drawing Pack Rev E

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 DC18 of the Unitary Development Plan.

3) The maximum luminance of the signage 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Second And Third Floor, Castlefield House, Liverpool Road, Manchester, M3 4SB
First And Second Floors, 29A Liverpool Road, Manchester, M3 4NQ
Cask, 29 Liverpool Road, Manchester, M3 4NQ
29A Liverpool Road, Manchester, M3 4NQ
Fifth Floor, Castlefield House, Liverpool Road, Manchester, M3 4SB
Fourth Floor, Castlefield House, Liverpool Road, Manchester, M3 4SB
First Floor, Castlefield House, Liverpool Road, Manchester, M3 4SB
Ground Floor, Castlefield House, Liverpool Road, Manchester, M3 4SB
29 Liverpool Road, Manchester, M3 4NQ
33 Liverpool Road, Manchester, M3 4NQ
17 Porchfield Square, Manchester, M3 4FG
43 Liverpool Road, Manchester, M3 4NQ
47 Rozel Square, Manchester, M3 4FQ
45 Rozel Square, Manchester, M3 4FQ
15 Porchfield Square, Manchester, M3 4FG
13 Porchfield Square, Manchester, M3 4FG
23 Porchfield Square, Manchester, M3 4FG
23A Porchfield Square, Manchester, M3 4FG
21A Porchfield Square, Manchester, M3 4FG
19A Porchfield Square, Manchester, M3 4FG
17A Porchfield Square, Manchester, M3 4FG
15A Porchfield Square, Manchester, M3 4FG
13A Porchfield Square, Manchester, M3 4FG
21 Porchfield Square, Manchester, M3 4FG
19 Porchfield Square, Manchester, M3 4FG
41 Liverpool Road, Manchester, M3 4NQ
39 Liverpool Road, Manchester, M3 4NQ
37 Liverpool Road, Manchester, M3 4NQ
31 Liverpool Road, Manchester, M3 4NQ
35 Liverpool Road, Manchester, M3 4NQ

Appendix 2 – Planning constraints

Conservation Area - Castlefield Conservation Area 1979