Planning

Growth & Development

Delegated officer report for planning application

Application no.	144642/AO/2025
Date registered valid:	28 November 2025
Proposal:	Installation of 4no internally illuminated fascia signs.
Address:	17 Quay Street, Manchester, M3 3HN
Ward(s):	Deansgate Ward
Applicant:	Mr Matt Corrall White Rabbit Projects
Agent (if any):	Mr Nab Speakes 3DReid
Case officer:	Michael Pearson Tel: 0161 219 2735 Email: michael.pearson@manchester.gov.uk
Recommendation:	Approve

Date of recommendation: 14/01/2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 5 December 2025 Expired: 28 December 2025

Neighbour notifications
Printed: 5 December 2025 Expired: 28 December 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

The application relates to the six storey office building present at no17 Quay Street. The property is a turn of the century office building having been built on the site of the former Manchester Skin Hospital. The site has recently been remodelled under works approved under application 135294/FO/2022. The property is completed in brick coloured black, with crittal style windows and a two storey glazed extension. The ground floor of the application site consists of a Class E commercial retail unit and a secondary commercial unit in use as a flexible bar/retail use accessed off of Byrom Street, its upper floors then lie in office use. The property features accesses on its elevations off of Quay Street, Byrom Street and Artillery Street. 2no internally illuminated fascia signs are present along the property's canopies on its Quay Street elevation.

Listed building: Not applicable

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The application site lies within the heart of the City Centre and Deansgate Conservation Area. The site lies within walking distance of the St Peters Square Tram Stop, as well as other public transport links along Deansgate. Built development is varied within the local street scene, to the south, within the St John Street Conservation Area, development consists of low rise Georgian, Victorian and Edwardian terrace housing, much of which is Grade II listed. To the north, east and west lie a high number of properties in commercial use of varying designs, with older buildings of historical interest such as that of the Grade II listed Opera House, as well as more contemporary properties in the form of no1 Spinningfields and The Pavilion along Byrom Street, being present within the street scene.

Description of development

The application seeks advertisement consent for the installation of 4no internally illumination fascia signs.

2no of the proposed fascia signs would be located either side of the property's western canopy along Quay Street, having a width 1170mm, a height of 120mm and a depth of 60mm. The signage would be halo illuminated and be completed in white powder coated steel lettering.

The 2no remaining signs would then be displayed along the front and northern facing side elevation of the property's Byrom Street canopy. The sign to be displayed to the front of the canopy would have a height of 250mm, a depth of 60mm and a width of 1540mm, with the fascia sign to be displayed along its northern elevation having a height of 120mm, a depth of 60mm and a width of 740mm. Said signage would also be halo illuminated and be completed in white powder coated steel lettering.

All signage would be illuminated to 300cd/m2.

Planning History

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

142215/FO/2025 - Insertion of 2no louvres at ground floor Artillery Street elevation – Approved April 2025.

141490/AO/2024 - Installation of 1no. back lit fascia sign – Approved December 2024.

140164/FO/2024 – Change of use of the part ground floor from Class E (a & b) to flexible use comprising bar use (Sui Generis) or Class E (a & b) – Approved September 2024.

CDN/24/0120 - Discharge of condition 18 (Signage Strategy) attached to planning permission 135294/FO/2022 – Approved March 2024.

135294/FO/2022 - Refurbishment of the existing building including introduction of new fenestration, refurbishment of existing curtain wall, infill of double height recessed bays, new entrances, creation of new amenity space at roof level and introduction of Class E (a,b) use to the ground floor – Approved January 2023.

056653/MO/CITY1/99 – RESERVED MATTERS APPLICATION FOR LANDSCAPING in association with the erection of office building approved in outline under planning ref.049533 after demolition of existing building – Approved June 1999.

049533/OO/CITY1/96 – Erection of an office building with ground floor front in D1 use, after demolition of existing – Approved October 1996.

Consultations & Notification Responses

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

Environmental Health – No objection to signage being illuminated no greater than 300cd/m2.

Highway Services – No objection to signage being illuminated no greater than 600cd/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 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 CC2 – Retail
- Policy CC9 – Design and Heritage
- Policy CC10 – A Place for Everyone
- 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
- Chapter 16 – Conserving and Enhancing the Historic Environment

Shopfront Design Guide (2024)
National Planning Practice Guidance (NPPG)
Planning (Listed Building and Conservation Areas) Act 1990

Issues

Amenity

The proposed fascia signs would be located on the property's canopies. As stated previously within this report, signage is already present on the property's canopies. Additionally, it is appreciated that this is in line with the signage strategy approved for the building under application CDN/24/0120. The fascia signage proposed would be in broad accordance with the principles of the signage strategy, in that their design would be a match to that of the signage already present on the building, as well as how the canopies have been demarcated as places for signage previously. The signs would not obscure any features of architectural interest, and the use of halo illumination is considered to be subtle and unassuming. Environmental Health do not object to the proposal being illuminated to no greater than 300cd/m2, which the proposal complies with.

On this basis, the proposal accords with Places for Everyone Plan Policy JP-P2, Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC18 and DC19, the Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework.

Highway Safety

The proposed fascia signs would overhang the public highway, as well as face onto it. Highways do not object to the development subject to them being illuminated no greater than 600cd/m2. The 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, 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, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1, JP-Strat2 and JP-P2, Core Strategy Policies SP1, EC3, CC1, CC2, CC9, CC10, 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. The application is therefore recommended 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 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

Conditions 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:

- Location Plan (Planning Portal Reference PP-14513261v1; Received 28/11/2025)
- Covering Letter (Prepared by 3DReid; Dated and received 28/11/2025)
- 3103 Revision B: Proposed Canopy Signage
- 3113 Revision A: Canopy Signage - Quay Street
- 3114 Revision B: Canopy Signage - Byrom Street

Stamped as received by the City Council as Local Planning Authority on 07/01/2026, unless specified otherwise.

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.

3) The luminance level of the advertisement hereby approved shall not exceed 300cd/m2 at any time for the lifetime of the development.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

10 Byrom Street, Manchester, M3 3BF
Flat 303, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 302, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 301, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 203, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 202, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 201, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 103, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 102, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 101, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat G03, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat G02, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat G01, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Third Floor, 15 Quay Street, Manchester, M3 3HN
First Floor, 15 Quay Street, Manchester, M3 3HN
Second Floor, 15 Quay Street, Manchester, M3 3HN
Fifth Floor, 15 Quay Street, Manchester, M3 3HN
Fourth Floor, 15 Quay Street, Manchester, M3 3HN
24A - 26 St John Street, Manchester, M3 4DJ
Opera House, Quay Street, Manchester, M3 3HP
Ground Floor, 15 Quay Street, Manchester, M3 3HN
Office 3 Second Floor, 19B Quay Street, Manchester, M3 3HN
Office 2 Second Floor, 19B Quay Street, Manchester, M3 3HN
Office 1 Second Floor, 19B Quay Street, Manchester, M3 3HN
Third Floor, 19B Quay Street, Manchester, M3 3HN
Lime Blue (O) Part Second Floor, 19B Quay Street, Manchester, M3 3HN
FLIPBOOK LTD, First Floor, 19B Quay Street, Manchester, M3 3HN
Ground Floor, 19B Quay Street, Manchester, M3 3HN
19B Quay Street, Manchester, M3 3HN
The Old Schoolhouse, 14 Byrom Street, Manchester, M3 4PP
19 Quay Street, Manchester, M3 3HN
24 St John Street, Manchester, M3 4DF
15 Quay Street, Manchester, M3 3HN

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
Area Team Boundary - Name: CENTRAL