

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144966/AO/2026

Date registered valid: 16 January 2026

Proposal: Installation of 3no. internally illuminated fascia signs and 3no. externally illuminated projection signs.

Address: Sunlight House, Quay Street, Manchester, M3 3JZ

Ward(s): Deansgate Ward

Applicant: Mr Daniel Kelly Roadtrip Hospitality

Agent (if any): Mr Paul Evans Hartbrights

Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation:

Date of recommendation:

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 February 2026

Standard consultations:

Printed: 21 January 2026 Expired: 11 February 2026

Neighbour notifications

Printed: 21 January 2026 Expired: 11 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

Listed building: Grade II

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order:

Sunlight House is a fourteen-storey mixed used building, erected in 1932 and designed by Manchester architect Joseph Sunlight. At the ground floor five commercial uses are present, the upper storeys are reserved for the office use.

The building is composed of Portland stone, with a unique internal lightwell and a Mansard roof. The building's architectural significance comes from its ornate details, layout, and preservation of internal features including original tile at ground floor, parkette flooring on upper storeys. The site has a strong vertical emphasis and round headed archways around the ground floor elevations.

Description of area

Sunlight House is located within the Deansgate ward of Manchester. It is listed jointly with the adjacent Royal London House building. The area has a highly commercial character, while retaining a high quantity of historic buildings. The Grade II Opera House is also in close proximity to the site. Grade II* Cobden House is also nearby. The site sits between the bustle of Deansgate and the emerging character of St John's. The site is also near to the historic Albert Square and St. Peter's Square.

Sunlight House, for its height, historic appearance and longstanding presence in the area remains a landmark building that lends a strong sense of place to the area.

Planning History

142872/FO/2025 | Change of Use to Sui Generis (Bar/Entertainment Complex), including associated external alterations. (Approved February 2025)

144879/LO/2026 | Listed Building Consent - Installation of 3no. internally illuminated fascia signs, 3no. externally illuminated projection signs, 4no. internally suspended illuminated signs, 1no. menu board and TV display. (Approved in tandem with this application)

Description of development

Advertisement consent is sought for the installation of 3no. externally illuminated projecting signs.



Image 1: View from Quay Street. Image 2: Site from Little Quay Street

Consultations & Notification Responses

Highway Services – No objections. A projection over license will be required for 3no. projecting signs, signage would have sufficient headroom clearance. Proposed luminance level is acceptable.

Environmental Health – No objections. Lighting from illuminated signage should be installed and designed so as not to exceed 300cd/m2 in illumination.

Policy

Places for Everyone Joint Development Plan (2023-20239)

JP-P1 Sustainable Places

Manchester Core Strategy (2012-2027)

DM1 Development Management

EN1 Design Principles and Strategic Character Areas

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

Other Material Considerations:

Shopfront and Signage Design Guide (Adopted 2024)

National Planning Policy Framework (2024)

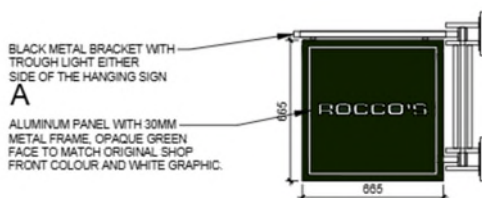
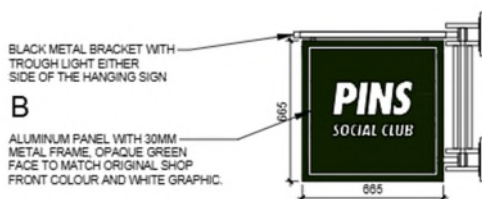
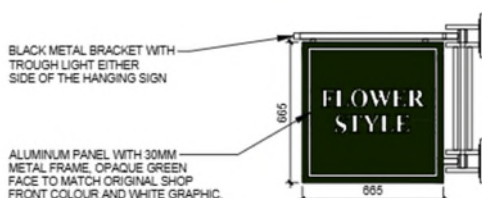
Chapter 12 Achieving well designed places

Issues

Visual Amenity

Policy DC14 and the Shopfront and Signage Design Guide require that proposed advertisements respect the architectural features and overall appearance of the application site. Policy DM1 requires consideration of proposed siting in all development proposals 3no. projecting signs will be located on existing original brackets that run along the Quay Street elevation of the site. The usage of these historical brackets is considered to be a considered, innovative approach to heritage reuse. Each bracket is sited with x space between units as such there are no concerns about an over concentration of signage resulting in visual clutter. For these reasons the siting is considered to be acceptable pursuant to policy DM1 and the Shopfront and Signage Design Guide.

Policy DM1 and the Shopfront and Signage Design Guide require that proposed advertisements are commensurate in scale to their proposed locations. All signs would measure 665mm by 665mm across a façade that measures 76m in length. As per the requirements of the Shopfront and Signage Design Guide the projecting signage will measure 30mm in depth. The scale of signage is therefore considered to be commensurate to the site and is acceptable under policy DM1.



One projecting sign is proposed per business, as is required by the Shopfront and Signage Design Guide. As mentioned, the signage is considered to be coherent with the character of the building as it takes advantage of existing bracket features. Projecting signs would be composed of an

aluminium material, similar to that of the existing steel brackets.

This is acceptable under the requirements of policies DM1, DC14 and the Shopfront and Signage Design Guide.

Conclusion

The proposed 3no. projecting signs would be a positive addition to the site. The signage would be composed of a quality materiality that is in keeping with the existing signage and architectural detailing present on the building, the siting makes use of original features and preserves the character and appearance of the application site. The external illumination brackets are simple and unobtrusive, and the employment of a single projecting sign style preserves the visual amenity at the application site. In view of this the signage would be consistent with policies DM1, DC14 and the Shopfront and Signage Design Guide.

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

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 drawings and documents, received by Manchester City Council as the Local Planning Authority on 6 March 2026

Drawing: AL009 D

Drawing: Site Plan

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 saved policy DC14.

3. The signage will need to be selected and installed so to not exceed 300cd/m2.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Fifth Floor, Overseas House, Quay Street, Manchester, M3 3HN
Advertising Right BT Inlink Outside Overseas House, Quay Street, Manchester, M3 3HN
Sixth Floor, Overseas House, Quay Street, Manchester, M3 3HN
Fourth Floor, Overseas House, Quay Street, Manchester, M3 3HN
Third Floor, Overseas House, Quay Street, Manchester, M3 3HN
Second Floor, Overseas House, Quay Street, Manchester, M3 3HN
First Floor, Overseas House, Quay Street, Manchester, M3 3HN
Part Thirteenth And Mezzanine Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Thirteenth Floor Room 1B, Sunlight House, Quay Street, Manchester, M3 3LE
Unit 1, Overseas House, Quay Street, Manchester, M3 3HN
Third Floor, 15 Quay Street, Manchester, M3 3HN
First Floor, 15 Quay Street, Manchester, M3 3HN
Second Floor, 15 Quay Street, Manchester, M3 3HN
Suite 101 Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Fifth Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Fifth Floor, 15 Quay Street, Manchester, M3 3HN
Fourth Floor, 15 Quay Street, Manchester, M3 3HN
Eleventh Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
111 Sunlight House, Quay Street, Manchester, M3 3LE
Fourth Floor And Fifth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Thirteenth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
109 Sunlight House, Quay Street, Manchester, M3 3LE
1302 Sunlight House, Quay Street, Manchester, M3 3LE
Bannatyne Health Club And Spa, Sub Basement And Basement And Ground Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Pt Ground Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Rooms 625 627 And 629, Sunlight House, Quay Street, Manchester, M3 3LE
Suites 110 And 112 And 114, Sunlight House, Quay Street, Manchester, M3 3JZ
Suite 114, Sunlight House, Quay Street, Manchester, M3 3JZ
624 - 628 Sunlight House, Quay Street, Manchester, M3 3LE
Suite 106, Sunlight House, Quay Street, Manchester, M3 3JZ
Room 1301, Sunlight House, Quay Street, Manchester, M3 3LE
Second Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Ground Floor, 15 Quay Street, Manchester, M3 3HN
1 Little Quay Street, Manchester, M3 3JU
Overseas House, Quay Street, Manchester, M3 3HN
First Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Old Grapes Inn, Quay Street, Manchester, M3 3JU
The Blues Kitchen, 13 Quay Street, Manchester, M3 3HN
Third Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Thirteenth Floor Maintenance Room, Sunlight House, Quay Street, Manchester, M3 3LE
Unit 2, Overseas House, Quay Street, Manchester, M3 3HN
Sixth Floor Room 631, Sunlight House, Quay Street, Manchester, M3 3LE
Room 614, Sunlight House, Quay Street, Manchester, M3 3JZ
Seventh Floor, Sunlight House, Quay Street, Manchester, M3 3LF
Eighth Floor, Sunlight House, Quay Street, Manchester, M3 3LU
15 Quay Street, Manchester, M3 3HN
Suite 608 Part Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3LE

Suite 102A Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 603 Part Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 202 Second Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 201 Second Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 102B Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE

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
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL