MANCHESTER CITY COUNCIL

# Planning

## Growth & Development

## Delegated officer report for planning application

| | |
|---|---|
| **Application no.** | 144172/AO/2025 |
| **Date registered valid:** | 6 February 2026 |
| **Proposal:** | Installation of 1no. internally illuminated projecting sign and1no. internally illuminated hanging high level sign. |
| **Address:** | Ground Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN |
| **Ward(s):** | Piccadilly Ward |
| **Applicant:** | Want Hospitality Ltd |
| **Agent (if any):** | Charise Chumroonridhi Broadgrove Planning and Development Ltd. |
| **Case officer:** | James Bridgman<br>Tel: 0161 219 6202<br>Email: james.bridgman@manchester.gov.uk |
| **Recommendation:** | Approve |
| **Date of recommendation:** | 1st April 2026 |

**Application details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 16 March 2026

**Standard consultations:**
Printed: 13 February 2026 Expired: 6 March 2026

**Neighbour notifications**
Printed: 13 February 2026 Expired: 6 March 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:** Not applicable

**Conservation area:** Stevenson Square (Extension) Conservation Area 1987

**Tree Preservation Order:**

This application relates to a building located at 47-51 Lever Street and named 'The Hive', which is a mixed-use office building with other commercial uses at the ground floor including within the arcade that splits the building. It is bounded by Faraday Street, Spear Street, Warwick Street and Lever Street.

This 7-storey building was constructed in 2009 and has a concrete frame housing 80,000sqft office space that was designed by 5 Plus Architects. The building massing comprises two four storey elements connected by bridges either side of the Arcade which separates the site into two rectangular halves.

The first and second floors are clad in a dark blue brick, the third floor is rendered, and the upper levels are clad in buff brick. Six large, perforated metal steel screens are cantilevered off the facade of the Lever Street elevation above ground level. At ground floor there are clear glazed shopfronts. The building is not listed.

The building was recently refurbished internally to provide Grade A office accommodation including reception areas, communal areas and new cycle storage and changing facilities.

**Description of area**

The site is within the Stevenson Square Conservation Area. Nearby listed building include the Grade II Listed 4, 6 and 8 Bradley Street, 69 - 77 Lever Street and Castle Hotel at 66 Oldham

Street.  A mix of historic brick-built buildings and modern buildings surround the site. Directly across Lever Street is a large office building named Griffin House that was constructed in 1960s and is one of the more modern buildings.

The building is within the Northern Quarter of Manchester City Centre and surrounding uses include shops, offices, residential accommodation, bars, restaurants and entertainment venues. The Northern Quarter is home to creative industries, bars, shops, takeaways, cafes that are mainly operated by independent businesses and residential properties.

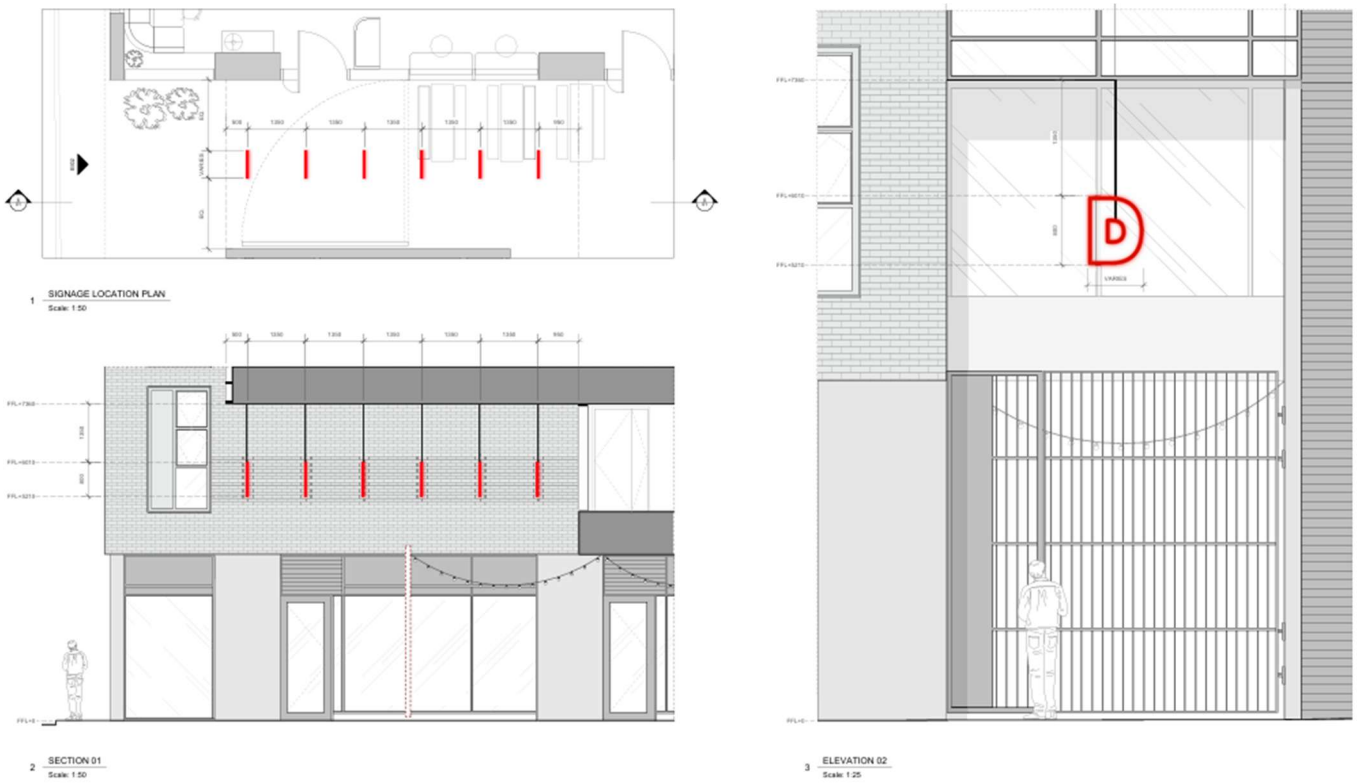
The site is close to Stevenson Square with its cafes, restaurants and bars. It also benefits from excellent connectivity being just a ten-minute walk from Piccadilly Station and five-minute walk from the Metrolink in Piccadilly Gardens. Bus stops are also close to the site.

## Description of development

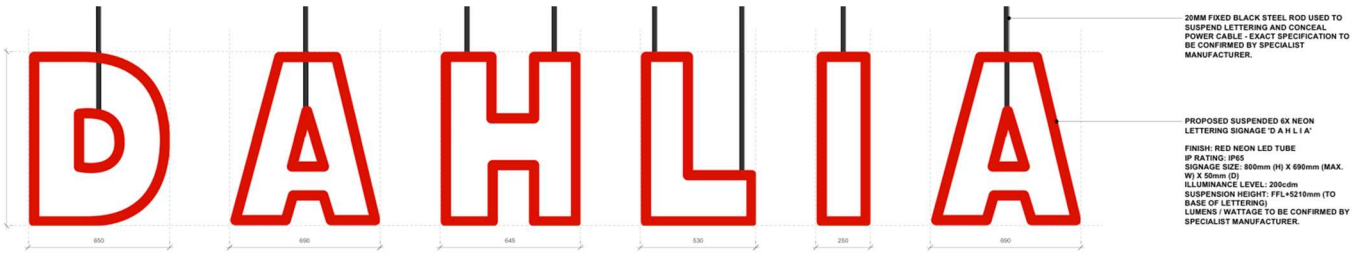
Advertisement consent is sought for the installation of 1no. internally illuminated projecting sign and1no. internally illuminated hanging high level sign.

*Proposed Faraday Street elevation*

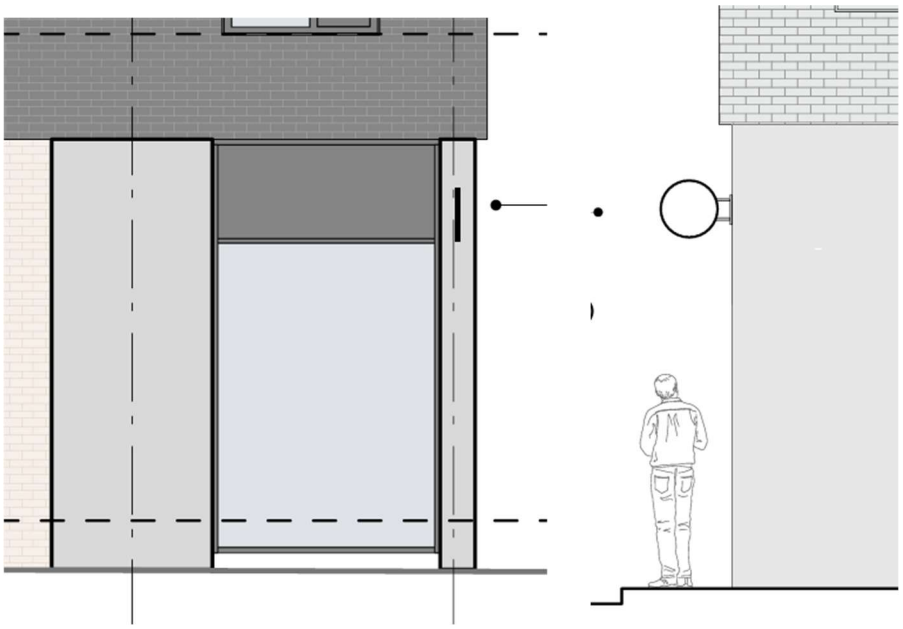
*Proposed Spear Street Elevation*




*Proposed passageway illuminated hanging sign lighting*




- Proposed individual lettering hanging signs



- Projection sign measuring 450mm x 450mm x 30mm (thickness)

## Consultations & Notification Responses

**Publicity** - Letters were sent to surrounding occupiers and no responses were received.

**Highway Services** – Headroom clearance of a minimum of 2.5m should be provided in line with MCC guidelines for the projection sign.

The hanging sign within the passageway are acceptable as sufficient headroom is to be provided and the proposed luminance is acceptable to Highways.

**Environmental Health** - Recommended conditions relating to the lighting. This element of the proposal/signs have since been removed and the condition is no longer relevant.

## 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-Strat2 – City Centre

**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

**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

**National Planning Policy Framework (NPPF)**

- Chapter 6 – Building a strong, competitive economy
- Chapter 7 – Ensuring the vitality of town centres
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic environment

**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.

As set out in the printed report no adverse impacts have been identified through consideration of the application proposals and is therefore recommended for approval.

**Issues**

**Visual amenity**

The project sign would be installed on Spear Street and Faraday Street. The building is located within the Stevenson Square Conservation Area.

The proposed projection sign would be in small scale and would have a depth of 30mm. The slim appearance is considered to it blend with the modern ground floor shopfront. The sign is appropriately sited in line with the existing projection sign.

The drawing does not show the finalised design of the advertisement of the projection sign, but the scale and siting of the sign has been demonstrated. The final design of the advertisement would be secured through condition.

The hanging signs within the external courtyard referred to as the passageway would be reasonable large in scale with a height of 0.8m. These would be suspended vertically in a line through the courtyard and would not be easily visible from public viewpoint. These signs would contribute towards activating this external area and has a visually interesting design.

The visual amenity of the proposal is considered the proposal is acceptable in this regard and therefore accords with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, Places for Everyone Plan Policy JP-P2 and the National Planning Policy Framework.

**Residential amenity**

The signs would have a maximum luminance level of 200 cd/m2 and would be of such a brightness where the sign would not detract from local visual amenity and general neighbouring amenity. Environmental Health does not object to the proposal.

Subject to a condition that would limit the proposed advertisement's luminance to that in line with the proposed, it is considered the proposal is acceptable in this regard and therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

**Highways**

The application proposes the installation of a projecting sign that would overhang the public highway. The sign would be sited 2.5m above ground level and would not obstruct or cause any risk to pedestrians.

Similarly, the hanging signs within with the external courtyard would be sited at high level that would not obstruct or harm the safety of users of the building.

The illuminance level for the advertisement would not be so bright as to cause an unacceptable safety risk to highway users. The proposal therefore accords with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policy DC14, National Planning Practice Guidance and the National Planning Policy Framework.

**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

**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 highw
ay, 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:

- Proposed Ground Floor Plan: 018-SS-ZZ-00-DR-I-20203 P01
- Proposed Building Passage Section: 018-SS-ZZ-00-DR-I-20303 P01
- Signage Details: 018-SS-ZZ-00-DR-I-20306

All received by the Local Planning Authority on 23 March 2026

- Proposed Faraday Street Elevation: 018-SS-ZZ-00-DR-I-20301 P01

Received by the Local Planning Authority on 30 March 2026

- Spear Street Elevation: L0202 P01

Received by the Local Planning Authority on 1 April 2026

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 the National Planning Policy Framework.

3) Prior to the installation of the projection sign, the final design of the advertisement shall be submitted to and approved in writing by the Local Planning Authority. The advertisement shall then be implemented in accordance with the approved details. This refers to the advertisement to the projection sign that measures 450mm (Height) x 450mm (W) x 30mm (D) as shown on drawing 018-SS-ZZ-00-DR-I-20301 P01.

Reason: In the interests of visual 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.

4) The maximum luminance of the signage hereby approved shall not exceed 200 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.

**Informative**

1. Detail should be sought from the applicant in relation to any proposed construction or fit-out arrangements, where there is an impact on the highway.
2. The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk.
3. The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk.

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

Highway Services
Environmental Health

Fourth Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
40 Spear Street, Manchester, M1 1AS
38 Spear Street, Manchester, M1 1AS
60B Oldham Street, Manchester, M4 1LE
60 Oldham Street, Manchester, M4 1LE
Flat 8, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 7, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 6, Spear Building, 53 Spear Street, Manchester, M1 1DF
First Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
68 - 70 Oldham Street, Manchester, M4 1LF
TONI&GUY, Ground Floor And Basement, 60A Oldham Street, Manchester, M4 1LE
Flat At, Castle Hotel, 66 Oldham Street, Manchester, M4 1LE
First Floor Flat, 58 Oldham Street, Manchester, M4 1LE
45 Lever Street, Manchester, M1 1FN
My Dentist, 43 Lever Street, Manchester, M1 1FN
Fifth Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
49 Lever Street, Manchester, M1 1FN
Unit G6, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
51 Lever Street, Manchester, M1 1FN
60A Oldham Street, Manchester, M4 1LE
Unit G7, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Unit G3, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Unit G2, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Unit G1, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Flat 5, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 4, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 3, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 2, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 1, Spear Building, 53 Spear Street, Manchester, M1 1DF
Sixth Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Third Floor Flat, 62A Oldham Street, Manchester, M4 1LE
Flat 9, 60A Oldham Street, Manchester, M4 1LE
Flat 6, 60A Oldham Street, Manchester, M4 1LE
Flat 3, 60A Oldham Street, Manchester, M4 1LE
Unit G5, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Unit G4, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
62A Oldham Street, Manchester, M4 1LE
61 - 63 Spear Street, Manchester, M1 1DF
Spear Building, 53 Spear Street, Manchester, M1 1DF
51 Spear Street, Manchester, M1 1DF
Castle Hotel, 66 Oldham Street, Manchester, M4 1LE
Second Floor, 62A Oldham Street, Manchester, M4 1LE
First Floor, 62A Oldham Street, Manchester, M4 1LE
Flat 8, 60A Oldham Street, Manchester, M4 1LE
Flat 7, 60A Oldham Street, Manchester, M4 1LE
Flat 5, 60A Oldham Street, Manchester, M4 1LE
Flat 4, 60A Oldham Street, Manchester, M4 1LE
Flat 2, 60A Oldham Street, Manchester, M4 1LE
Flat 1, 60A Oldham Street, Manchester, M4 1LE
64 Oldham Street, Manchester, M4 1LE
62 Oldham Street, Manchester, M4 1LE

58 Oldham Street, Manchester, M4 1LE
54 Oldham Street, Manchester, M4 1LE
55 - 59 Spear Street, Manchester, M1 1DF
52 Oldham Street, Manchester, M4 1LE
47 Lever Street, Manchester, M1 1FN

**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
Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Stevenson Square (Extension) Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL