

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145010/AO/2026		
Date registered valid:	4 February 2026		
Proposal:	Installation of 1no. internally illuminated fascia sign and 2no. internally illuminated projecting signs.		
Address:	1 Goods Yard Street, Manchester, M3 3BG		
Ward(s):	Deansgate		Ward
Applicant:	Permanently Unique		
Agent (if any):	Mr Jonathan Phillips Bidwells LLP		
Case officer:	Lea		Joseph
	Tel: 0161	227	3644
	Email: lea.joseph@manchester.gov.uk		
Recommendation:	Refuse		
Date of recommendation:	31 March 2026		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 16 February 2026

Standard consultations:

Printed: 9 February 2026 Expired: 2 March 2026

Neighbour notifications

Printed: 9 February 2026 Expired: 2 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: Castlefield Conservation Area 1979

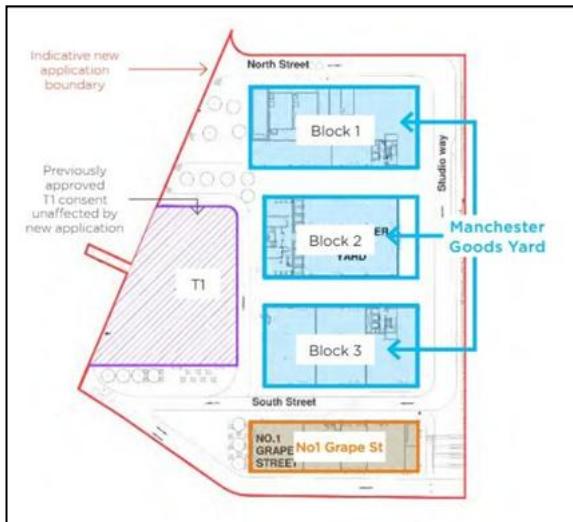
Tree Preservation Order:

The Manchester Goods Yard is three interlinked mixed use buildings office block buildings of ten storeys. The total floor space is 300,000 sq ft. Office uses comprise the upper levels while commercial uses including restaurants, and breweries occupy the ground floor. The Good Yard buildings were conceived as landmark project to lead regeneration at a key entry point to Manchester's City Centre from the Southwest. The area the building's now occupy was previously a carpark. The Manchester Goods Yard project transformed the built environment, including the public realm of the area.

The buildings were sympathetically designed for a robust offer for the tenant end users and a strong public realm of high-quality urban design. The proposal includes alternating recesses to accommodate the terraces the link the office blocks. The form of the building consists of a homogenous concrete façade, with a rhythm across the three blocks and a strong linear element to the design.

Description of area

Manchester Goods Yard is located within the St. John's area within the Castlefield Conservation Area. The building forms part of a regeneration of the former ITV Granada Studios site. The area is defined by contemporary mixed-use developments, largely characterised by restaurants, bars and office uses. The area surrounding the site is pedestrianised with a variety of outdoor seating areas. Recent developments within the area include the Bonded Warehouse, an office, bar and events venue, and Aviva Studios, multifunctional creative space that hosts a range of activities including theatre, music, dance, art, other performance and non-performance related events, exhibitions and conferences. East of the application site is the Bonded Warehouse and Grape Street. The Museum of Science and Industry (MSI) complex is southeast and includes the 1830 Warehouse (Grade I listed) and Cast Iron Viaduct (Grade II). Hampson Street, Water Street and Liverpool Road are to the south. The area is just West of the River Irwell and the boundary with the City of Salford. To the north is the Manchester and Salford Junction Canal, Marriott Hotel and Water Street. Further north is Quay Street and Spinningfields.



Description of development

Advertisement consent is sought for the installation of 1no. internally illuminated above door sign and 2no. internally illuminated lightbox projecting signs. The proposed fascia sign would be sited on the unit's canopy, with acrylic faces and 'metallic gold' returns. The 2no. projecting signs would be composed of LED light sheets bonded to an aluminium box, with vinyl lettering affixed.



Planning History

121511/FO/2018 | Erection of two buildings comprising: 11 storey mixed use building (including ground and mezzanine) comprising workspace (Use Class B1), with retail uses at ground and mezzanine levels (Use Class A1/A2/A3/A4 and / or D2) and rooftop amenity spaces known as Manchester Goods Yard; and, a further 10 storey mixed use building (including ground) comprising workspace (Use Class B1), with retail uses at ground level (Use Class A1/A2/A3/A4 and / or D2) known as No.1 Grape Street, above two levels of basement parking for 391 cars and cycle storage, together with new public realm, landscaping, provision of external seating areas, access and other associated works.(Approved December 2018)

CDN/22/0608 | Discharge of planning conditions 11 (Signage), 21 (plant) and 47 (BREEAM) associated with planning permission 131318/JO/2021. (Approved December 2022)

Planning history of adjacent commercial units:

143500/AO/2025 | Installation of 1no internally illuminated projecting sign. (Refused October 2025)

141337/AO/2024 | Installation of 1no. internally illuminated projecting sign. (Refused December 2024).

139858/AO/2024 | _Retention of 2no. internally illuminated individual letter signs, 2no. new internally illuminated projection signs, and 2no. internally illuminated new menu cases. (Split decision issued November 2024).

Consultations & Notification Responses

Highway Services - No objections. All signage would be static, proposed 200cd/m2 luminance level is considered acceptable. Projection over License may be required.

Environmental Health - No objections. Lighting from signage should not exceed 300cd/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.

The following policies are relevant to consideration of this application within the development plan:

Places for Everyone Joint Development Plan (2024-2039)

JP-P2 Heritage

JP-P1 Sustainable Places

Manchester Core Strategy (2012-2027)

DM1 Development Management

SP1 Spatial Principles

EN1 Design Principles and Strategic Character Areas

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

DC18 Conservation Areas

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework

Chapter 12 Achieving well-designed place

Chapter 16 Conserving and enhancing the historic environment

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.

Issues

Visual Amenity

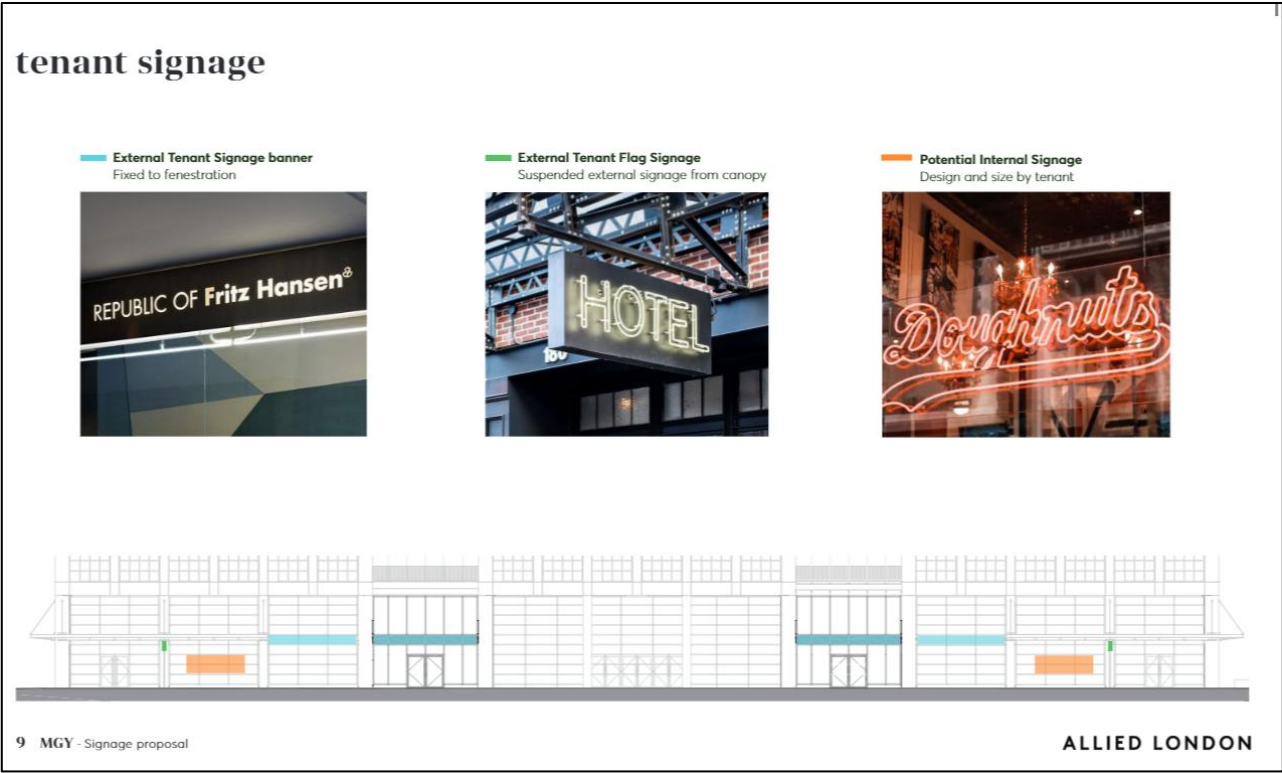
Paragraph 139 of the National Planning Policy Framework states that 'Development that is not well designed should be refused, especially where it fails to reflect local design policies'. Moreover, Section Four of the Shopfront and Signage Design Guide states 'Where an up-to-date signage strategy is in place for a building or a group of buildings, new signage and shopfronts, in design, appearance, location, size, materials, depth and method of illumination, should follow the directives of the document.'

A signage strategy was produced for the site. Large signs are to be sited internally, at fascia level. Projecting signage is acceptable in specified locations (zone denoted in green), and external signage was deemed acceptable at fascia level (zone denoted in blue). The existing Strategy was prepared by the building's architects for the ground floor uses. The proposed locations were selected for their relationship to the building's existing features, and their minimal impact on the building's architectural character. The proposed individual letter sign's siting on the canopy is not acceptable under the existing Signage Strategy.

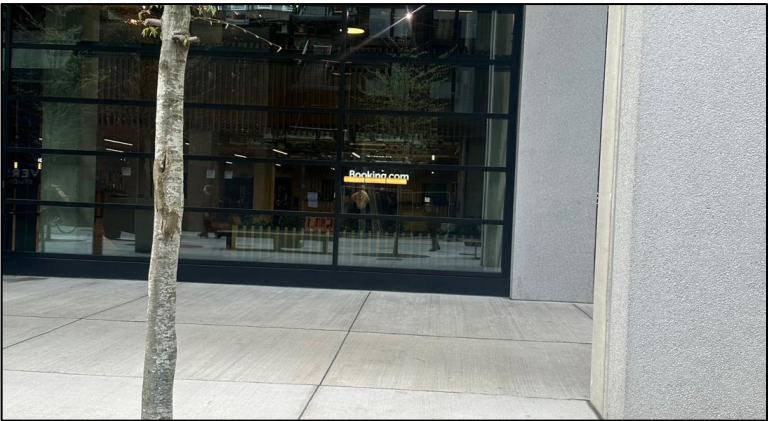
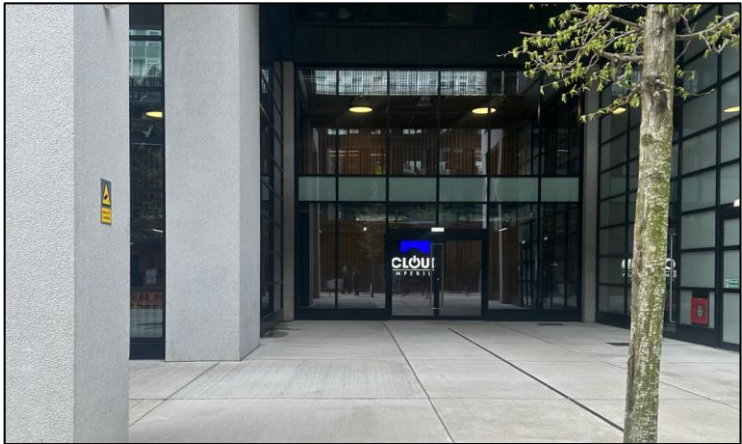
Policy DM1 requires that development proposals consider the context of the application site and surrounding buildings in their design. Policy DC14 similarly states that advertisements should be assessed for their relationship to the application site's architectural features as well as those of surrounding structures. This policy also states that signage should not normally be positioned other than at fascia level in the interest of amenity. Policy JP-P1 requires that new development

‘respects and acknowledges the character and identity of the locality in terms of design, siting, size, scale and materials used’.

The proposed canopy sign would contrast with the signage of the surrounding units, which can be seen in the images below.



Approved signage strategy (CDN/22/0608) for application site.



Images: Commercial and office signage within other units of 1 Goods Yard



It is acknowledged that advertisements are designed to attract attention, however, the canopy sign would appear overly conspicuous and obtrusive amongst the existing signage of other commercial units within the application site and is contrary to requirements of the application site's Signage Strategy. By virtue of its proposed siting and scale, the sign, which would measure 0.5m by 2.5m and be illuminated, would appear visually dominant; the advertisement would take precedence over the form and architectural details of the application site thereby failing to meet the requirements for signage set out in policies DC14, JP-P1, DM1 and the Shopfront and Signage Design Guide.

It is acknowledged that a canopy sign is present at 2 Atherton Street, within the vicinity of the site. However, this advertisement relates to a building in which there is a single ground floor commercial use, as such, there is no conflict between the canopy-siting and other existing signage. The Atherton Street sign relates to the building's use as a whole, whereas the Fenix signage is one unit amongst multiple. Given these details, there is not considered to be a relationship between the advertisement at 2 Atherton Street and the application site.



Signage present at 2 Atherton Street.

The proposed projecting signs (B1, B2) would consist of internally illuminated light box signage with a depth of 400mm. Lightbox signage consists of a large LED illuminated box, with an advertisement in the form of vinyl lettering. The proposed signage fails to meet the requirements of policy as it i) exceeds the maximum depth requirements set out in the Shopfront and Signage Design Guide and; ii) would use a vinyl material which is considered a low-quality material.



Section 6.3 'New Signage' of the Shopfront and Signage Design Guide states 'New signage should not be in the form of internally illuminated lightbox signage', and 'new signage should have a max depth of 30mm'. The proposed projecting sign would be overly large and bulky, the principle of projecting signs at the proposed locations is not considered to be unacceptable but, projecting signs should be sensitively designed. As the St. John's area has an emerging character, a consistent high-quality signage forms part of the placemaking and design of this sensitive area, this is consistent with the guidance set out in Paragraph 144 of the National Planning Policy Framework.

The poor appearance is also evident in the use of vinyl lettering on the proposed 2no. projecting signs. The Shopfront and Signage require the use of individual letter signage, and restricts the use of vinyl, as it is considered to be a low-quality material. In this context, the vinyl material proposed fails to enhance or create character in the area, further, there is no precedent for vinyl

lettering or lightbox style signage in the area. Given this the proposal would fail to respond positively to the character of the locality in its appearance, in addition to the design's failure to meet local design guidance for shopfront advertisements. The 2no. projecting signs are therefore contrary to the requirements of policies DM1, SP1, JP-P1, EN1, the National Planning Policy Framework and the Shopfront and Signage Design Guide.

As the proposal is located within the Castlefield Conservation Area, impact on the historic environment also informed the considerations for this application. The proposed signs are considered to have a neutral impact on the character of the Conservation Area and would not affect the appreciation and understanding of the Conservation Area as a whole.

Conclusion

In totality, the 3no. proposed internally illuminated signs are considered to be poor additions to the application. The proposed siting, materiality, and relationship to the existing advertisements on the application site would result in overly dominant advertisements that detract from the character of the existing building. The proposal is therefore contrary to the Shopfront and Signage Design Guide, the National Planning Policy Framework, Manchester Core Strategy policies SP1, DM1, EN1; Places for Everyone Policy JP-P1 and the saved Unitary Development plan policy DC14.

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: Refuse

Reasons for recommendation to refuse

- 1) The proposed canopy sign would introduce a poorly sited, overly obtrusive advertisement to a landmark building within a regeneration area with an emerging character. The signage's siting has no existing precedent and therefore is considered to have a negative impact on the amenity, and appearance of the wider application site and surrounding area. The 2no. projecting signs would be overly bulky, with a low-quality materiality that detracts from the existing character of the locality, while appearing conspicuous by virtue of their proposed depth. The signs would be contrary to the principles of the approved signage strategy and local design guidance and would fail to relate appropriately and undermine the strong architectural form and high-quality elevations of the building. The proposal would have an unduly harmful impact on the visual amenity of the building and its high quality façade which is contrary to the provision of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995), the Shopfront and Signage Design Guide (2024) and the NPPF.
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Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

4 Goods Yard Street, Manchester, M3 3BG
2 Goods Yard Street, Manchester, M3 3BG
37 Quay Street, Manchester, M60 9EA

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 - Castlefield Conservation Area 1979
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL