

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143805/AO/2025
Date registered valid:	11 September 2025
Proposal:	Installation of no.2 externally illuminated hanging signs
Address:	Kings House, Sidney Street, Manchester, M1 7HB
Ward(s):	Hulme Ward
Applicant:	Mr Michael Burke Kings Church
Agent (if any):	
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Refuse
Date of recommendation:	04/11/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 22 September 2025

Standard consultations:

Printed: 24 October 2025

Expired: 14 November 2025

Neighbour notifications

Printed: 19 September 2025

Expired: 10 October 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 proposed development site relates to Kings House, a three-storey brick building along Sydney Street. The building façade is long and continuous, featuring a flat roof, a white concrete lintel at fascia level spanning the majority of the length of the building and a glass canopy above the primary entrance.

Existing signage on the building consists of 2no. banners above the white concrete lintel that do not have advertisement consent.



(Figure 1: King's House, Sydney Street)

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The proposed development site is within the Oxford Road Corridor area, though sited along the more relatively undeveloped Sydney Street running parallel to Oxford Road. The site is opposite the Sugden Sports Centre, and immediately bounded by the Manchester Islamic Centre to the northwest and single storey Class E uses to the southeast.



(Figure 2: Sydney Street)

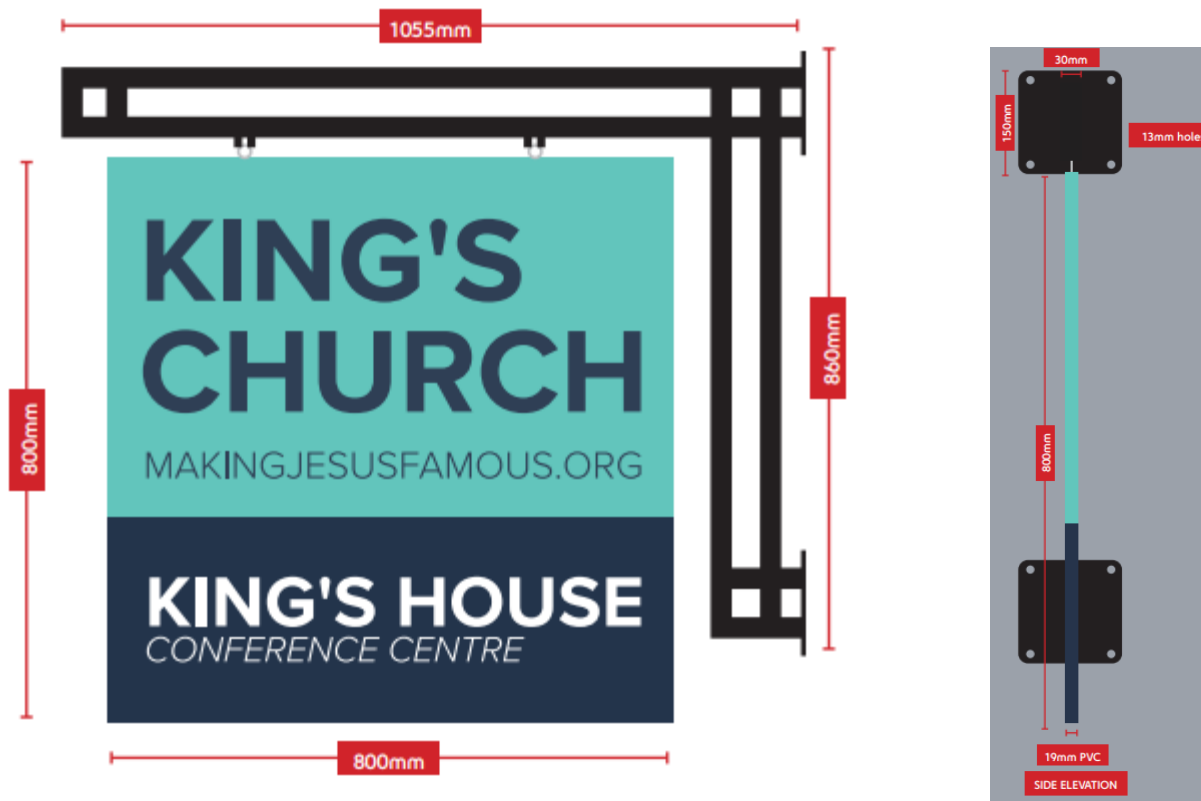
The site is not within a Conservation Area and it is not visible within the setting of the nearby Grade II listed Former Adult Deaf and Dumb Institute.

The Bread Shed's Sydney Street elevation to the southeast has featured 1no. projecting sign with an externally mounted lighting rig system since May 2018, and 2 no. of the same design to Grosvenor Road. There is no planning history for the aforementioned signage.

Description of development

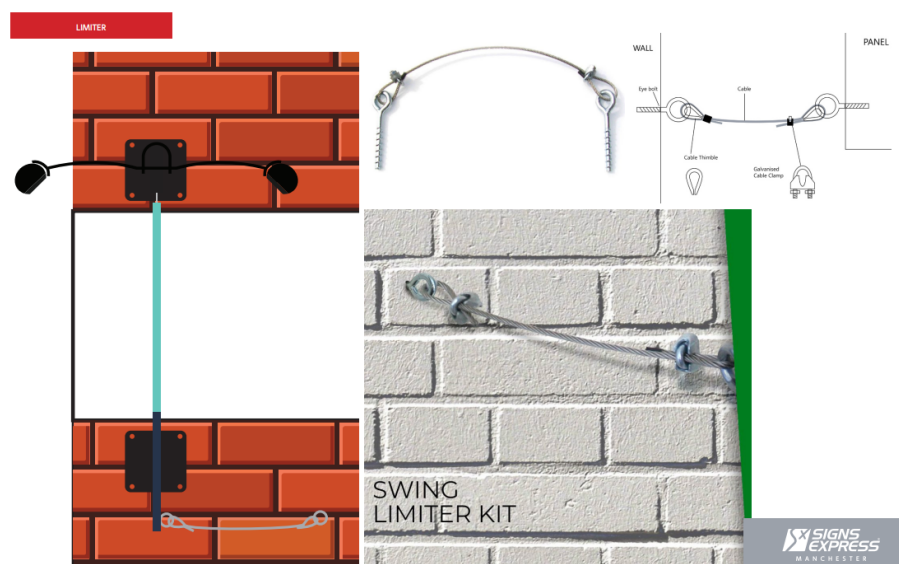
The original submission for the application consisted of 2no. high level banner signs affixed to the principal elevation of Kings House. Following officer feedback, the scheme has since been revised to seek advertisement consent for 2no. externally illuminated hanging signs with the removal of all existing banner signage. It was requested that the applicant submit any amendments to address outstanding concerns by 31/11/2025. No further amendment was submitted, and the scheme has been assessed on the basis of the latest revision of the scheme.

Accordingly, the hanging signs would each be an 800mm x 800mm PVC board with a depth of 30mm, featuring a printed vinyl graphic displaying text reading 'King's House' and 'King's Church' on both sides.



(Figures 3-4: Proposed Sign Panel and Bracket)

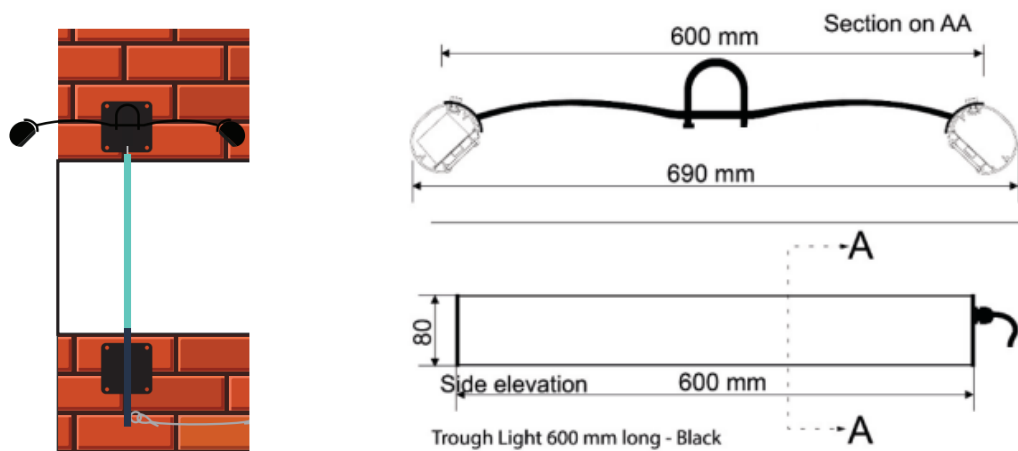
The signs would each hang from a large steel bracket, projecting a maximum of 1055mm from the building's elevation and formed by parallel rods in an 'L' shape. The bracket would be powder coated black in RAL 9005. They would be affixed at both ends of the elevation at fascia level, with the 150mm x 150 mm fixing plates straddling the building's white concrete lintel.



(Figure 5: Proposed Swing Limiter)

A swing limiter would be affixed to the bottom of each sign panel to secure the sign into the brickwork via bolts and cable clamps. The applicant has not provided details clarifying the number of clamps required.

In addition, a separate external lighting rig would be mounted to the bracket. It is not clear how the external lighting rig would be incorporated into the bracket's design, however the submitted plans indicate that it would be hooked onto the rectangular bracket. The rig would have a maximum 690mm length and formed of two trough lights at each end connected via a thin curved rod. The two trough lights would each have a length of 600mm and a height of 80mm to achieve a luminance of 500cd/m².



(Figures 6-7: Additional Externally Mounted Lighting Rig)

There would be a clearance height of 2915mm.

Consultations & Notification Responses

Highways Services:

No objection:

- Sufficient headroom clearance
- 500cd/m² is within MCC guidelines and acceptable from a highways perspective.

Environmental Health:

Objection:

- The luminance should be reduced to 300 cd/m² at night which is in line with the requirements of our standard lighting condition.

Notification:

Occupiers of neighbouring buildings were notified of the proposal via notification letters. At the time of writing this report, no representations have been received.

Policy Context

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—

- the provisions of the development plan, so far as they are material; and
- any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

- factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
- factors relevant to public safety include—
 - 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 also considered relevant to this application:

Places for Everyone

- JP-Strat2 – City Centre
- JP-P1 – Sustainable Places

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- EN1 – Design Principles and Strategic Character Areas
- DM1 – Development Management

The extant Unitary Development Plan (UDP) for the City of Manchester

- DC14 – Shop Fronts and Related Signs

NPPF

- Section 12 (Achieving Well Designed Places)

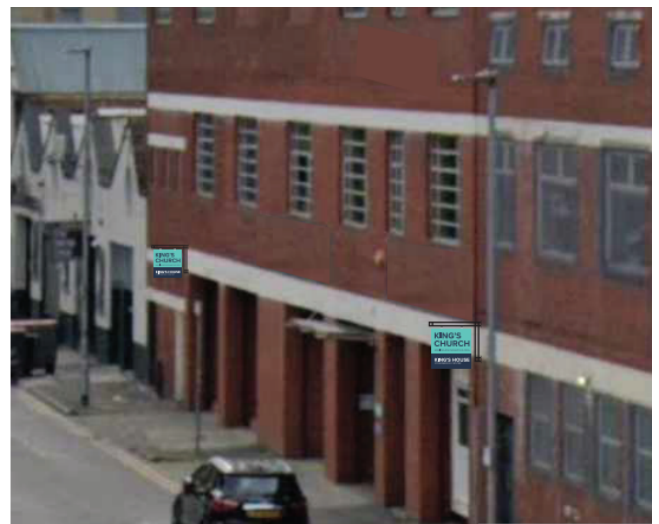
Shopfront and Sign Design Guide

Issues

Visual Amenity

Amongst other things and in general terms, PfE Policies JP-Strat2 and JP-P1, as well as Core Strategy Policies SP1, EN1, T1 and DM1 require that development has good design, improves the appearance and character of the area, is visually stimulating, and creates interesting environments, taking account of matters including siting, layout, form, massing, materials and detail. With specific regard to advertisements, Saved Unitary Development Plan Policies DC14.1 and DC14.5 further require that signage is in keeping with the character of the building and of the area in which it is located, being sited at fascia level and respecting the architectural form of the building. The Control of Advertisements Regulations also require an accounting of the general characteristics of the locality.

Given the length of the façade, it is not considered that the proposed signage would contribute to excessive advertisement by virtue of their number with a negative impact on the street scene. The signs would also be appropriately sited at fascia level. As such, the principle of two signs is considered acceptable in these locations and position.



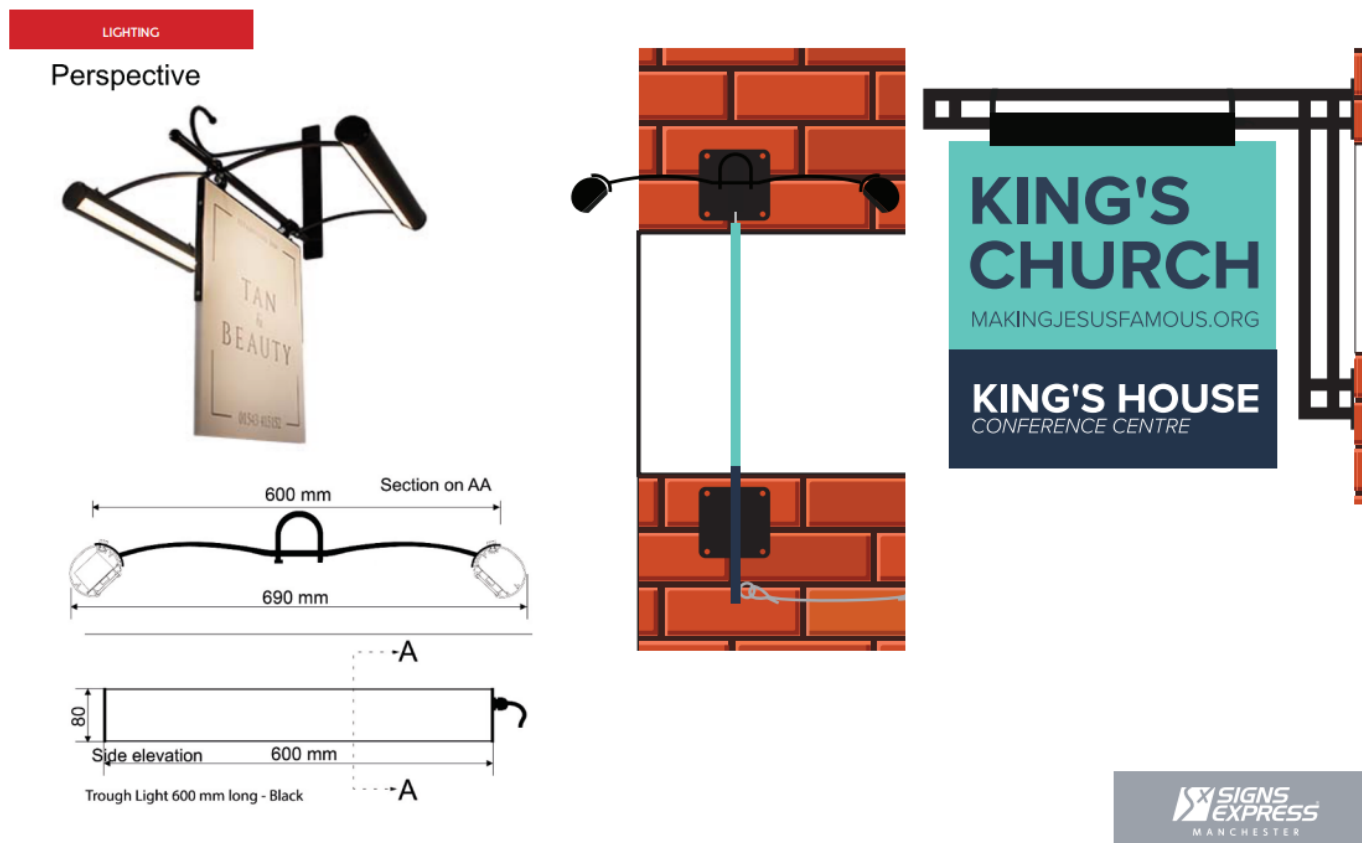
(Figures 8-9: King's House façade and proposed signage locations)

However, the proposed signage comprises a number of disparate design elements that ultimately appear discordant to the detriment of the building and street scene. Each sign panel would be a PCV board with a vinyl print with a 30mm depth. The bracket would be comprised of multiple relatively large and right-angled rods in black powder coating, with a 'heavy duty' appearance that has a prominent visual impact on the building. The 2no. fixing plates per sign would also each be relatively large, measuring 150mm x 150mm and also in black. Taken in isolation, the brackets of these dimensions, bulk and colour would be considered acceptable, with some design quality to the structure. In the context of the bracket design, the sign panels while not of the highest design quality have a sleek form with a 30mm depth and only contain information pertinent to identifying the premises, in line with the Council's Shopfront and Signage Design Guide and therefore acceptable on balance.

However, when seen in conjunction with the external lighting rig and swing limiter it is considered that the cumulative impact would be that of an overly cluttered, unintegrated and low-quality final product. It is not clear how the external lighting rig would be combined to the bracket, and the applicant has not provided sufficient information on how this is to be achieved. Notwithstanding this, the rig features much thinner rods that are curved, integrating poorly with the thicker and angular bracket frame. It would moreover feature large, rounded trough lights that add a further degree of bulk to the already bulky rectangular frame.



(Figures 10-11: Product information provided by applicant 21/10/2025 for bracket and externally mounted lighting rig, proposed to be combined)



(Figures 12: Bracket and externally mounted lighting rig, proposed to be combined)

It is considered that the curved frame of the external lighting rig would not correspond to the blocky, angular and heavy-duty form of the bracket, and that the large trough lights introduce a further disparate element to the design while also adding an unacceptable degree of bulk to the products' profile. With the addition of the swing limiters requiring additional bolting into the elevation as well as an undetermined number of clamps fixed into the brickwork, the 2no. hanging signs would appear overly cluttered and discordant to the detriment of the facade.

It is acknowledged that the adjacent Bread Shed has featured 1no. projecting sign with an externally mounted lighting rig system to its Sydney Street elevation and 2 no. of the same design to its Grosvenor Road elevation since at least May 2018. However, these signs do not have advertisement consent and it is not considered that they set a precedent within the street scene.

Moreover, this existing sign is seen in context with external plant, security infrastructure, antenna and cabling on the elevation, with various rigs and trunking. In this context, the further addition of 2no cluttered and overly complex signs to the Sydney Street elevation that already appears cluttered with such items would further harm the street scene, appearing increasingly back-of-house.



(Figures 14-15: 1no. externally illuminated hanging sign at Bread Shed along Sydney Street and existing Sydney Street appearance)

In view of the above, the proposed signage by virtue of its design, scale, massing and form is considered to be of an overly complex and cluttered design comprised of disparate and non-complimentary elements, resulting in a poor and unintegrated form of signage. The signage would therefore detract from the appearance of the building and the street scene, adding clutter and resulting in the street appearing increasingly back-of-house. The proposal therefore fails to constitute good design and is not well-integrated into the setting, as required by PfE Policies JP-Strat2 and JP-P1 of PfE; Policies SP1, EN1 and DM1 of the Core Strategy; saved UDP Policy DC14; and The Control of Advertisements Regulations 2007; as well as failing to be being in line with guidance contained within Section 12 the NPPF and the Council's Shopfront and Signage Design Guide.

Public Safety

The primary public safety concern is the illuminance of the signs. Following the revision of the scheme, the applicant confirmed that the luminance level for the signage would be 500cd/m² which is acceptable to Local Highways Authority consultees. Environmental Health however stated that the luminance should be reduced to 300 cd/m² at night which is in line with the requirements of the Council's standard lighting condition.

Had the scheme ultimately been considered acceptable, the Council would have sought to reduce the luminance levels of the signage in line with Environmental Health comments and conditioned any approval to control the maximum illuminance of the signs.

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

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1. Design and Visual Impact

The 2no. externally illuminated hanging signs would by virtue of their design, scale, massing and form have an overly complex and cluttered design comprised of disparate and non-complimentary elements, resulting in a poor and unintegrated form of signage. The signage would therefore detract from the appearance of the façade and the street scene, adding clutter and resulting in the street appearing increasingly back-of-house. The proposal therefore fails to constitute good design and is not well-integrated into the setting, as required by PfE Policies JP-Strat2 and JP-P1 of PfE; Policies SP1, EN1 and DM1 of the Core Strategy; saved UDP Policy DC14; and The Control of Advertisements Regulations 2007; as well as failing to be being in line with guidance contained within Section 12 the NPPF and the Council's Shopfront and Signage Design Guide.

Appendix 1 – List of consultees & neighbours notified

Environmental Health
Highway Services

Scruffy Murphys And Holy City, Grosvenor Street, Manchester, M1 7HL
The Pub Zoo, 126 Grosvenor Street, Manchester, M1 7HL
Hillcourt Street Cycles, 1 Hillcourt Street, Manchester, M1 7HU
Sand Bar, 120 Grosvenor Street, Manchester, M1 7HL
122 Grosvenor Street, Manchester, M1 7HL
124 Grosvenor Street, Manchester, M1 7HL
Sugden Sports Centre, 114 Grosvenor Street, Manchester, M1 7HL
Flat 2, Scruffy Murphys, 126 Grosvenor Street, Manchester, M1 7HL
Flat 1, Scruffy Murphys, 126 Grosvenor Street, Manchester, M1 7HL

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