Your Ref: PP-14629949
Our Ref: HPD/DSP/MS/25/170
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[redacted]

Manchester City Council
PO Box 532
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Dear Sir/Madam,

RE: LISTED BUILDING CONSENT AND ADVERTISING CONSENT: SUNLIGHT HOUSE, QUAY STREET, MANCHESTER, M3 3JZ

On behalf of our client, Joe & The Juice UK Limited ('the Applicant'), we are instructed to submit an application for Listed Building Consent and Advertising Consent for a new façade and suspended signage and associated internal fitout for Joe & The Juice at Part of Ground Floor and Basement Mezzanine at Sunlight House, Quay Street, Manchester. The signs include a display of a new 12 no. internally illuminated letters suspended behind and above the entry door and 2no. internally illuminated rimless suspended signs. The description of development is proposed as follows:

"Installation and display of (i) twelve individually internally illuminated letters suspended behind the glazing, measuring 1433mm x 225mm; and (ii) two internally illuminated suspended signs measuring 800mm x 800mm, with associated internal fitout works"

Accordingly, please find enclosed the following documents which comprise the application:

- Duly completed Planning Application Form;
- Site Location Plan at scale 1:1,250 with the site edged in red;
- Proposed Plans by Designtime;
- Planning, Design & Access Statement (this document) prepared by Hybrid Planning & Development Ltd.

Application Site and Surrounding Context

The proposal site relates to part of the ground floor and basement mezzanine of Sunlight House, which historically formed part of the reception/cafe area. Sunlight House is located on the corner of Quay Street and Little Quay Street in the city centre of Manchester. The proposed Joe & The Juice will be accessed via a door on the corner. Joe & The Juice will also use the basement mezzanine for operations and seating, which was recently approved for Class E under a previous approval (LPA Ref: 135529/LE/2022). Additionally, we have recently submitted a Certificate of Lawfulness to confirm that the tenancy can operate as a juice bar/café, which is currently being assessed by Council (LPA Ref. 144786/LP/2025).

The building is within Deansgate Conservation Area and is seen in context with other listed buildings, including the Manchester Opera House on Quay Street, Royal London House at the junction of Deansgate and Quay Street and the former Country Court building on Deansgate, which are all Grade II Listed, other than the Country Court building, which is Grade II* Listed.

The site is in proximity to the Manchester Central Convention Complex located on Windmill Street, Manchester Central Library at St Peter's Square and the Deansgate historical avenue with shopping and dining. Spinningfields is adjacent to the site, which includes premium financial and professional services in a mixed-use setting with civic, residential, leisure and retail uses.

Planning History

Hybrid Planning & Development Limited is registered in England and Wales No. 10861855.
Registered Office: 463-465 High Street, Lincoln, LN5 8JB.

Whilst the site has an extensive planning history, we consider the following applications to be the most pertinent to the current proposals:

- **144786/LP/2025** - Use of part of the ground floor and basement mezzanine as a juice bar/cafe
- (Use Class E). Under Consideration.
- **144012/LO/2025** - Listed Building Consent for the creation of a slab opening and staircase connecting ground floor and basement mezzanine level. Approved 12 Nov 2025
- **135529/LE/2022** - Use of part of the ground floor, basement and sub-basement of Sunlight House as Class E (a-g). Approved 11 Jan 2023
- **136161/LO/2023** - Listed Building Consent for the refurbishment of the office areas including ground floor reception area together with elevational alterations. Approved Jul 2023
- **115806/LO/2017** - Listed Buiding Consent for the installation of a new frontage to create a new entrance from Little Quay St , the restoration of the stained glass dome , the insertion of 2 No glazed lifts within the existing lightwell, internal modification at ground floor level to create a new reception and cafe area, the refurbishment of the 13th and 14th floors to existing office space and the landscaping works to Little Quay Street. Approved Jun 2017
- **109882/FO/2015/C1** - Elevational alterations to include the installation of a new entrance to the ancillary reception and cafe car area, restoration of the central stained glass dome and the Insertion of 2 no. glazed lifts into lightwell area, and the implementation of a landscaping scheme to Little Quay Street. Approved 28 Jun 2016
- **109883/LO/2015/C1** - Elevational alterations to include the installation of a new entrance, restoration of the central stained glass dome and the Insertion of 2 no. glazed lifts into lightwell area, internal modifications to create a new reception area at ground floor level, and the refurbishment of existing office space at the 13th and 14th floor. Approved 28 Jun 2016
- **090330/LO/2009/C1** - LISTED BUILDING CONSENT Installation of ceiling and ceiling rafts to the stair cores and parts of the communal corridors on the 1st, 2nd,3rd,5th and 6th floors and refurbishment of ground floor reception areas. Approved 11 Nov 2009
- **085698/LO/2008/C1** - LISTED BUILDING CONSENT to refurbish reception area and common parts and re-model external facade at ground floor level. Approved 15 Jul 2008
- **049084/LO/CITY1/95** - LISTED BUILDING CONSENT Internal refurbishment including toilets,corridors, lobbies and 2no.main entrances. 21 Oct 1996
- **033984** - LISTED BUILDING CONSENT Alterations to ground floor entrance/exit doors to ensure adequate means of escape. Approved 17 May 1989
- **F12071** - Change of Use to non-residential club involving proposed alteration to existing swimming pool and forming health and leisure facilities with restaurant and bars. Approved 5 Dec 1979
- **F10362** - Change of use of the basement and ground floor to a non-residential club involving alterations to existing swimming pool and forming health and leisure facilities with restaurant and bars. Approved 4 Apr 1979

The tenancy sits on the corner of Quay Street and Little Quay Street. Historically, this area has been used as a larger reception and cafe space for the offices on the upper floors. Listed Building Consent (136161/LO/2023) was granted in 2023 for the refurbishment of the office areas, including the ground floor reception area. In this approval, the ground floor was reconfigured, and this moved the cafe into the corner where we are now proposing the Joe & The Juice.

The full planning application, which shows this area before it was reconfigured, was for the creation of a new entrance on the Little Quay St elevation, and landscaping and associated works (115805/FO/2017). This shows the ground floor layout as existing before it was changed. A Certificate of Lawfulness has recently been submitted to Council to confirm that the tenancy can be used for Juice Bar/Café (Use Class E) operations (LPA Ref. 144786/LP/2025).

On 12 November 2025, Listed Building Consent was approved for the creation of a slab opening and staircase connecting the ground floor and basement mezzanine level (LPA Ref. 144012/LO/2025). This approval is in Joe & The Juice's demise and will allow them to use both the ground floor and basement for their operations. As such, this proposal has been made in relation to both floors with no major internal changes.

The Proposals

The proposal includes two internally illuminated suspended signs which measure 800mm x 800 mm and illustrate the Joe & The Juice logo with a mounted internally illuminated display of 12no. letters on the front facade for the name 'JOE & THE JUICE' measuring 1433mm x 225mm. The letters will be mounted above the front entry door behind the glazing and on the corner of the building facing Quay Street and Little Quay Street. The proposed internal fitout includes installing non-invasive partitions, screens and a service counter/preparation area. The fitout works have been designed to have minimal impacts of the buildings' listed fabric. There are no external changes to the façade.

Planning Policy Context

National Planning Policy Framework (NPPF) (2024)

The National Planning Policy Framework (NPPF), updated in December 2024, aims to strengthen local decision making and to reinforce the importance of up to date plans.

Paragraph 11 states that:

"Plans and decisions should apply a presumption in favour of sustainable development".

For decision-taking this means (**Paragraph 11**):

"Approving development proposals that accord with an up-to-date development plan without delay".

The NPPF continues that the creation of high quality, beautiful and sustainable places, is fundamental to what the planning and development process should achieve, and states at Paragraph 131, that good design is a key aspect of sustainable development, creates better places in which to live and work, and helps make development acceptable to communities.

Planning policies and decisions should ensure that developments will function well and add to the overall quality of an area, are visually attractive and sympathetic to local character and history, establish or maintain a strong sense of place, optimise the potential of the site to accommodate and sustain an appropriate mix of development and support local facilities and transport networks, and create places that are safe, inclusive and accessible which promote health and well-being, with a high standard of amenity for existing and future users.

In determining applications (Paragraph 139), great weight should be given to outstanding or innovative designs which promote high levels of sustainability or help raise the standard of design more generally in an area, so as long as they fit in with the overall form and layout of their surroundings.

The NPPF recognises that a balance needs to be struck between the preservation of the significance of a heritage asset and delivering public benefit. With regard to designated assets, Paragraph 212 states that the more important the asset, the greater the weight should be on its conservation. Distinction is drawn between those assets of highest significance and those of a lesser significance.

The NPPF identifies harm as being either substantial or less than substantial. Paragraph 214 states that where the proposal would lead to substantial harm to the significance of a designated asset consent should be refused unless the harm or loss is necessary to achieve substantial public benefit that outweighs that harm. In cases where less than substantial harm to the significance of a designated asset is anticipated, the NPPF requires that this harm should be weighed against the public benefits of the proposal.

Paragraphs 219 and 220 specifically discuss Conservation Areas; paragraph 219 states that opportunities should be sought to better reveal the significance of these assets, whilst paragraph 220 remind the reader that not all elements of a conservation area will contribute to the significance of that area; in this way assessments should take account of the relative value of the element subject to change, and its contribution.

Local Planning Policy

Places for Everyone Plan – Joint Development Plan Document, Adopted 21 March 2024
The Places for Everyone Plan (PfE 2021) provides an important opportunity to create the conditions for inclusive economic growth, provide opportunities for the provision of much-needed homes and protect and enhance the natural environment. The policies relevant to the application include:

Policy JP-Strat2 – City Centre
Policy JP-P1 – Sustainable Places
Policy JP-P2 – Heritage

Manchester Core Strategy – Development Plan Document 2012-2027, Adopted 11 July 2012
The Core Strategy was adopted by Manchester City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework and covers a period of 15 years from 2012 to 2027. It describes Manchester today and outlines the Council's vision for Manchester in 2027, along with the planning policies which will be used to deliver that vision. The policies relevant to this application include:

Policy SP1 – Spatial Principles
Policy EC1 – Employment and Economic Growth in Manchester
Policy EN1 – Design Principles and Strategic Character Areas
Policy EN3 – Heritage
Policy CC1 – Manchester City Centre
Policy CC4 – Visitors – Tourism, Culture and Leisure
Policy CC9 – Design and Heritage
Policy CC10 – A Place for Everyone
Policy DM1 – Development Management

Unitary Development Plan for Manchester
The Core Strategy replaced much of the UDP, but some UDP policies are extant (remain). The following policies are relevant to the application:

Policy DC14 – Shop Fronts and Related Signs
Policy DC18 – Conservation Areas
Policy DC19 – Design and Heritage

We now turn to assess the proposals against the relevant planning policy.

PLANNING AND HERITAGE ASSESSMENT

This section seeks to address the key planning and heritage matters arising from the proposal. These issues have been identified through a review of the relevant planning policies for the site.

Principle of Development

The proposal includes 2 no. internally illuminated suspended signs and 12 no. mounted internally illuminated letters behind the glazing above the entry door. Additionally, the proposal includes the shop fitout necessary for Joe & The Juice to carry out their operations. The existing approved stairs to the basement mezzanine (LPA Ref. 144012/LO/2025) will remain as approved and allow access for customers and employees between the two levels. Policy EC1 refer to the priorities for ensuring continued economic growth. Joe & The Juice are a prominent juice bar/café known by many people around the world for exceptional smoothies, juices and food. Allowing Joe & The Juice to operate in the space will bring increased employment and opportunities for local people and continued social and economic regeneration of the city. This is also a key factor in relation to Policy CC1 and Policy CC4 for the continued growth of the Manchester City Centre, boosting investment and mixed-use development. The importance of tourism, culture and leisure is also addressed in the polices, the application site will improve the appearance, use and accessibility of all cultural and visitor attractions as an associated facility. As such, it is evident that the signage and fitout comply with Policies EC1, CC1 and CC4.

The principle of development is also seen to be accepted in the area and relatively matches that in the locality. The signage has been proposed in order to advertise and provide premises to the commercial unit

at Sunlight House. The external sign has been proposed below the fascia level, positioned below the 'Sunlight House' sign and respects the architectural form of the building and shop frontage in accordance with Policy DC14.5.

Visual Amenity

The existing building has recently gone through enhancements and refurbishment, which are now mostly complete. The proposed tenancy is positioned on the corner of Quay Street and Little Quay Street. Much of the existing façade will remain, as the recent enhancements were completed by the landlord. Joe & The Juice only propose signage and a new fitout for the operation of the store. The existing Portland stone has been enhanced and remains a prominent visual aspect of the building, which will continue with the operations of Joe & The Juice. It is highly unlikely that the proposal will have any harmful visual amenity to the exterior.

The signage will be of basic LED lights that present a warm colour and welcoming environment for Joe & The Juice. The suspended signs, as shown in the attached plans, will only show the logo of Joe & The Juice. Over the years, the juice bar Joe & The Juice has grown with immense popularity, and providing the internally illuminated suspended sign will help consumers recognise the juice bar.

The signs on the refurbished building are not seen to impact the visual amenity of the listed building. Due to the location being in the city centre, Policy EN1 of the Core Strategy sets out the design principles and strategic character areas. With the building already going through a refurbishment and enhancement, the proposed signage is not seen to affect the heritage or the continued rich pattern of activity in the core area. The development has enhanced the existing and, as such, complies with Policy EN1 of the Core Strategy and Policies JP-Strat2 and JP-P1 of the DPD.

Design and Heritage

Sunlight House comprises a 14-storey office block designed by Joseph Sunlight, completed in 1932. The Historic England listing description is as follows:

Office block. 1932, by Joseph Sunlight. Steel frame with cladding of Portland stone, slated 3-tier mansard roof with glazed centre. Large square plan with central light-well. International Modern style with classical elements. Ten storeys plus 4 attic storeys successively setback, 8 bays plus wide canted corner to right rising to octagonal turret with domed lantern and apex finial; ground and first floors treated as plinth, 6-storey 5-bay pilastrade to centre, with moulded frieze over seventh floor and enriched cornice over eighth floor, plain parapet over tenth floor. Very regular fenestration with casements of 3 lights to the 5-bay centre and 2 lights to the end bays, metal panels between floors; 3-light attic windows, those of the first 3 tiers set in individual projected rectangular dormers. Shop windows and a round-headed archway at ground floor. Canted corner treated as tower, given strong vertical emphasis by narrow 3-light mullioned windows in each face tiered continuously from second to tenth floors, with carved decoration over tenth floor, a 1-storey drum over this, set-back 2-storey continuation, and set-back lantern; square-headed doorways to entrance porch at ground floor. Return to right and rear elevation similar, but with slated attic and extruded dormers. Forms group with Royal London House to right (Nos 188-202 Deansgate, q.v.).

The historic importance of Sunlight House is from the local importance as the first skyscraper in Manchester and the tallest building in the city until 1962. Additionally, the design of the building is indicative of commercial buildings during this period. Such buildings often have ancillary operations of restaurants, shops and leisure facilities, which is demonstrated by the original design of the basement, including a restaurant. After the original restaurant was not able to go ahead due to liquor licensing issues, the swimming pool in the basement was included, which continued operating for some time as a leisure centre and gym. Recently, the basement space has lodged an application for a Bar/Entertainment Complex, which is still undergoing assessment by Council. On the other corner of Sunlight House, to the North is 'Schofield's Bar' which adjoins Little Quay Street and Atkinson Street. With the new proposed use of the basement and existing bar to the north, it is evident that the ground floor and basement of Sunlight House are a necessary place for hospitality venues, in which Joe & The Juice will be contributing to.

For the fitout design, Joe & The Juice already operate in many Listed Buildings around the UK and has carefully designed their stores to have minimal impact on the historical fabric. Proposed partitions and health-

grade splashbacks, and any additional plasterboard, are not fixed to the historical fabric. Many of these are freestanding and erected for building regulations purposes and efficient operations of the store. The countertops are also not fixed and will be positioned near the entry door for the convenience of the customers and the store's layout.

The proposed signage does not propose any changes to the external elements of the building. The site has gone through localised repairs and restoration as necessary. The existing building has been a re-used heritage asset, and this application will help to continue the operation of a business use in this location in accordance with Policy EN3. Policy CC9 requires development in Manchester City Centre to preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments. The proposed advertising and listed building consent is not seen to affect any of the existing heritage assets.

Policy DC18 sets out the requirement for conservation areas, with the Council seeking to preserve and enhance the character of the designated conservation area by carefully considering the issues. The proposal is seen to comply with the policy as it will not cause a major change to the appearance of the existing building. The proposed advertising complies entirely with Policy EN3, CC9 and DC18 of the Local Plan.

Signage

The signage will not result in permanent alterations to the building and will not saturate the historical elements of the building. The new internally illuminated logo of ‘JOE & THE JUICE’ will be LED acrylic letters (slim) and mounted behind the glazing at the entry door. The suspended side signage will be secured to brackets internally with no change to the exterior wall or windows. The signage details are set out in the drawing pack.

As such, in accordance with Policy EN1, EN3 and CC9 of the DPD and Policy DC14 and DC19 of the UDP, the advertisements encourage a high standard of design and a restrained amount of advertising in keeping with the character of the city and are proposed in an appropriate location and in proportion to the shopfront.

In our view, and in accordance with local and national planning policy, it is considered that the proposal will not diminish the visual appearance of the building or the surrounding area, contributing to Manchester City's heritage.

By virtue of the size, location and method of illumination, the proposed advertisement is considered acceptable in design, conservation and townscape terms, and therefore complies with the relevant policies.

Summary

The proposed fitout and signage is seen to be minimal and respect the heritage value of the site. The proposed application is seen to comply with the necessary policy in its entirety, including the NPPF (2024), Development Plan Document, Core Strategy and Unitary Development Plan part of the Manchester Local Plan.

Notwithstanding, we trust that the information supplied meets with your approval and is sufficient for you to consider this application favourably.

Yours faithfully,

[redacted]

Max Shadforth
ASSISTANT PLANNER

Encs.