MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143707/LO/2025
Date registered valid:	24 September 2025
Proposal:	Listed Building Consent for 1no. internal individual lettering fascia sign with internal illumination and 2no. internally illuminated projecting signs.
Address:	16 Newton Street, Manchester, M1 2AE
Ward(s):	Piccadilly Ward
Applicant:	Camerons Brewery
Agent (if any):	Miss Victoria Jackson S R SIGNS
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	12/11/2025

Application details

Type of application: Listed Building Consent

Development type: Listed building alteration

Date of site visit: 29 September 2025

Standard consultations:
No consultations have been printed and sent.

Neighbour notifications
Printed: 26 September 2025 Expired: 17 October 2025

Site notice
Posted: 29 September 2025 Expired: 20 October 2025

Press advert
Published: 30 September 2025 Expired: 21 October 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application site relates to 16 Newton Street (listed as 14 and 16 Newton Street), a former Late 19th century warehouse and agents' office.

The building's significance derives from its link to Manchester's industrial history, having been occupied c.1905-13 by various manufacturers' agents, including No.14 by Horrocks Crewdson & Co, as well as from its architectural features. The building is sited on a trapezoidal plan with a rounded corner to Dale Street, constructed in red brick in Flemish bond, featuring sandstone ashlar plinth and dressings, altered windows at ground floor, sashed windows on the next 2 floors with stone lintels to each pair; both have coupled sashed windows at 4th floor and square dormers in a mansard slate roof. The fenestration of No.16 carries round the curved corner. The unit's entrance is sited adjacent to the junction, featuring tall, panelled doors, with square overlights and cornices on elongated consoles.

Existing signage to the unit consists of various internally applied vinyl stickers reading 'L.o.T' and decals both in gold, 1no. larger 'L.o.T' gold sticker above the main entrance, 2 no. external globe light signs (1no. each to the Dale Street and Newton Street elevations) and 1no. external board featuring a mural with gold imagery on a black background. The existing signage has been implemented without advertisement/listed building consents.

Listed building: Grade II

Conservation area: Stevenson Square Conservation Area 1987

Tree Preservation Order: Not applicable

Description of area

The application site is located within the Stevenson Square Conservation Area and is considered to make a positive contribution to its setting. The site is also within the setting of a number of Grade II listed buildings, including nos. 8-12, 17-25, 45 and 47 Newton Street, nos. 29 and 31, 32 and 34, 35, 45, 47, 56 Dale Street, Kingsley House, Bradley House and Eleska House, which contribute to the significance of the conservation area.

The application site is also within the Northern Quarter are of the City Centre, with a mixture of office, residential, hotel, café, bar, restaurant and shop uses within the vicinity.

Background

No planning history exists for the existing signage. An application 103413/FO/2013/C2 was approved for the change of use of the then vacant ground floor unit to form the Cottonopolis restaurant / bar and in house bakery (Sui Generis), with associated elevational alterations. The heritage statement submitted for that application specified that signage did not form part of the proposal and was to be sought separately.

No such advertisement consent application was submitted, however various signs were installed including 1no. individual lettering sign within the doorway, 2no. Corten projecting signs, several internal gold vinyl stickers to the windows and external Corten square panels to the rear blocked window.









Following the tenant's departure, the subsequent 'The Lamb of Tartary' fitout of the unit retained a number of these advertisement elements, though similarly did not seek advertisement/listed building consents.









The individual lettering sign was replaced with an existing internal vinyl graphic within the window above the doorway to serve as the main entrance sign. The 2no. projecting signs were replaced with the existing 2no. globe signs, though it is unclear if the same fixings were utilised. Internal vinyl stickers similarly feature within the windows, and an existing external board with painted mural was placed where the Corten square advertisements were previously visible.

Description of development

Listed Building Consent is sought for various new signage elements for a new tenant occupancy, consisting of 1no. internal individual lettering sign with internal illumination, 2no. external projecting signs with internal illumination, in addition to the painting over of an existing board.

The proposed individual lettering sign would be sited internally within the unit and at fascia level, within the window above the main entrance at Newton Street. Text displaying 'The Head of Steam' branding in acrylic individual lettering would be sited across two rows, with a height of 600mm and a width of 900mm. The lettering would have a luminance of 200cd/m^2, be in a warm white 3000lk temperature and feature black surrounds painted in acrylic signwriters paint. They would be fixed onto 4no. runner bars in black powder coated 25mm steel affixed to the internal window surrounds via 5mm steel fixing plates.

The proposed 2no. projecting signs would utilise the fixings of the existing unauthorised projecting signs, with 1no. sited each to the Newton Street and Dale Street elevations. The signs would each have a Corten steel face, be square in shape, measuring 750mm x 750mm, and would have a 30mm depth. They would be internally illuminated via an LED sheet and a 5mm opal Perspex sheet to achieve a luminance of 200cd/m^2.

It is noted that the above represents a revised scheme received 12/11/2025, with the original scheme including additional lettering to the rounded corner, vinyl stickers in the windows and variants of the projecting and fascia signs, now omitted from and amended within the application.

This application is being considered in conjunction with 143706/AO/2025: Installation of 2no. internally illuminated projecting signs.

Consultations & Notification Responses

Notification/Advertisement:
Occupiers of neighbouring buildings were notified of the proposal via notification letters, the application was advertised as affecting a listed building and the setting of a conservation area, and was also publicised in the Manchester Evening News. No representations have been received as a result of this publicity.

Policy Context

The following policies are considered relevant to this application:

Places for Everyone
- JP-Strat2 – City Centre
- JP-P1 – Sustainable Places
- JP-P2 – Heritage

The Adopted Core Strategy for the City of Manchester
- SP1 – Spatial Principles
- CC9 – Design and Heritage
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester
- DC14 – Shop Fronts and Related Signs
- DC18 – Conservation Areas
- DC19 – Listed Buildings

NPPF
- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Listed Buildings and Conservation Areas Act 1990
- Section 16

Shopfront and Signage Design Guide

Issues

Impact upon the Heritage Asset

The proposed internally sited individually mounted letters would be appropriately sited at fascia level within the window above the entrance. In being comprised of individual lettering, the signage would not wholly occupy and obscure the window. As such, this element of the scheme is considered to sufficiently respect the listed building's architectural features and be well-integrated into the elevation.

While the returns of the lettering would be painted in black rather than comprised of a more tactile and defining material finish, the treatment would provide some definition to the lettering. It is understood that metal returns could not be achieved by the applicant given the scale of the smaller letters. In view of the contextually sensitive siting and individual lettering format, as well as the

warm white low 200cd/m2 level illumination, the sign taken as a whole is considered to be of a sufficient quality, appropriate to the status of the building and to respect its architectural form.

The proposed 2no. projecting signs would utilise the fixings of the unauthorised projecting signage to avoid further penetration and harm to the building's façade, as well as being sited at fascia level. As each of the signs are sited on separate elevations and are not principally read together, it is not considered that the number of signage elements would be excessive or to the detriment of the building's appearance. The Corten materiality is considered to be of a high quality, and the 30mm depth provides a sleek slimline profile to the projecting signage. As such, this element of the scheme is considered to minimise further harm to the building's external elevations and replace unauthorised signage with a high-quality, well-integrated product.

An informative is recommended to remind the applicant that the vinyl stickers within the building's windows are unauthorised and should be removed.

Assessment of Harm

In view of the above, it is considered the proposed works would result in neutral harm to the building's significance, with the minor benefits of removing unauthorised signage elements. Therefore, the requirement of assessing any harm against public benefits in line with paragraph 215 of the NPPF is not required.

On this basis, the proposal is considered to meet the statutory test to preserve as required by Section 16(1) of the Planning (Listed Building and Conservation Areas) Act 1990. The proposal is moreover considered to be in accordance with Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy; saved UDP policies DC14, DC18 and DC19; sections 12 and 16 of the NPPF; and the Council's Shopfront and Design Guide as they relate to signage and the preservation and enhancement of heritage assets.

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

Article 35 Declaration

Officers have worked with the applicant/agent in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the application.

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

1, Listed Building Time Consent

The development must be begun not later than the expiration of three years beginning with the date of this permission. Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2. Specified Plans and Documents

The development hereby approved shall be carried out in accordance with the Location Plan received by the City Council as Local Planning Authority 11/08/2025, as well as the drawings on pages 1, 3 and 4 of the 'HEAD OF STEAM. MANCHESTER. CAMERONS. 12.11.25. 25513-PLANNING 15 LBC DD' document received 13/09/2025.

Reason - To ensure that the development is carried out in accordance with the approved plans and pursuant to Section 16(1) of the Planning (Listed Building and Conservation Areas) Act 1990; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy; saved UDP policies DC14, DC18 and DC19; sections 12 and 16 of the NPPF; and the Council's Shopfront and Design Guide.

3, Materials

The materials used in the external surfaces of the development hereby approved shall be those as specified on page 1 of the 'HEAD OF STEAM. MANCHESTER. CAMERONS. 12.11.25. 25513-PLANNING 15 LBC DD' approved document received 13/09/2025.

Reason - In order to ensure a satisfactory appearance in the interests of visual amenity pursuant to Places for Everyone Policies JP-Strat2, JP-P1, JP-P2, Core Strategy policies SP1, CC9, EN1, EN3, and DM1; Saved UDP Policy DC19; Sections 12 and 16 of the NPPF; and Section 66 of the Listed Buildings and Conservation Areas Act 1990.

Appendix 1 – List of consultees & neighbours notified

41A Newton Street, Manchester, M1 1FT
Fourth Floor, 21 Newton Street, Manchester, M1 1FZ
First And Second Floor, 31 Dale Street, Manchester, M1 1EY
Ground Floor, 31 Dale Street, Manchester, M1 1EY
Flat 8, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 17, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 14, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Basement, Cottonopolis Building, 14 Newton Street, Manchester, M1 2AF
Flat 18, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 22, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 4, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 12, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Second Floor, Dale House, 35 Dale Street, Manchester, M1 2HF
Love Creative Ltd, Third Floor, 31 Dale Street, Manchester, M1 1EY
41 Newton Street, Manchester, M1 1FT
Basement Floor, 41A Newton Street, Manchester, M1 1FT
Second Floor, 21 Newton Street, Manchester, M1 1FZ
Flat 2, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Fourth Floor, Cottonopolis Building, 14 Newton Street, Manchester, M1 2AF
Flat 3, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
V1BE, 37 Dale Street, Manchester, M1 2HF
Basement, 45 Dale Street, Manchester, M1 2HF
First Floor Rooms 10 To 13, 21 Newton Street, Manchester, M1 1FZ
Flat 26, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Fourth Floor, 16 Newton Street, Manchester, M1 2AE
Ground Floor, 16 Newton Street, Manchester, M1 2AE
Flat 24, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 11, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Fourth Floor, Dale House, 35 Dale Street, Manchester, M1 2HF
45 Dale Street, Manchester, M1 2HF
Second Floor And Third Floor, 45 Dale Street, Manchester, M1 2HF
Fourth Floor, 31 Dale Street, Manchester, M1 1EY
Third Floor, Newton Street, Manchester, M1 1FZ
31 Dale Street, Manchester, M1 1EY
Second Floor, 16 Newton Street, Manchester, M1 2AE
First Floor, Cottonopolis Building, 14 Newton Street, Manchester, M1 2AF
Flat 5, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
33 Dale Street, Manchester, M1 2HE
First Floor Rooms 2 To 6, 21 Newton Street, Manchester, M1 1FZ
VS MANCHESTER LTD, Basement, 36 Dale Street, Manchester, M1 2HN
Flat 10, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 19, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 15, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 16, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
First Floor, Dale House, 35 Dale Street, Manchester, M1 2HF
First Floor, 21 Newton Street, Manchester, M1 1FZ
First Floor Room 1, 21 Newton Street, Manchester, M1 1FZ
Flat 9, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Third Floor, 16 Newton Street, Manchester, M1 2AE
Second Floor, Cottonopolis Building, 14 Newton Street, Manchester, M1 2AF

Flat 1, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 27, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 20, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
33A Dale Street, Manchester, M1 2HE
Fifth Floor, Dale House, 35 Dale Street, Manchester, M1 2HF
Third Floor, Dale House, 35 Dale Street, Manchester, M1 2HF
Basement, Dale House, 35 Dale Street, Manchester, M1 2HF
47 Dale Street, Manchester, M1 2HF
Ground Floor, 45 Dale Street, Manchester, M1 2HF
Flat 28, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 25, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
First Floor, 16 Newton Street, Manchester, M1 2AE
Third Floor, Cottonopolis Building, 14 Newton Street, Manchester, M1 2AF
Ground Floor, Cottonopolis Building, 14 Newton Street, Manchester, M1 2AF
Flat 23, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Basement, 33A Dale Street, Manchester, M1 2HE
2 Tariff Street, Manchester, M1 2FF
CTI DIGITAL LTD, Fifth Floor, 31 Dale Street, Manchester, M1 1EY
21 Newton Street, Manchester, M1 1FZ
Flat 21, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
36 Dale Street, Manchester, M1 2AF
Flat 7, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Flat 6, Finlay Warehouse, 56 Dale Street, Manchester, M1 2HN
Ground Floor, Dale House, 35 Dale Street, Manchester, M1 2HF
First Floor, 45 Dale Street, Manchester, M1 2HF

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 - Stevenson Square Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL