Planning

Growth & Development

Delegated officer report for planning application

Application no.	143706/AO/2025
Date registered valid:	24 September 2025
Proposal:	Installation of 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: Advertisement Consent

Development type: Advertisements

Date of site visit: 29 September 2025

Standard consultations:
Printed: 26 September 2025 Expired: 17 October 2025

Neighbour notifications
Printed: 26 September 2025 Expired: 17 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 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 advertisement was previously visible.

Description of development

Advertisement Consent is sought for 2no. external projecting signs with internal illumination.

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, as well as variants of the projecting and fascia signs, now omitted from and amended within the application.

This application is being considered in conjunction with 143707/LO/2025: Listed Building Consent for 1no. internal individual lettering fascia sign with internal, 2no. internally illuminated projecting signs, and the removal of various vinyl stickers.

Consultations & Notification Responses

Notification/Advertisement:
Occupiers of neighbouring buildings were notified of the proposal via notification letters. No representations have been received as a result of this publicity.

Highways

No objection:

- Type C signs at a height of 2750mm above the ground to the lowest part of the signage.
- A Projection over License will be required for the two advert signs.
- 200cdm² illuminance level is acceptable

Environmental Health
No objection:

- Lighting level acceptable.

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—
(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 considered relevant to this application:
Places for Everyone

- 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

- Sections 66 & 72

Shopfront and Signage Design Guide

Issues

Visual Amenity

The proposed 2no. projecting signs would be appropriately sited at fascia level, of a modest scale and have a slimline profile with a 30mm depth. As such, they considered to be in keeping with the architectural features of the building and well-integrated into the elevation, neither dominating the appearance of the building nor appear overly prominent.

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 appropriate to the listed status of the building. The signs are moreover considered sufficiently minimalist and limited to information required for identifying the premises.

For the above reasons, it is not considered the proposed works would significantly impact the building's historic interest, with the minor benefits of removing unauthorised signage elements. It is similarly not considered to result in a harm to the settings of the nearby Grade II listed buildings, and would moreover not detract from the architectural and historical character of the Stevenson Square Conservation Area.

In view of the above, the proposed signage is considered to be acceptable in terms of visual amenity and compliant with Sections 66 and 72 of the Listed Building and Conservation Areas Act; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Policies DM1, CC9, EN1, EN3 and SP1 of the Core Strategy; Policies DC14, DC18 and DC19 of the Unitary Development Plan; Sections 12 and 16 of the NPPF; as well as being in line with guidance contained within the Council's Shopfront and Signage Design Guide.

Public Safety

The primary public safety concern is the illuminance of the signs. The luminance level stated in the application form is 200 cd/m^2, which is acceptable to Local Highways Authority and Environmental Health consultees. It is not considered that there would be a danger to public safety and a condition relating to the maximum illuminance will be included in the approval.

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. Advert Mandatory

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 highway, 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. 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.

4. Luminance

The maximum luminance of the signage shall not exceed 200 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, and DM1 of the Manchester Core Strategy and saved policy DC14 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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 - 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 - 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