

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143832/AO/2025
Date registered valid: 4 September 2025
Proposal: Installation of 1no non-illuminated individual letter sign
Address: Ducie Street Warehouse , 51 Ducie Street, Manchester, M1 2TP
Ward(s): Piccadilly Ward

Applicant: Manchester Street Food
Agent (if any): Melissa Lee Turley
Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 06/11/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 10 September 2025 Expired: 1 October 2025

Neighbour notifications

Printed: 10 September 2025 Expired: 1 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 relates to the Grade II listed seven storey, with two storey roof top extension, former railway warehouse located on the southern side of Ducie Street at the junction where Dale Street meets said street. The application property is completed in red brick and stone quoining detail. The western facing side elevation features a contemporary glass lift extension, and the property is currently in use as an aparthotel (Class C1) with ancillary ground floor bar and cinema. The site features a vehicle access and surface car park along its eastern half, as well as an external bin store and external seating area to the rear. To the front of the application site a single externally illuminated fascia sign features above the property's entrance along Ducie Street. Internally, the property features a modern fitout, consisting of modern mezzanine construction and extensive M&E.

Listed building: Grade II

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The neighbouring area lies within the heart of Manchester City Centre. Ducie Street meets Piccadilly to the south-west, an arterial A road that then provides access to Piccadilly Train Station and Piccadilly Gardens. Built development to the south-west of the application site along Piccadilly is characterised by a high number of commercial properties of varying ages and uses. Ducie Street in comparison is a relatively low trafficked road and is home to multiple hotels (Class C1), of which the application site is one of, as well as several commercial Class E retail units and residential apartment blocks (Class C3). Surface car parks neighbour the application site to the

south and west. To the east of the application site lies the Ashton Canal. Neighbouring advertisements consist of a variety of internally illuminated fascia signage and several high level signs.

Description of development

The application seeks advertisement consent for the installation of a single non-illuminated fascia sign.

The proposed sign would be situated above the existing fascia sign on site at the property's Ducie Street entrance on top of an exposed steel support beam. The fascia sign would consist of steel letters, with steel backing plate. The sign would then have a height of 230mm, a width of 6100mm, depth of 80mm.

Planning History

A high number of applications are on record for the application site, the most relevant of which are shown below:

143831/LO/2025 - Listed Building Consent for internal works at ground floor to facilitate creation of a food hall and installation of 1no non-illuminated individual letter sign – Application pending consideration.

143830/FO/2025 - Creation of food hall at ground floor (Sui Generis) – Application pending consideration.

138775/JO/2023 - Variation of condition 2 (Specified Plans) pursuant to application 115366/FO/2017 to allow for internal reconfiguration to increase room number – Approved January 2024.

138757/LO/2023 - Listed Building Consent for reconfiguration of internal layout to facilitate additional rooms including installation of partitions, doors, bathroom and kitchenette facilities – Approved January 2024.

118889/LO/2018 - LISTED BUILDING CONSENT for internal alterations to include removal of existing, non-original mezzanine floor at southern end of London Warehouse together with associated walls, doors and structure – Approved March 2018.

121330/JO/2018 - Variation of condition 6 attached to previously approved planning application 119592/FO/2018 to vary opening hours for ground floor/mezzanine level commercial use – Approved November 2018.

119592/FO/2018 - Use of ground and mezzanine levels for flexible uses (Class A1 shop, A2 financial and professional services, A3 cafe/restaurant, B1 offices and D2 Assembly & Leisure - gym and cinema space), replacement of exterior doors and glazing, introduction of new roof level flue and refurbishment of existing louvres, extension of existing waste store to house additional plant and reuse bins and associated works – Approved June 2018.

115366/FO/2017 - Reconfiguration of existing serviced apartments within apart-hotel to form additional 59 no. serviced apartments (to make 166 no. in total), introduction of new co-working office space (Use Class A2 or Use Class B1), barber shop (Use Class A1) and gym (Use Class D2) at ground level, together with associated external alterations and works and minor alterations to car parking area – Approved April 2017.

092842/LO/2010/C2 - LISTED BUILDING CONSENT Internal and external alterations including insertion of new mezzanine level, reinstatement of 2 x existing bricked up windows, erection of external fire escape and erection of free standing heat recovery unit – Approved July 2010.

054086/LO/CITY3/98 - LISTED BUILDING CONSENT Partial demolition and internal and external alterations in association with refurbishment for a mix of uses – Approved August 1998.

054085/FO/CITY3/98 - Conversion of former warehouse into 110 No. residential apartments including retail/restaurant bar and/or creche with associated partial demolition and internal and external works – Approved August 1998.

Consultations & Notification Responses

Publicity – Neighbouring properties were notified of the development by letter. No representations were received.

Environmental Health – No objection received.

Highways – No objection.

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.

Places for Everyone Plan – Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-Strat1 – Core Growth Area
- Policy JP-Strat2 – City Centre
- Policy JP-P2 – Heritage

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy CC2 – Retail
- Policy CC4 – Visitors – Tourism, Culture and Leisure
- Policy CC9 – Design and Heritage
- Policy CC10 – A Place for Everyone
- Policy C10 – Leisure and the Evening Economy
- Policy EN1 – Design Principle and Strategic Characters Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs
- Policy DC19 – Listed Buildings

National Planning Policy Framework (NPPF)

- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Shopfront Design Guide (2024)

National Planning Practice Guidance (NPPG)

Planning (Listed Building and Conservation Areas) Act 1990

Issues

Amenity

The proposed fascia sign would replicate the appearance of the existing fascia sign, being located against the property’s steel support beams. This arrangement is considered a natural zone for signage which compliments the steel support beams and allows the signage to not obscure historic brickwork. The signage would be completed in steel lettering, same as that of the existing fascia sign on site and is considered to be of a suitably high quality for its location on a building of high historical significance. No objection from Environmental Health has been received. On this basis, the proposal accords with Places for Everyone Plan Policy JP-P2, Core Strategy Policies CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC19, and the National Planning Policy Framework.

Public Safety

The proposed fascia sign would not overhang the public highway, though it would face onto it. Highways do not object to the development, noting that it is sufficiently set back from the highway so not as to require a projection license. In light of this, the development is acceptable in this regard and therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1, JP-Strat2 and JP-P2, Core Strategy Policies SP1, EC3, CC1, CC2, CC4, CC9, CC10, C10, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC19, National Planning Practice Guidance, the National Planning Policy Framework, and the Planning (Listed Building and Conservation Areas Act) 1990. The application is therefore recommended for 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 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: Approve

Conditions to be attached to decision for approval

1) 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) The development hereby approved shall be carried out in accordance with the following drawings and documents:

- o MSF_006 Rev A: MSF Location Plan (Received 27/08/2025)
- o MSF_201 Rev C: MSF Proposed North Elevation Signage 1o2
- o MSF_201 Rev B: MSF Proposed North Elevation Signage 2o2

Stamped as received by the City Council as Local Planning Authority on 21/10/2025, unless specified otherwise.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

McColls, 22 Ducie Street, Manchester, M1 2DP
Flat 7, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 18, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 22, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 13, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 20, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 11, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 2, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 21, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 4, Navigation House, 20 Ducie Street, Manchester, M1 2DP
9 Ducie Street, Manchester, M1 2JB
Flat 24, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 14, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 15, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 8, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 10, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 19, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 12, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 16, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 6, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 17, Navigation House, 20 Ducie Street, Manchester, M1 2DP
11 Ducie Street, Manchester, M1 2JB
Flat 25, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 3, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 1, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 9, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 23, Navigation House, 20 Ducie Street, Manchester, M1 2DP
Flat 5, Navigation House, 20 Ducie Street, Manchester, M1 2DP
The Reach At Piccadilly, 7 Ducie Street, Manchester, M1 2JB
Native Aparthotel, Ducie Street, Manchester, M1 2TP

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
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
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