MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	145399/AO/2026
Application type:	Consent to display an advertisement
Proposal:	Installation of 2no. internally illuminated individual letter signs and 1no. internally illuminated projecting sign.
Site address:	Victoria House, Great Ancoats Street, Manchester, M4 7AB
Ward(s):	Piccadilly
Date application valid:	14 April 2026
Applicant name:	Mr S. Roberts
Agent (if any):	Mrs Katherine Sneeden
Case officer:	Jack Naven
Recommendation:	Approve
Date of recommendation:	16 June 2026

Description of site, building and/or area

The site concerns a recently completed part 25, part 3 storey residential tower for 177 apartments, with ground floor commercial space. Various public realm enhancements have taken place around the development.

The site is bound by Great Ancoats Street to the northeast, Epworth Street to the southeast and Longacre Street to the northwest.

The New Islington Metrolink tram stop is located 450m to the north of the site, Manchester Piccadilly railway station lies 1km to the south-west.

The surrounding uses are mainly commercial, retail and leisure.

There are no listed buildings adjacent to the site, with Ashton Canal Towpath Bridge, the closest, located across the canal, and Crusader Mill located down Chapeltown Street.

It is not located within a conservation area.

The application site specifically relates to the commercial unit in the 3 storey element of the development.

Description of development

The proposal seeks advertisement consent for the installation of 2no. internally illuminated individual letter signs and 1no. internally illuminated projecting sign.

Relevant planning history

122000/FO/2018 - Erection of a part 25 part 3 storey residential tower (Use Class C3) for 177 apartments comprising 59 x 1 bed (34 x 1 bed 1 person and 25 1 bed 2 person), 113 x 2 bed (44 x 2 bed 3 person and 69 x 2 bed 4 person) and 5 x 3 bed (3 bed 5 person) with ground floor commercial space (Use Class A1, A2, A3, A4 and D1) above partial basement level associated shared amenity spaces at 3rd floor level, realm enhancements following demolition of existing buildings.
Approved May 2020.

131328/NMC/2021 - Non-material amendment to the wording of condition 35 (off site highway works) (attached to application ref no 122000/FO/2018) to vary the trigger point for the submission of information.
Approved August 2021.

131607/NMC/2021 - Non material amendment to application ref no 122000/FO/2018 comprising amendment to Description of Development to the following: Erection of a part 25 part 3 storey residential tower (Use Class C3) for 177 apartments comprising 57 x 1 bed (34 x 1 bed 1 person and 23 1 bed 2 person), 115 x 2 bed (36 x 2 bed 3 person and 79 x 2 bed 4 person) and 5 x 3 bed (3 bed 5 person) with ground floor commercial space (Use Class A1, A2, A3, A4 and D1) above partial basement level associated shared amenity spaces at 3rd floor level, realm enhancements following demolition of existing buildings.
Approved July 2022.

131634/JO/2021 - Variation of condition 2 (approved Dwgs), 11 (Landscaping scheme) and 14 (Energy & Environmental Standards Statement) attached to application ref no. 122000/FO/2018 (Erection of a part 25 part 3 storey residential tower (Use Class C3) for 177 apartments comprising 59 x 1 bed (34 x 1 bed 1 person and 25 1 bed 2 person), 113 x 2 bed (44 x 2 bed 3 person and 69 x 2 bed 4 person) and 5 x 3 bed (3 bed 5 person) with ground floor commercial space (Use Class A1, A2, A3, A4 and D1) above partial basement level associated shared amenity spaces at 3rd floor level, realm enhancements following demolition of existing buildings) to include the following: Ground level: provision of refuse store and an additional retail/commercial unit and additional amenity space for residents, relocation of cycle store to a new mezzanine level in-between ground floor and level 01, raising of level 01 slab by 375mm and consequent minor change on the elevations where ground floor curtain walling with increase in height and windows on first floor reducing in height; Level 1: cycle storage area removed and area used for the residents gym 58.5sqm and 2 apartments; Level 23 and 24: reconfiguration of apartments at levels 23-24 to create 5 duplexes with roof terraces and adjustment of roof level equipment with overall height of the building of 300mm; Basement level: decrease in size of the basement and will to accommodate a store and plant; Floors 1 and 2: alterations to the layout of the apartments; Floors 03-24: minor revisions to some the layouts; Alterations to the elevations to include minor changes to distribution of glazing and perforated metal panels, amendment of some panels at level 24 from laminated glass to solid panels, insertion of horizontal transom detail to ground floor glazing and amendment to the ventilation system on the windows and alterations to the access doors on Great Ancoats Street and amendments to landscaping. (no change to overall number of apartments).
Approved July 2022.

134708/NMC/2022 - Non material amendment to application ref no 122000/FO/2018 as amended by 131634/JO/2021 and 131607/NMC/2021 to amend the wording of condition 37 (ground floor communal use restrictions) as following the approval application ref. 131634/JO/2021, one of the communal uses (the gym) has moved from the ground floor to the first floor.
Approved August 2022.

136167/NMC/2023 - Non Material Amendments to application ref: 122000/FO/2018 (as amended by 131328/NMC/2021, 131607/NMC/2021, 131634/JO/2021 and 134708/NMC/2022) in relation to elevational alterations.
Approved February 2023.

Consultation, notification and publicity responses

Notifications and publicity

Publicity - A site notice was displayed on site. At the time of writing this report, no representations have been received because of this publicity.

Consultations

Highway Services - Requested that an informative be added concerning projecting over licence and temporary traffic management measures. This has been added to the decision.

Environmental Health - Requested that a condition be attached to control luminance levels. This has been added to the decision.

Negotiations

Not applicable.

Relevant policies

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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-Strat2 - City Centre
- Policy JP-P1 - Sustainable Places

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 EN1 - Design Principles and Strategic Character Areas
- 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

National Planning Policy Framework (NPPF) (2024)

- Chapter 12 - Achieving well-designed places

Draft National Planning Policy Framework (NPPF) (2025)

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Shopfront and Signage Design Guide (2024)

The shopfronts and signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor cills, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

Assessment

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

Principle of the Proposal

The principle of the proposal for the fascia and projecting signs is considered to be acceptable in this case.

Advertisements such as fascia and projecting signs are considered necessary in order to advertise and provide way finding to a commercial premises.

Visual Amenity

There are proposed to be 2no. internally illuminated individual letter signs. These are both sited at fascia level height, in accordance with UDP policy DC14 and the Shopfront and Signage Design Guide, and are limited to one fascia signage per elevation, separated far enough apart that they are not considered to result in a clutter of advertisements, again in accordance with the above listed policy and guide.

Both these signs are individual letter signs mounted on rails, rather than internally illuminated lightbox signage, which is considered to be complimentary to the design of the high-quality architecture of this modern development. The use of individual letter signage mounted to rails means that there will be less long-term damage to the building by the signage rather than fixed directly into the façade.

The individual letter signs are appropriately sized, with the ‘ASDA’ letters being 600mm tall and stretching 1702mm in length, whilst the ‘Express’ letters are 320mm tall and 1633mm in length. Theres signs are not considered to be too domineering in size in a manner that would detract from the overall building or negatively impact upon the surrounding street scene.

Overall, these two signs are considered to accord with the Shopfront and Signage Design Guide by not being in the form of internally illuminated lightbox signage, and by not concealing, obscuring or damaging any elements or detailing of a shopfront that positively contribute to its appearance, and appreciation.

The body of the 1no. internally illuminated projecting sign is 40mm thick, 650mm long, and 600mm tall and is considered by the Local Planning Authority to be slender, not too bulky, and of a size that does not detract from the architecture of the building.

The projecting sign is appropriately sited in line with the fascia level signage, in accordance with UDP policy DC14. Whilst the depth of 30mm is slightly thicker than the 30mm depth stated in the Shopfront and Signage Design Guide, this is not considered to be bulky enough in order to warrant a refusal.

As the signage respects and acknowledges the character and identity of the locality in terms of design, siting, size, scale and materials used, it is considered to accord with Places for Everyone policy JP-P1.

As the signage has appropriate siting and appearance and an acceptable impact upon the surrounding area and on amenity, for the reasons outlined above, the proposal is considered to accord with Policy DM1 of the Core Strategy, and as it is considered to contribute to creating well designed places which enhance or create character and protect and enhance the built environment, the proposal is considered to accord with Policy SP1 of the Core Strategy.

Public Safety

The luminance levels of the signage are 600cd/m2, which is within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

A projection over licence is required if the projecting sign is to extend over the adopted highway in excess of 350mm. An informative has been added to instruct the applicant how to apply for this.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular Policy JP-P1 (Sustainable Places) of Places for Everyone, DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places).

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**

Conditions attached to this decision

1) (a) 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.

(b) No advertisement shall be sited or displayed so as to:
i. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) 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.

(d) 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.

(e) 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 received by the City Council as Local Planning Authority on 11 March 2026:

- Proposed North East Elevation 31444v01_16a
- Proposed South East Elevation 31444v01_16a

Received by the City Council as Local Planning Authority on 14 April 2026:

- Proposed Fascia sign detail and section 31444v05_19

Received by the City Council as Local Planning Authority on 12 May 2026:

- Proposed Hanging Sign Detail and Section

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.

3) The maximum luminance shall not exceed 600cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, DC19.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Informatives

1) If the proposed projecting signage is to extend over the adopted highway in excess of 350mm then a Projection Over License will be required. This will be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004.

2) The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

3) The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk