MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	PLA-2026-000047
Application type:	Consent to display an advertisement
Proposal:	Installation of 2no. individual letter and logo signs.
Site address:	The Stoller Hall 8 Hunts Bank Approach Manchester M3 1DA
Ward(s):	Deansgate
Date application valid:	15 May 2026
Applicant name:	Mr P Boughton
Agent (if any):	S Kendall
Case officer:	Michael Pearson
Recommendation:	Approve
Date of recommendation:	09/07/2026

Description of site, building and/or area

The application relates to Stoller Hall, a striking modernist brick building, with notable columns, and sloping roof design. The property dates from the late 2000s and is in use as a concert venue and in association with Cheetham's School of Music. Existing advertisements on site consist of 4no non-illuminated frame poster, 1no non-illuminated plaque sign and 2no inbuilt fascia signs carved into stone.

The neighbouring area lies within Manchester City Centre and along the northern edge of the Cathedral Conservation Area, with the area to the south of the site featuring some of Manchester's most historic buildings, including the Grade I listed Cathedral and Chethams Hospital. To the north of the site, the street scene is visually dominated by the Grade II listed Victoria Station and its associated rail infrastructure. Modern development is present within the locality, aside from the application site, this includes the Urbis building to the south of the site. Neighbouring uses are largely commercial, though residential development is present within Chetham's School of Music's grounds.

Description of development

The application seeks advertisement consent for the installation of 2no non-illuminated individual letter and logo signs.

The first proposed sign would be situated along the property's Hunt's Bank elevation to the west of its main entrance. Said sign would have a height of 1720mm, width of 4750mm and a depth of 30mm. The sign would then be completed in stainless steel.

The second sign would be situated along the property's Victorian Station Approach at second floor. Said sign would have a height of 7850mm, a width of 10000mm and a depth of 30mm. The sign would then also be completed in stainless steel.

Relevant planning history

115474/AO/2017 - Erection of 8 x frames for 4-sheet posters (1087 x 1594mm) in two groups, facing each exit from Victoria Station within unilluminated and bronze coated frames, laser cut sign above box office and monitor screen – Approved April 2017.

083014/FO/2007/C1 - Construction of a new school and concert hall building, improvements to existing access facilities, new public access and construction of new bridge – Approved July 2009.

Consultation, notification and publicity responses

Publicity – Neighbouring properties were notified of the proposals by letter. One letter of support was received. The reason cited for supporting the proposals can be summarised as follows:

- The building lacks wayfinding signage, with the proposed likely to be useful for wayfinding.

Environmental Health – No objection.

Highway Services – No objection subject to informatives relating to highway hoarding.

Relevant policies

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 CC9 – Design and Heritage
- 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 DC18 – Conservation Areas
- 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

National Planning Practice Guidance (NPPG)
Planning (Listed Building and Conservation Areas) Act 1990

Draft National Planning Policy Framework (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.

Assessment

Amenity

The proposed signs would be situated along the property's Hunts Bank and Victoria Station Approach elevations. The principle of signs within this location is acceptable, with the proposed locations not infringing, cutting across nor undermining features of architectural interest. Thus, subject to an appropriate design that has due regard to neighbouring amenity, such signs would be acceptable.

The use of stainless steel for the lettering and logos is considered to be of a sufficient high-quality design that is befitting of the Cathedral Conservation Area. Additionally, the proposal would see the removal of an existing solid plaque sign that is of a poorer design. In the event of an approval, planning condition would secure the removal of said sign and that the proposed signs must be completed in stainless steel.

Environmental Health do not object to the proposal. It is noted that the signs are to be non-illuminated and thus are highly unlikely to cause a detrimental impact on neighbouring amenity. Furthermore, it is appreciated that the lack of lamination will give the signs a subtle quality that would blend well with the listed properties within the vicinity, as well as the Cathedral Conservation Area.

In light of the above, the proposed signs have been found to be acceptable in this regard and accord with Places for Everyone Plan Policy JP-P2, Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Polices DC14, DC18 and DC19, and the National Planning Policy Framework.

Public Safety

The proposed signs would face out onto the public highway, though would not overhang it. As the proposed signs are non-illuminated it is not considered they would present an unacceptable distraction/safety risk to highway users. Highway Servies do not object to the proposals subject to informatives relating to highway hoarding. Subject to said informatives the development is acceptable in this regard and 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, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 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 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:

- Design and Access Statement (Prepared by Buttress; Dated 08/07/2026)
- 10374BA-B1-0F-DR-A-(01)007-A: Site Location Plan
- 10374BA-B1-0F-DR-A-(01)008-B: Sign 1 Details
- 10374BA-B1-0F-DR-A-(01)009-C: Sign 2 Details
- 10374BA-B1-0F-DR-A-(01)010-B: Sign 1 Details
- 10374BA-B1-0F-DR-A-(02)100-C: Station Approach Elevation
- 10374BA-B1-0F-DR-A-(02)104-B: Hunts Bank Elevation

Received by the City Council as Local Planning Authority on 08/07/2026, 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.

3) The signs hereby approved shall be completed in stainless steel, with stainless steel returns, and feature a depth of 30mm.

Reason – In the interest of visual amenity and securing a high quality development, all in accordance with Core Strategy Policies EN1 and DM1, Saved Unitary Development Plan Policy DC14 and the National Planning Policy Framework.

4) The signs hereby approved shall be non-illuminated at all times for the lifetime of the development.

Reason - In the interest of visual amenity and securing a high quality development, all in accordance with Core Strategy Policies EN1 and DM1, Saved Unitary Development Plan Policy DC14 and the National Planning Policy Framework.

5) The existing plaque sign to the site's main entrance off of Hunts Bank shall be removed as part of the proposed works, as shown on drawing no.10374BA-B1-0F-DR-A-(02)100-C, with any fixing points made good.

Reason – In the interest of visual amenity, securing a high quality development and to reduce visual clutter on site, all in accordance with Core Strategy Policies EN1 and DM1, Saved Unitary Development Plan Policy DC14 and the National Planning Policy Framework.

Informatives

1) 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

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