MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143006/AO/2025
Date registered valid:	16 July 2025
Proposal:	Retention of 2no fascia signs and 1no menuboard sign
Address:	48 George Street, Manchester, M1 4HF
Ward(s):	Deansgate Ward
Applicant:	Kung Fu Noodles MCR Ltd
Agent (if any):	Mr Sabin Zannou LDM Group
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Refuse**
Date of recommendation:	**4 September 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 28 July 2025

Standard consultations:
Printed: 22 July 2025 Expired: 12 August 2025

Neighbour notifications
Printed: 22 July 2025 Expired: 12 August 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

Bounded by Back George Street, Charlotte Street and Nicolas Street. The application site is located within No.44-48 George Street a former cotton merchants warehouse designed in 1857 by Edward Walters who also designed nearby no.38-42 Mosley Street (Grade II), no.39-41 George Street and No.17 George Street. The building currently includes various uses which are evident from the multitude of signs on the George Street elevation.

The building design takes inspiration from the Italian Palazzo style. The building has symmetry in its form and intricate ornamentation across its facades. The ground floor features three rusticated pilasters, glazing and a below-ground entrance. First floor windows are recessed with and decorative aedicules (pedimented frames) and architraves. Trabeation separates the first-floor sandstone ashlar from the redbrick of the upper storeys. The multi-storey building is occupied by various tenants including restaurants, a massage parlour and traditional Chinese medicine practitioners. The shopfront is located at the basement level and features a sandstone façade and three rusticated pilasters. The building's significance derives from its interpretation of the Italian Palazzo style. This can be identified through the architraves, pictured below framing the first-floor windows and entrance doors, the decorative pilasters at ground floor and it's symmetrical massing. Historical significance is lent to the building by its position in the oeuvre of Edward Walters, who designed a number of churches, warehouses and office buildings in Manchester between 1838 and 1865.

Listed building: Not applicable

Conservation area: George Street Conservation Area 1985

Tree Preservation Order:



Description of area

The proposal is located within the Chinatown District of Manchester, located in the South of the City Centre the area's origins go back as far as 1786. Chinese and East Asian concentration in the neighbourhood began in the 1970s, with restaurants and supermarkets clustering in an effort to create a sense of place that could attract Mancunians as a distinct neighbourhood and thereby benefit the Chinese businesses that settled in the area bounded by George, Nicholas, Faulkner, and Princess Streets; the events and features of the area, such as the lanterns, arch and Chinese New Year celebrations were influenced and encouraged by these early business owners. The area solidified in the 80s, with the expansion of Chinatown's offer to include ancillary business in support of the community, this is also when Chinese business owners and residents successfully lobbied to have translations of public street signs.

At present the area remains a cultural centre and attraction, with a unique commercial offer and uses.

Description of development

This application seeks to retain the no.3 illuminated shopfront signs. One block fascia sign which includes a ' xuanshan' or overhanging gable roof detail which are sited on decorated

arches. A second fabric sign above the door made of illuminated fabric. Lastly, a menu board, located at the centre of the shopfront on a rusticated pilaster.

Consultations & Notification Responses

Publicity – Letters have also been sent out to local businesses and residents. No representations have been received.

Environmental Health – No objections, 600cd/m2 luminance is considered acceptable.

Highway Services – No objections. The roof detail is sufficiently high and far enough from road to be acceptable. Suggested informative regarding Projection Over License for roof should application be approved.

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.
The policies relevant to the consideration of these applications are:

Manchester Core Strategy 2012-2027

- DM1 – Development Management
- SP1 – Spatial Principles

Saved Unitary Development Plan Policies

- DC14 Shopfronts and Related Signs

Other Material Considerations:

National Planning Policy Framework

- Chapter 12 - Achieving Well Designed Places

Shopfront and Signage Design Guide

Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Issues

Visual Amenity



Image of no.48 George (2019) before the installation of the signage which forms part of this application.

Policy DC14 requires that new signage does not project 'significantly beyond the shopfront', that it 'consists of individually mounted letters' and respects the 'architectural form of buildings and frontages.' The Shopfront and Signage Design Guide requires that signage 'reflects and respond positively to the architectural expression and proportions of the existing building.' The Guide also requires that new signage 'must not dominate the building façade' nor 'conceal' elements of the shopfront that 'positively contribute to its historic character' and appearance. Policy SP1 states that development throughout Manchester must 'protect and enhance the built and natural environment' and 'enhance or create character. The Shopfront and Signage Design Guide Section 6.3 sets out that signage proposals 'should be the minimal required to identify the premises, in size, number and impact.

The three signs and roof element fail to meet these requirements. The façade is enveloped by the quantity and scale of the signage, and the character of the building is harmed further by the poor materiality, design and siting of signage.

Fascia signage

The proposed fascia sign features an excessively thick projecting box; this box is sited across decorative elements of the façade. The projection of the box fails to meet the Shopfront and Signage Design Guide. The siting across decorative features on the building facade that lend the building its architectural significance and character fail to meet policies DC14, SP1 and the Shopfront and Signage Design Guide. The overhanging gabled roof detail affixed to the fascia sign further obscures architectural details and contrasts with the architectural style of the building. Overall the sign is incongruous to the character and appearance of the listed building and would add further unauthorised advertisement clutter to the façade.





Menu board & LED fabric sign

The menu board appears obtrusive and incongruous due to its appearance; its frame is excessively bulky and is finished in a shade that detracts from the sandstone façade. The board would add clutter to the listed façade which would further undermine its character and appearance.

The entry way sign consists of a backlit illuminated fabric. This signs further clutters the façade and fails to relate to the building's form in its appearance. The signage is 2D style and projects from the door; the materiality detracts from the visual amenity of the building and area.

The signage would have a detrimental impact on the appearance of the listed building, the conservation area and immediate street scene and would further erode the quality of the area through inappropriate signage and clutter.

As such the menu board and fabric sign fail to meet the requirements of the Shopfront and Signage Design Guide, Saved Unitary Development Plan policy DC14, Manchester Core Strategy Policies SP1 and DM1, and Chapter 12 of the National Planning Policy Framework.

Public Safety
There are no public safety concerns with the illumination level of 600cd/m^2.

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: Refuse

Reasons for recommendation to refuse

1) The 2no fascia signs and 1no menuboard sign due to their siting, scale, appearance and materiality form incongruous features to the listed building. The signage obscures architectural features to the building, forms clutter with other signage on the building and introduces a style and appearance of signage which is not in keeping nor responds positively to the character and appearance of the building. The signage is result in an unduly harmful impact on the visual amenity and character of the listed building, the conservation area and immediate street scene contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policy JP-P2 of Places for Everyone, Policies SP1, EN1, EN3 and DM1 of the Manchester Core Strategy (2912), Saved policies DC14, DC18 and DC19 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and Shopfront and Signage Design Guide (2024).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Basement, 46 - 46A George Street, Manchester, M1 4HF
Third Floor, 46 - 46A George Street, Manchester, M1 4HF
Second Floor, 46 - 46A George Street, Manchester, M1 4HF
Unit 2, George House, 48 George Street, Manchester, M1 4HF
48A George Street, Manchester, M1 4HF
44 George Street, Manchester, M1 4HF
Basement And Ground Floor, 19 - 21 George Street, Manchester, M1 4HE
First Floor And Second Floor, 19 - 21 George Street, Manchester, M1 4HE
First Floor, 46 - 46A George Street, Manchester, M1 4HF
19 - 21 George Street, Manchester, M1 4HE
Third Floor, 19 - 21 George Street, Manchester, M1 4HE
Basement And Ground Floor, 17 George Street, Manchester, M1 4HE
Ground Floor Rear, 46 - 46A George Street, Manchester, M1 4HF
Ground Floor Front, 46 - 46A George Street, Manchester, M1 4HF

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 - George Street Conservation Area 1985
Area Team Boundary - Name: CENTRAL