

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143057/AO/2025

Date registered valid: 7 July 2025

Proposal: Retention of 1no. fence mounted sign, 1.no. wall mounted poster, 2no. wall mounted signs, and 1no. pole mounted sign.

Address: Land At 26A Wood Street And Abutting The East Wall Of Masonic Temple, Manchester, M3 3EF

Ward(s): Deansgate Ward

Applicant: Mr Yaseen Laher, ParkingEye Ltd

Agent (if any):

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approved and Refused

Date of recommendation: **27 August 2025**

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 25 July 2025

Standard consultations:

Printed: 17 July 2025 Expired: 7 August 2025

Neighbour notifications

Printed: 17 July 2025 Expired: 7 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/Area

Listed building: Not applicable

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order: Not applicable

The site in question is a plot of land situated between Wood Street and Bridge Street in Manchester City Centre. There have been two planning permissions granted on this site in the past 25 years for a building to be constructed, but neither have been implemented.

On the Wood Street side is the Spinningfields area, an area of modern mixed use commercial development area on the Bridge Street side of the car park falls within an area covered by the St. Mary's Parsonage, SRF. The SRF seeks to refocus the priorities of the area in order to establish St Mary's Parsonage as a clearly definable and cohesive City Centre neighbourhood, with a distinctive character and sense of place. It promotes an ambition to create a commercially led, mixed-use district, set around high-quality public space.

The rear elevation of Manchester Magistrates Court is situated on the opposite side of Wood Street.

On one side of the plot, sits 50 Bridge Street and 24-26 Wood Street.

On the other side, is the Grade II Masonic temple. The building was listed in 1988 and is a significant heritage asset with a dramatic classical frontage to Bridge Street in Portland Stone.

The side elevation facing the car park is a combination of stone, render and brickwork and has a more secondary appearance, however, the elevation still holds some aesthetic quality and is

mainly in good visual condition and appearance. 2 signs, a CCTV camera and associated cabinet are directly affixed to this elevation of the building.

This site is located within Deansgate Conservation Area and opposite Parsonage Road Conservation Area.

Description of Development

The application seeks advertisement consent for the retention of 1no. fence mounted sign, 1.no. wall mounted poster, 2no. wall mounted signs, and 1no. pole mounted sign.

Related Applications

143056/FO/2025 - Retention of 1no. ANPR camera and cabinet.

Refused in tandem with this application.

143392/LO/2025 - Listed building consent for the retention of 1no. wall mounted ANPR and cabinet and 2no. wall mounted signs.

Refused in tandem with this application.

Consultations & Notification Responses

Publicity - Neighbour notification letters were sent to surrounding properties. No representations have been received because of this publicity.

Highway Services - Are satisfied that the works will have no adverse impact upon the Highway.

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 (2024)

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application:

- **JP-Strat2 (City Centre)**
- **JP-P2 (Heritage)**

The Adopted Core Strategy for the City of Manchester (2012)

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

- **DM1 (Development Management)**
- **SP1 (Spatial Principle)**
- **CC9 (Design and Heritage)**
- **EN1 (Design Principles and Strategic Character Areas)**
- **EN3 (Heritage)**

The Unitary Development Plan (UDP) for the City of Manchester (1995)

- **DC14.1 (Shops and Related Signs)**
- **DC14.5 (Shops and Related Signs)**
- **DC18.1 (Conservation Areas)**
- **DC19.1 (Listed Buildings)**

National Planning Policy Framework (NPPF) (2024)

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development".

The following sections are considered relevant to this application:

- **Section 12 (Achieving Well Designed Places)**
- **Section 16 (Conserving and Enhancing the Historic Environment)**

Sections 16, 66, and 72 of the **Listed Buildings and Conservation Areas Act 1990** require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Issues

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.

Visual Amenity

Refused elements

The aesthetic heritage value of the building has been harmed as a result of the unnecessary visual clutter that has been attached to the wall of the listed building, in this case, the 2no. wall mounted Sign 2s (w). The additions are considered to be incongruous features that undermine that aesthetic quality and appearance of this elevation of the listed building.

The works do not preserve or enhance the heritage asset. It is considered that the harm should be removed and remediated with all signage removed from the side of the listed building and a more suitable proposal considered for the site that avoids any impacts on the Masonic Temple.

The Local Planning Authority have advised the applicant to remove the unacceptable harm, in this case, the 2no. wall mounted Sign 2s (w).

The introduction of these incongruous features to the elevation of this listed building is also considered to not preserve or enhance the surrounding conservation area but in fact detract from it.

In addition to this, the 1no. wall mounted Sign 5 (w) is considered to be a poor-quality sign, situated in a very visible space within one conservation area and adjacent to another. It is considered to not preserve or enhance the surrounding conservation area but in fact detract from it.

The works have caused harm to the heritage asset, as well as the setting of the listed building and conservation area which would not preserve or enhance their significance. Indeed, the additions undermine the significance of these assets.

Approved elements

The 1no. pole mounted Sign 2 (p) is sited on the opposite side of the car park to the listed building and is not affixed directly to any building, listed or otherwise.

The 1no. fence mounted Sign 1 (w) is fixed to a fence and is considered to have a low level of impact upon the visual amenity of the surrounding street scene and within the setting of a listed building and conservation area.

It is not considered that either sign causes enough harm to visual amenity in order to warrant a refusal of these elements.

Public Safety

There is no luminance to any of the signage, so therefore no luminance will 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 not required for any of the signage.

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

Conclusion

The works carried out have caused a harm to the visual amenity of the surrounding street scene and conservation area, within the setting of a listed building, and is therefore refused in accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007, Places for Everyone Plan policy JP-P2, policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework, and Planning (Listed Buildings and Conservation Areas) Act 1990.

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: Approved and Refused

Refused Elements

The retention of the following is hereby refused:

- 2no. wall mounted Sign 2 (w)
- 1no. wall mounted Sign 5 (w)

Reason for recommendation to refuse

1) The 2no. wall mounted Sign 2s (w) affixed to the wall of the listed building, due to their siting, scale, appearance and colour, form a highly visible and incongruous features on the western gable wall of the Grade II listed building. There is also clutter with other features on the façade.

The 1no. wall mounted Sign 5 (w) is a poor-quality sign that relates poorly to the surrounding street scene, conservation area, within the setting of the listed building. The works are therefore consider to be contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, Places for Everyone Plan policy JP-P2, policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework, and Planning (Listed Buildings and Conservation Areas) Act 1990.

Approved Elements

The retention of the following is hereby approved:

- 1no. pole mounted Sign 2 (p)
- 1no. fence mounted Sign 1 (w)

Condition(s) 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 1no. pole mounted Sign 2 and 1no. fence mounted Sign 1 hereby approved shall be carried out in accordance with the following drawings and documents received by the City Council as Local Planning Authority on 29 May 2025:

- Proposed Signage Plan C-30566-003
- Proposed Signage Elevations C-30566-004

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

Unit G3 And G4, Crown Square, Manchester, M3 3AY
Unit G6 And G7, Crown Square, Manchester, M3 3AY
44 Bridge Street, Manchester, M3 3BZ
Rear Part First Floor, 50 Bridge Street, Manchester, M3 3BW
Basement Floor, 65 Bridge Street, Manchester, M3 3BQ
Basement, 50 Bridge Street, Manchester, M3 3BW
50A Bridge Street, Manchester, M3 3BW
59 Bridge Street, Manchester, M3 3BQ
36 Bridge Street, Manchester, M3 3BT
Dishoom, 32 Bridge Street, Manchester, M3 3BZ
30 Bridge Street, Manchester, M3 3BZ
Spinningfields Magistrates Court, Crown Square, Manchester, M60 1PR
65 Bridge Street, Manchester, M3 3BQ
63 Bridge Street, Manchester, M3 3BQ
Ground Floor, 65 Bridge Street, Manchester, M3 3BQ
Ground Floor Front, 50 Bridge Street, Manchester, M3 3BW
Ground Floor Rear, 50 Bridge Street, Manchester, M3 3BW
Front Part First Floor, 50 Bridge Street, Manchester, M3 3BW
Second Floor, 50 Bridge Street, Manchester, M3 3BW
Third Floor, 50 Bridge Street, Manchester, M3 3BW
First Floor, 65 Bridge Street, Manchester, M3 3BQ
Basement And Ground Floor, 61 Bridge Street, Manchester, M3 3BQ
Second Floor, 65 Bridge Street, Manchester, M3 3BQ
Ground Floor And First Floor, 61 Bridge Street, Manchester, M3 3BQ
Second Floor Office, 59 Bridge Street, Manchester, M3 3BQ
50 Bridge Street, Manchester, M3 3BW
61 Bridge Street, Manchester, M3 3BQ

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 - Deansgate Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL