

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143478/AO/2025

Date registered valid: 11 August 2025

Proposal: Installation of 1no non-illuminated fascia sign and 1no non-illuminated hanging sign

Address: Rear Part Ground First Second And Third Floors, 33 King Street, Manchester, M2 6AA

Ward(s): Deansgate Ward

Applicant: Mr Laz Tyrekidis Aristocracy London Ltd

Agent (if any): Mr Andreas Skourtis Andreas Skourtis Performing Architectures

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 18/09/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 15 August 2025 Expired: 6 September 2025

Neighbour notifications

Printed: 15 August 2025 Expired: 6 September 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 four storey commercial Victorian property present at 33 King Street. The application property is completed in red brick with sandstone dressings and window surrounds. Its first floor to King Street features an ornate moulding and projecting window. At ground floor, both to King Street and St Anns Passage, two modern shopfronts feature. The application site is in active use as commercial retail (Class E(b)), with its upper floors lying vacant.

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

The neighbouring area comprises that of Manchester City Centre and the heart of the St Anns Square Conservation Area. In light of the area's status as a conservation area, neighbouring development is typically small scale, at three to five storeys, and is of mixed Victorian and Edwardian stock, with some modern properties also present, as well as that of the Grade I listed Georgian St Anns Church. Other neighbouring listed buildings and structures comprise of the Grade II listed Old Exchange, 35 and 37 King Street, Thomas's Chop House, Winters Buildings and listed monument and graves by St Anns Church. Neighbouring uses are largely comprised of commercial class E shop, café and restaurant uses, with some residential development present within the upper floors of neighbouring properties (Class C3).

Description of development

The application seeks advertisement consent for the installation of 1no non-illuminated fascia sign and 1no non-illuminated hanging sign.

The proposed fascia sign would consist of hand painted lettering in gold leaf. The proposed hanging sign would then be placed on the property's timber fascia, would be completed in timber and hand painted lettering. Said sign would feature a height of 400mm, a depth of 600mm and a width of 30mm.

Planning History

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

143424/LO/2025 - Listed Building Consent for internal and external works including new entrance door to St Ann's Place elevation, internal redecoration and installation of new external non-illuminated hanging sign and non-illuminated fascia sign – Application pending consideration.

106121/LO/2014/C1 - Internal alterations, painting shopfront and installation of signage – Approved September 2014.

106120/FO/2014/C1 - Change of use from Class A1 to flexible use as either Class A1 or sui generis use (including Class A1 shop, Class A1/A3 coffee shop and Class D2 event space) – Approved September 214.

106119/AO/2014/C1 - Internally illuminated projecting sign – Approved September 2014.

Consultations & Notification Responses

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

Environmental Health – No objection.

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-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 EC1 – Employment and Economic Growth in Manchester
- Policy EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy CC2 – Retail
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principles and Strategic Character 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

Shopfront Design Guide (2024)

National Planning Practice Guidance (NPPG)

Planning (Listed Building and Conservation Areas) Act 1990

Issues

Amenity

It is noted that the shopfront affected by the proposed works has been home to various fascia and projecting signs. The proposed advertisements, being hand painted and of a traditional and unassuming design, are considered would blend seamlessly with the historic appearance of the application site, wider street scene and St Anns Conservation Area. Environmental Health do not object to the proposals.

In light of the above, 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 hanging sign would overhang the public highway, though both signs would be non-illuminated and thus would serve as a distraction to highway users. Highways do not object to the development. It is considered that subject to an informative noting that the hanging sign may need a projection license, 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-Strat2 and JP-P2, Core Strategy Policies SP1, EC1, EC3, CC1, CC2, CC4, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, 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

Article 35 Declaration

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 Location Plan (Planning Portal Reference PP-14183844v1; Received 17/07/2025)
- o Developed Design - 1c - Rear Façade (Main Entrance) - Existing and Proposed

Stamped as received by the City Council as Local Planning Authority on 18/09/2025, 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

Advertiing Right BTinlink Outside 48, King Street, Manchester, M2 4LG
Third Floor, 39 South King Street, Manchester, M2 6DE
Second Floor, 39 South King Street, Manchester, M2 6DE
First Floor, 39 South King Street, Manchester, M2 6DE
35 South King Street, Manchester, M2 6DE
35 King Street, Manchester, M2 7AT
1 - 3 St Ann's Passage, Manchester, M2 6AB
31 King Street, Manchester, M2 6AA
5 - 7 St Ann's Passage, Manchester, M2 6AB
52 King Street, Manchester, M2 4LY
St Anns Church, St Ann Street, Manchester, M2 7LF
Basement To First Floor, 33 King Street, Manchester, M2 6AA
39 South King Street, Manchester, M2 6DE
33 King Street, Manchester, M2 6AA
Ground Floor And First Floor, 1 - 3 St Ann's Passage, Manchester, M2 6AB
Basement, 1 - 3 St Ann's Passage, Manchester, M2 6AB
50 King Street, Manchester, M2 4LY
48 King Street, Manchester, M2 4LG
46 King Street, Manchester, M2 4LG

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 - St Anns Square Conservation Area 1970
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL