

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142996/AO/2025

Date registered valid: 19 June 2025

Proposal: Installtion of 1no. internally illuminated fascia sign and 1no. internally illuminated projection sign

Address: Daves Hot Chicken , 1 Corporation Street, Manchester, M4 2BS

Ward(s): Piccadilly Ward

Applicant: Mr Amrik Suree Azzurri Group

Agent (if any): Mrs Natalie Edwards Technical Signs

Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 8 August 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 07 July 2025

Standard consultations:

Printed: 1 July 2025 Expired: 22 July 2025

Neighbour notifications

Printed: 1 July 2025 Expired: 22 July 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

Listed building: Not applicable

Conservation area: Shudehill Conservation Area 1987

Tree Preservation Order: Not applicable

Description of site and area

The application site comprises three (amalgamated) ground floor units at the Printworks, at the elevation at intersection of Withy Grove and Corporation Street.

The Printworks is a vast leisure and entertainment venue housed within a former news printing press. The site covers 342,060 sqm, across five storeys. Printworks includes various Commercial, and Sui Generis uses, including bars, restaurants, a cinema, an arcade and [more](#). The building is sited within Manchester City Centre's core retail area. The Printworks is a centrepiece of this area alongside the City Centre shopping centre, the Arndale. As a leisure space with a varied offering the Printworks enhances the cultural, and leisure offer for locals and tourists alike in the City Centre.

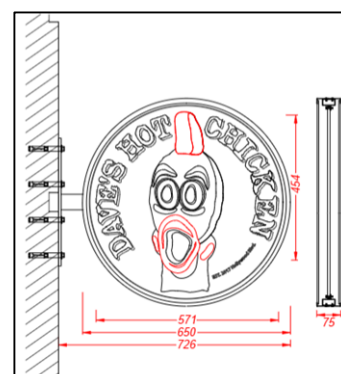
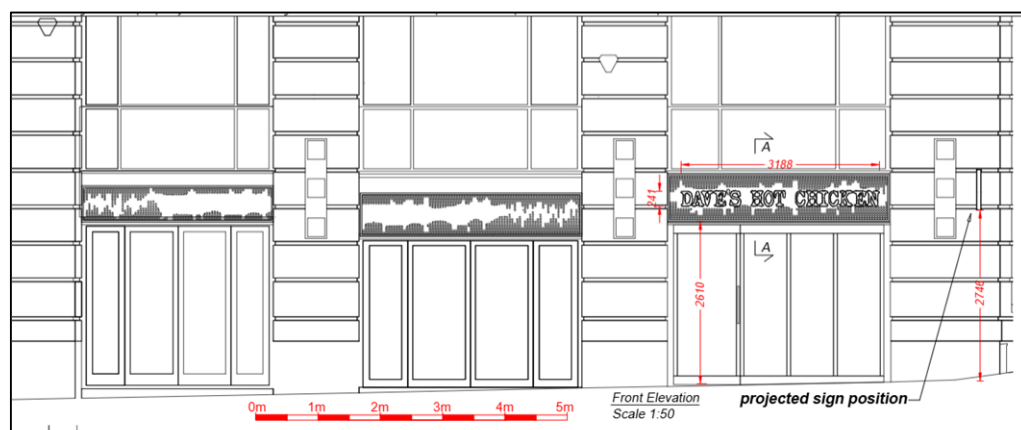
The site is located within the Shudehill Conservation Area, the area's historic environment is primarily comprised of small-scale red brick, Victorian warehouses The Printworks, designed c.1929 by Salford-born architect Alfred Rangle while also a manufacturing building, is unique within the area for its Portland sandstone exterior, granite base, and French renaissance style.

Similar cultural, amenity and leisure uses can be found in the area, these include the National Football Museum, Cheetham School of Music, Victoria Train Station and hotels.



Description of development

Advertisement consent is sought for the installation of three internally illuminated fascia signs, and one internally illuminated projecting sign.



Consultations & Notification Responses

Publicity

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

Highway Services – No objections. The proposed projecting sign will project over the adopted highway and require a license. The proposed illumination does not exceed maximum.

Environmental Health – No objections. Requested standard (300cd/m^2) luminance condition be attached.

Metrolink – No objections. Requested that the applicant is made aware of the Working Safely near Metrolink protocol.

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 following policies are relevant to consideration of this application within the development plan:

Saved Unitary Development Plan Policies

- o DC14 Shopfronts and Related Signs
- o DC18 Conservation Areas

National Planning Policy Framework (2019) 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

Design Issues - Visual Amenity and impact on Conservation Area

Policy DC14 sets out that new signage and shopfront applications must be assessed with regard to their relationship to the character of 'the building, adjoining shopfronts and overall area'. As part of the Core Retail and leisure offer within the City Centre, this area features a multitude of signage that is bright and varied. The Printworks itself is characterised by colourful branding and multiple styles of signage between tenants. In general, playful bright signage is seen throughout the streetscape in this area.

The proposed signage design takes precedence from existing signage within the site, neighbouring units and the streetscape. The positioning of the projecting signage effectively preserves cohesion and visual amenity as it remains in line with the fascia and neighbouring shopfronts. The scale and dimensions of this sign; 571mm in width, 454mm in length, and 75mm depth, meet the requires of the Printworks signage strategy. The scale is commensurate to the feature it would be located on and does not detract from existing architectural features on the building.

Three fascia advertisements are proposed; this quantity of signage is historically supported by previous tenants. In order to preserve amenity, particular amendments were adopted to the signage. The central fascia would have the brightest illumination of 300cd/m², the projecting signage and two additional fascia's would feature a 200cd/m² luminance thereby minimising their potential obtrusiveness. Their siting and scale are considered to be commensurate to the building and existing fascia panel.

Attention must be given to the Shudehill Conservation area, where the signage would be located. Policy DC18 requires that the impact of signage and advertisements on the character and amenity of the Conservation Area be taken into consideration. As forming part of the retail core, the proposed signage is not considered to be obtrusive in its design and appearance. The area has a distinct commercial identity; thus, the proposal would not be out of place amongst the existing signage, shopfronts, and hoardings. Further, the proposal does not exceed the scale requirements set out in the Signage Strategy for the Printworks. As such the proposal would be acceptable and in keeping with the Shudehill Conservation Area's character pursuant to saved Unitary Development Plan policy DC18. The proximity of modern buildings including the expanded Arndale, and the shops on New Cathedral Street effectively create a modern character within the area that the proposed design would be in keeping with.

Public Safety and Access

The shop is located on the ground floor with level access into the unit. The proposed illumination will not exceed 300cd/m². Thus, there are no access or public safety concerns for the proposal.

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:

Article 35 Declaration

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 development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing: 597050-2 REV.E (Received 28 July 2025)

Drawing: 597050-3 (Received 20 May 2025)

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 of the primary fascia with individual letters shall not exceed 300cd/m². The maximum luminance of the auxiliary fascia and projecting signage shall not exceed 200cd/m².

Reason - In the interest of visual amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester
Metrolink

T Mobile 66214, Communication Station On Roof Of, The Printworks, Withy Grove, Manchester, M4 2BS

Cafe Football Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG

The Rabbit In The Moon Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG

National Football Museum Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG

First Floor, Pleer House, 1 Fennel Street, Manchester, M4 3DU

STARBUCKS, 75 Hanging Ditch, Manchester, M4 3DU

Pleer House, 1 Fennel Street, Manchester, M4 3DU

Next, 100 Corporation Street, Manchester, M4 3AJ

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 - Shudehill Conservation Area 1987

Area Team Boundary - Name: CENTRAL