

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143132/AO/2025
Date registered valid: 26 June 2025
Proposal: Installation of 1no. halo luminated fascia sign.
Address: 17 King Street, Manchester, M2 6AW
Ward(s): Deansgate Ward

Applicant: Miss Hannah Galloway Gpstudio
Agent (if any): Miss Hannah Galloway Gpstudio
Case officer: Sam Elliott
Tel: 0161 219 2856
Email: sam.elliott@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 18/08/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 07/08/2025

Standard consultations:

Printed: 9 July 2025 Expired: 30 July 2025

Neighbour notifications

Printed: 9 July 2025 Expired: 30 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

Number 17 King Street forms part of a group of Grade II listed properties 13-17 King Street designed by Maxwell and Tuke dating from 1902. The building is designed in a mock-Tudor style with black and white timber decorative cladding over a modern construction. In addition to its distinct style, it is prominent in its siting at the junction of King Street and Police Street. The building was custom built for Goodall & Co who were cabinet makers and upholsterers, it included the rebuilding of 13 and 15 and the re-fronting of 17 King Street to create the appearance of a 'whole' building from the street front. The retail unit on the ground floor was subsequently occupied by Jaeger circa 1950s and then number 17 divided into a separate unit in the late 1980s.

There have been a series of alterations and changes over the lifetime of the building group including to the windows and the external shop front. In 2016 (ref 113607/LO/2016) Boodles occupied numbers 13-15 and carried out significant refurbishment of the exterior. In 2010 (ref 091820/FO/2009/C1) the existing shopfront to no17. was approved.

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

The site is positioned along King Street, a pedestrianised and predominantly commercial thoroughfare within the City. It also falls within the St Anne's Conservation Area and makes a positive contribution to the character of the area. Within its vicinity are the Grade II listed nos. 19, 28, 33, 35, 37, 48, 54 and 56 King Street, the Warehouse Shop and Old Exchange. Signage

along King Street is common given the commercial nature of the street, though is varyingly compliant with the Council's Shopfront and Signage Design Guide

Description of development

Advertisement Consent is sought for 1 no. fascia sign sited on the southern elevation facing King Street.

The sign would be comprised of individual lettering, having a height of 250mm, a width of 2.2m a depth of 28mm. It would have a halo-lumination with illuminance levels of 300 cd/m² to exhibit the 'Patek Philippe' branding, comprised of anodised aluminium text with a brass finish to match that of the adjacent 'Boodles' signage.

This application is running in conjunction with 143139/FO/2025: Installation of replacement shopfront. and 143140/LO/2025: Listed Building Consent for replacement shopfront and signage, and internal alterations including commercial unit fitout.

Planning History

091821/LO/2009/C1: LISTED BUILDING CONSENT Internal refurbishment, new shop front and signage. Approved 11.05.2010.

091824/AO/2009/C1: Halo illuminated individual letter fascia sign. Approved 11.05.2010.

113607/LO/2016: Listed Building Consent for the refurbishment of the existing retail unit and signage. Approved 20.10.2016.

113608/AO/2016: The installation of individual lettered fascia signs. Approved 20.10.2016.

122049/AO/2018: 1no Fascia sign applied to existing external facade of retail unit. Approved 20.03.2019.

122157/LO/2018: Listed Building Consent to paint exterior facade Dark Slate Colour and installation of 1no. individual letter fascia sign. Approved 20.03.2019.

Consultations & Notification Responses

Publicity:

Occupiers of neighbouring building were notified via notification letters. No representations were received in response to the application.

Highways Services:

No objections.

Environmental Health:

No objection subject to a condition restricting luminance at a maximum of 300cd/m².

Policy Context

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 considered relevant to this application:

Places for Everyone

- JP-P1 – Sustainable Places
- JP-P2 – Heritage

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC9 – Design and Heritage
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC14 – Shop Fronts and Related Signs
- DC18 – Conservation Areas
- DC19 – Listed Buildings

NPPF

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

Listed Buildings and Conservation Areas Act 1990

- Sections 66 & 72

Shopfront and Signage Design Guide

Issues

Visual Amenity

The proposed signage would be at fascia level and consists of individually mounted letters. The signage would be sensitively designed and well-integrated into the building's elevation, being of high-quality design and materiality, and appropriate in its proportions and position. As such, the

fascia sign is considered to respect the architectural form of the building, not to dominate its appearance nor appear overly prominent. It is therefore compliant with UDP Policy 14.5 and in line with guidance contained within the Council's Shopfront and Signage Design Guide.

It is also considered that the proposed signage relates well to other signage within the building group, being similarly comprised of individual lettering, as well as correlating in alignment, design and proportion. In this regard, it is considered to be in keeping with the general character of the building and adjoining shopfronts, complying with saved UDP Policy 14.1 and following guidance contained within the Council's Shopfront and Signage Design Guide.

As a single sign of minimalist design and limited to information required for identifying the premises it would not add unnecessary visual clutter to the street scene.

In view of the above, the proposed signage is considered to be in keeping with the general characteristics of the locality as required by the Control of Advertisements Regulations 2007 and acceptable in terms of visual amenity. It is therefore compliant with Policies DM1, EN1, and SP1 of the Core Strategy, saved Policy DC14 of the Unitary Development Plan, Policies JP-P1 of PfE, as well as being in line with guidance contained within the Council's Shopfront and Signage Design Guide and complying with Section 12 of the NPPF.

Impact on Heritage Assets

The proposed signage materials would be of a quality appropriate to the status of the building and its overall design is considered to be sympathetic to its listed status. It moreover forms part of a cohesive design strategy across the building group, with any resulting harm being negligible. On this basis, the proposal is considered to have a neutral impact on the significance of the listed asset without having an adverse effect on its architectural and historic character, thereby complying with saved UDP Policy DC19c.

The design is also in-keeping with the surrounding area and not considered to negatively impact the setting of the St Anns Conservation Area. On this basis, the proposal is considered to comply with saved UDP Policy DC18.1a as it relates to the preservation and enhancement of Conservation Areas by virtue of (iv) the effect of signs and advertisements.

In view of the above, the proposed signage is considered to be in keeping with the Control of Advertisements Regulations 2007 as it relates to historic and architectural interest and to be acceptable in terms of its impact on heritage assets. As such it is compliant with Policies EN3 of the Core Strategy, saved Policies DC18 and DC19 of the Unitary Development Plan, and JP-P2 of PfE, as well as complying with Section 16 of the NPPF as it relates to the sustaining and enhancing of heritage assets.

Public Safety

The primary public safety concern is the illuminance of the signs. The luminance level stated in the application form is 300 cd/m², which is acceptable to Local Highways Authority and Environmental Health consultees. It is not considered that there would be a danger to public safety and a condition relating to the maximum illuminance will be included in the 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

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

Advert Mandatory

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.

Specified Plans

The development hereby approved shall be carried out in accordance with the location plan by the City Council as Local Planning Authority on 06/06/2025, and the following drawings received 06/06/2025:

107
203
204B
205
I.DD.BOOMAN.6.SI.01

As well as the amended drawing received 08/08/2025:
202B

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.

Luminance

The maximum luminance of the signage shall not exceed 300 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, and DM1 of the Manchester Core Strategy and saved policy DC14.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

THMG Manchester Clinic, Part Second Floor, 13 Police Street, Manchester, M2 7LQ
Fourth Floor, 13 Police Street, Manchester, M2 7LQ
Second Floor, 13 Police Street, Manchester, M2 7LQ
First Floor, 13 Police Street, Manchester, M2 7LQ
Second Floor Rear, 28 King Street, Manchester, M2 6AY
SUTTON & ROBERTSON, 1A King Street, Manchester, M2 6AW
Basement And Ground Floor, 28 King Street, Manchester, M2 6AY
First Floor, 26 King Street, Manchester, M2 6AY
26 King Street, Manchester, M2 6AY
22 King Street, Manchester, M2 6AG
WATT UTILITIES LIMITED, Fifth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
Ground Floor Unit 1, St Anns House, St Ann's Place, Manchester, M2 7LP
Sub Basement, St Anns House, St Ann's Place, Manchester, M2 7LP
Suite 5, 13 Police Street, Manchester, M2 7WA
Third Floor, 13 Police Street, Manchester, M2 7LQ
Third And Fourth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
Ground Floor Unit 5, St Anns House, St Ann's Place, Manchester, M2 7LP
Basement, 1 King Street, Manchester, M2 6AW
Fourth Floor, 1 King Street, Manchester, M2 6AW
Third Floor, 1 King Street, Manchester, M2 6AW
EDWARDS & COMPANY (PROPERTY) LTD, Second Floor And Third Floor, 26 King Street, Manchester, M2 6AY
24 - 26 King Street, Manchester, M2 6AY
JIGSAW, 19 King Street, Manchester, M2 6AW
87 Deansgate, Manchester, M3 2BW
13 Police Street, Manchester, M2 7WA
BOODLE AND DUNTHORNE LTD, Ground Floor And Basement Floor, 1 King Street, Manchester, M2 6AW
Fifth Floor, 1 King Street, Manchester, M2 6AW
Suite 4, 13 Police Street, Manchester, M2 7WA
First Floor Rear, 28 King Street, Manchester, M2 6AY
4 St Anns House, St Ann's Place, Manchester, M2 7LP
3 St Anns House, St Ann's Place, Manchester, M2 7LP
Unit 2, St Anns House, St Ann's Place, Manchester, M2 7LP
16 - 18 King Street, Manchester, M2 6AG
13 - 15 King Street, Manchester, M2 6AW
93 Deansgate, Manchester, M3 2BW
11 Police Street, Manchester, M2 7LQ

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 (Middle) -
Susceptible to Surf Water Flood (Middle) -

Area Team Boundary - Name: CENTRAL