MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143614/AO/2025
Date registered valid:	29 August 2025
Proposal:	Installation of 1no. illuminated fascia sign
Address:	65 Princess Street, Manchester, M2 4EG
Ward(s):	Deansgate Ward
Applicant:	Mr Mark West JML Developments Ltd
Agent (if any):	Mr Paul Domville PHD Design
Case officer:	Michael Pearson Tel: 0161 219 2735 Email: michael.pearson@manchester.gov.uk
Recommendation:	Approve

Date of recommendation: 03/10/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 4 September 2025 Expired: 25 September 2025

Neighbour notifications
Printed: 4 September 2025 Expired: 25 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 three storey terrace property at 65 Princess Street that forms part of the Grade II listed row of former Georgian town houses from 65-71 Princess Street. The application property is completed in red brick and features non-original timber windows. Its ground floor features a contemporary shopfront at ground floor, completed in slate tiles. The property features a two storey outrigger extension and enclosed rear yard. The first and second floor of the site lies in an office use, with its ground floor last being in use as a recruitment office. The application site benefits from a live planning permission for the site's change of use from Class E to a drinking establishment (Sui Generis), approved under permission 142073/FO/2025.

Listed building: Grade II

Conservation area: Albert Square Conservation Area 1972

Tree Preservation Order: Not applicable

Description of area

The application site lies in the heart of the City Centre, being located just off of St Peters Square and lying opposite the Grade I listed Town Hall. The site sits within the Upper King Street (Extension) Conservation Area and opposite the Albert Square Conservation Area. An active tramline runs past the site along Princess Street. The neighbouring roads of Cooper Street and Kennedy Street are one-way roads. Neighbouring built development is varied, with the application site forming part of a small grouping of Georgian buildings that includes the City Arms and Vine Inn to the north of the site along Kennedy Street. Other neighbouring development consists of Victorian properties, including Manchester Town Hall, as well as contemporary properties to the north, east, south and west. Neighbouring uses are largely commercial, with multiple properties lying in use as drinking establishments, as well as light retail and offices (Class E).

Description of development

The application seeks advertisement consent for the retention of an illuminated fascia sign.

The fascia sign features a solid aluminium backing board with a width of 5460mm and a height of 1050mm. Internally illuminated acrylic lettering then feature, with a height of 350mm and a width of 2200mm. All illuminated aspects are to be lit to 300cd/m2.

Planning History

143858/LO/2025 - Listed building consent for painting of existing shopfront and retention of external signage – Application pending consideration.

142074/LO/2025 - Listed Building Consent for internal and external works to facilitate change of use of the ground floor and basement from vacant office space (Class E) into bar (sui generis), including new access door – Approved May 2025.

142073/FO/2025 - Change of use of the ground floor and basement from vacant office space (Class E) into new whiskey bar (sui generis) and associated elevational alterations, including new access door – Approved May 2025.

126004/LO/2020 - LISTED BUILDING CONSENT for internal and external alterations in relation to change of use and rear extension of building to form new 8-bed hotel together with demolition of toilet block to rear and external alterations to front and rear to include replacement windows, creation of external seating area and lightwell within rear yard, erection of high level screening along boundary between Nos. 65 and 67 Princess Street at rear to mask existing plant and formation of new stepped entrance to front, and associated works – Application Approved May 2020.

126003/FO/2020 - Change of use and rear extension of building to form new 8-bed hotel (Use Class C1) together with demolition of toilet block to rear and external alterations to front and rear to include replacement windows, creation of external seating area and lightwell within rear yard, erection of high level screening along boundary between Nos. 65 and 67 Princess Street at rear to mask existing plant and formation of new stepped entrance to front, and associated works – Application Approved May 2020.

136977/LO/2023 - Alterations of room divisions at the first and second floors and minor internal alterations to provide up to date toilet and kitchen facilities and remedial and repair work – Approved November 2023.

Consultations & Notification Responses

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

Environmental Health – No objection subject to a planning condition requiring the proposed signage to be illuminated no higher than 300cd/m2.

Highways – No objection.

Metrolink – No objection subject to an informative relating to working within close proximity to Metrolink infrastructure.

Transport for Greater Manchester – No objection received.

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-Strat1 – Core Growth Area
- 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

The fascia sign in question is already in situ on site. The fascia sign is confined to a recessed signage zone above the property's shopfront, thus ensuring it does not cause an awkward protrusion. Signage of a similar vein has been on site previously, thus, that of the proposed is acceptable in this instance and would not cause detriment to neighbouring amenity.

Environmental Health do not object to the development, provided that the sign on site be illuminated no higher than 300cd/m2. Subject to a condition that would require this, 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, DC18 and DC19, and the National Planning Policy Framework.

Public Safety

The proposed fasci sign would not overhang the public highway, though would be illuminated to 300cd/m2. Highways do not object to the development. In the event of an approval Metrolink have requested an informative relating to carrying out works adjacent to Metrolink infrastructure. As the application seeks the retention of the fascia sign, it is considered unnecessary to attach said informative in the event of an approval. In light of this, 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-Strat1, 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 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: Approve

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:

- 202502 / OS1: Location Plan
- 202502 / OS2: Block / Site Plan
- 202502 / Sign1 Revision A: Proposed Front Elevation & Cross Section Showing New Signage Details (Received 19/09/2025)

Stamped as received by the City Council as Local Planning Authority on 31/07/2025, 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.

3) The luminance level of the advertisement hereby approved shall not exceed 300cd/m2 at any time for the lifetime of the development.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester
Metrolink

City Arms, 48 Kennedy Street, Manchester, M2 4BQ
63 Princess Street, Manchester, M2 4EQ
Flat At, City Arms, 48 Kennedy Street, Manchester, M2 4BQ
First Floor, 57 Princess Street, Manchester, M2 4EQ
Second Floor, 57 Princess Street, Manchester, M2 4EQ
Third Floor, 57 Princess Street, Manchester, M2 4EQ
Fourth Floor, 57 Princess Street, Manchester, M2 4EQ
Basement And Ground Floor, 65 Princess Street, Manchester, M2 4EG
Town Hall, Albert Square, Manchester, M2 5DB
City Council Engineers And Surveyors, Albert Square, Manchester, M2 5HD
57 Princess Street, Manchester, M2 4EQ
57 - 63 Princess Street, Manchester, M2 4EG
42 - 44 Kennedy Street, Manchester, M2 4BQ
The Waterhouse, 67 - 71 Princess Street, Manchester, M2 4EG
Vine Inn, 46 Kennedy Street, Manchester, M2 4BQ

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 - Albert Square Conservation Area 1972
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL