

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143460/AO/2025

Date registered valid: 11 August 2025

Proposal: Installation of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.

Address: Unit R9, Arndale Centre, Market Street, Manchester, M4 3AT

Ward(s): Piccadilly Ward

Applicant: Mr Jae Cho Maguro Group

Agent (if any): Ms Laura Kiely Block1: Design

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 1 October 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 20 August 2025

Standard consultations:

Printed: 14 August 2025 Expired: 5 September 2025

Neighbour notifications

Printed: 14 August 2025 Expired: 5 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of Building

The building is bounded by Market Street, High Street, Shudehill, Exchange Square and Cross Street. It is named Manchester Arndale and is a large multi-storey shopping centre located within the Retail Core of Manchester City Centre. The building isn't listed. The unit that is subject of this application is in the part of the building that was redeveloped in the 2000s. These redevelopment works were carried out following the 1996 bomb damage.

The proposals relate to one of the double height ground floor shopfronts that is behind the escalator to the Arndale food court. The unit was previously used a shop by BT and EE. It is also adjacent one of the main entrances into the Arndale from Market Street and has a frontage on Market Street. There are other shop fronts on this part of the building that are consistent in appearance. The units within the redeveloped area of the building are covered by a signage strategy and signage is generally consistent.

Description of area

Market Street is a busy pedestrianised thoroughfare that is one of the sites for seasonal events. The opposite side of Market Street has a number of historic buildings, some of which are considered to be non-designated heritage assets. There is a Metrolink Station on Market Street located in front of the former Debenhams departments store.

The uses along Market Street include shops, supermarkets, banks, restaurants and cafes.

The premises affects:

- a. The Upper King Street Conservation Area within which is directly adjacent although views are interrupted by the escalator.
- b. The settings of nearby buildings on Market Street which, although not listed, could be considered to be 'non-designated heritage assets.'

Description of development

Advertisement Consent is sought for the installation of

- 1no. white individual letter sign within upper half of the shopfront and attached to existing rails.
- 1no. red projecting sign with white lettering located on the shopfront frame.

Consultations & Notification Responses

Highway Services - Advised on the required licences and confirmed that there are no objections.

Environmental Health - Confirmed that the illumination levels are acceptable and advised this should be conditioned.

Publicity - Letters were sent to surrounding occupiers. No responses have been received.

Issues

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-P1 - Sustainable Places
- 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 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

National Planning Policy Framework (NPPF)

- o Chapter 6 - Building a strong, competitive economy
- o Chapter 7 - Ensuring the vitality of town centres
- o Chapter 12 - Achieving well-designed places
- o Chapter 16 - Conserving and enhancing the historic environment

Shopfront Design Guide (2024)

National Planning Practice Guidance (NPPG)

Planning (Listed Buildings and Conservation Areas) Act 1990

Issues

Amenity

The shopfront under consideration sits within a row of retail units that form part of large shopping centre that dominates Market Street. The elevation is characterised by large, glazed shopfronts, industrial looking metal frames and cladding.

A signage strategy is in place for the development and the signage proposed complies with this and is therefore acceptable.

The individual letter fascia sign would be located in front of the glazing on the existing metal rails in line with this type of signage on the other units. The projecting sign would be located in the same place as the signs for the other units and would be on the metal frame

This proposal would support the continuation of the signage strategy at this high-profile city-centre location.

The unit is located adjacent a conservation area and but is not considered to affect the character and appearance of this due to the screening provided by the escalator.

The signage would therefore comply with Advertisement Regulations and relevant sections of the development plan as listed above.

Public safety

The illumination of the projecting sign would be restricted by condition to 300cd/m² in accordance with comments made by the City Council's Highway Services and Environmental Health. The signage would not cause any distraction to pedestrians or road user which would warrant any public safety concerns or affect any residential accommodation.

The projecting sign is above 2.44m which would ensure no accidents. It would project over the highway by 0.65m.

Conclusion

For the reasons explained above the signage proposed is acceptable and complies with all above referenced policies.

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

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:

The Location Plan received by the City Council as local planning authority on 16 July 2025

The drawings referenced:

PL004 Rev 3
PL005 Rev 3
PL007 Rev 3
PL009 Rev 3
PL010 Rev 3

received by Manchester City Council as the Local Planning Authority on 11 September 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy, and saved policies DC14 and DC18.1.

3) The illumination level of the illuminated projecting sign hereby approved shall be limited to 300 cd/m².

Reason - To not affect public safety, in particular highway safety in accordance with policies SP1, T1, T2 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1 and DC14.5 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF

Informatives

1) The proposed projecting sign extends to a maximum projection of 0.65m over the adopted highway. As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

2) The applicant should be advised that any requirements for licensing, hoarding/scaffolding, skips and any associated temporary pedestrian/traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email -highwaylicences@manchester.gov.uk and highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit R11, Arndale Centre, Market Street, Manchester, M4 3AT
Ocean Dental Manchester, Second Floor, Boots, 32 Market Street, Manchester, M1 1PL
Boots, 32 Market Street, Manchester, M1 1PL
Kiosk 19A, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 19, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Units R10 To R19, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R36, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R35, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R34, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R33, Arndale Centre, Market Street, Manchester, M4 3AT
Units R31 And R32, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R30, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R29, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R28, Arndale Centre, Market Street, Manchester, M4 3AT
Units R26 And R27, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R25, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R24, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R23, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R22, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R21, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R20, Arndale Centre, Market Street, Manchester, M4 3AT
Advertising Right JC Decaux Outside 1, Cross Street, Manchester, M2 1HX
8 - 10 Cross Street, Manchester, M2 7AE
Stall Opposite Unit R23, Arndale Centre, Market Street, Manchester, M4 3AT
Stall Opposite Unit R21, Arndale Centre, Market Street, Manchester, M4 3AT
NatWest, 19 Market Street, Manchester, M1 1WR
Marks And Spencer, 7 - 17 Market Street, Manchester, M1 1PT
1 Cross Street, Manchester, M2 1HX
3 Cross Street, Manchester, M2 1WE
14 Market Street, Manchester, M1 1PT
Kiosk 12, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 11, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 10, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 9, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 8, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 6, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Taco Bell, Kiosk 5, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 4, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 3, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
McDonald's, Kiosk 2, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 1, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 7, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
19A Market Street, Manchester, M1 1WR
12 Market Street, Manchester, M1 1PT
16 Market Street, Manchester, M1 1PT
28 Market Street, Manchester, M1 1PW
30 Market Street, Manchester, M1 1PW
26 Market Street, Manchester, M1 1PW

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

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M