

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142608/AO/2025

Date registered valid: 7 May 2025

Proposal: Installation of 1 no. internally illuminated fascia individual letter sign and 2 no. internally illuminated projecting signs.

Address: Basement And Ground Floor, 7 - 9 Swan Street, Manchester, M4 5JJ

Ward(s): Piccadilly Ward

Applicant: Wyles

Agent (if any): Murray Aitken

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

Recommendation: **Approve**

Date of recommendation: **20 June 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 28 May 2025

Standard consultations:

Printed: 15 May 2025 Expired: 6 June 2025

Neighbour notifications

Printed: 15 May 2025 Expired: 6 June 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: Smithfield Conservation Area 1987

Tree Preservation Order: Not applicable

Description of site and area

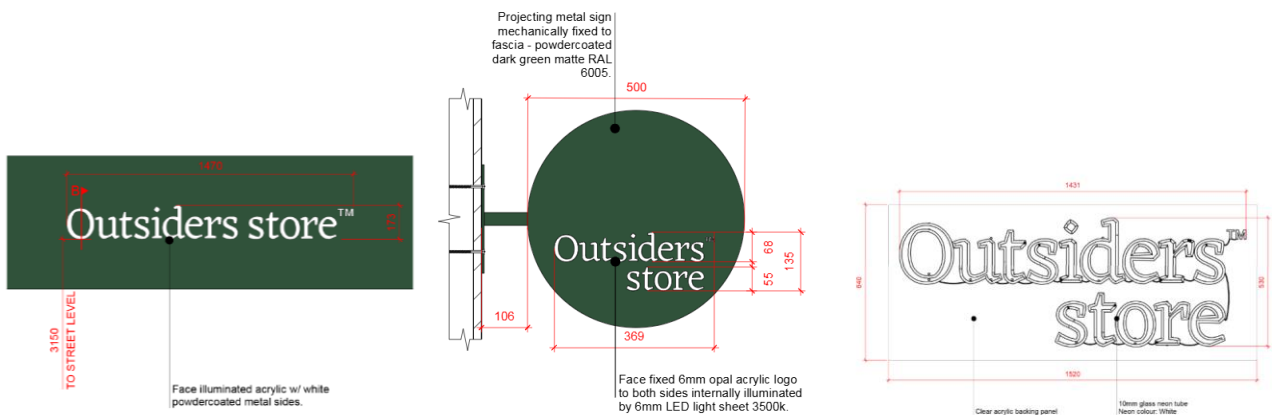
The proposed site is the ground and basement floors of No.7-9 Swan Street, a Victorian mixed-use building. Three storeys are classed as residential uses (C3), and the ground floor and basement are classed for commercial use (E). The building is four storeys with an industrial tile cladding in white and green on the upper three storeys and a mixed-grey tile on the bottom storey. A long ornate stained-glass detail sits on the corner of the building's upper storeys. The ground floor features a unique chamfer corner, adorned with glazing and a bespoke shutter. The site is surrounded by commercial and residential uses, including modern and historic buildings. The site sits directly opposite No.2-4 Swan Street, a Grade II listed building.

The site is located within Smithfield Conservation Area.



Description of development

The application pertains to the installation of a fascia sign, two projecting signs, and a neon window sign. All proposed signage would be illuminated. The window sign will sit within the existing chamfer corner glazing. A new plywood fascia would be installed and painted green, individual letters with illumination would be installed. The projecting signage would be metal with affixed internally illuminated lettering. The novelty window on the chamfered corner signage would be a white neon sign affixed to a clear acrylic panel.



Consultations & Notification Responses

Publicity

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

Highway Services — No objections. The Tib Street fascia sign will project 606mm over the highway and will require a projecting over license.

Environmental Health — No objections. Proposed illuminance is considered acceptable.

Planning History

142894/FO/2025 - Installation of new entrance doors, installation of new roller shutter and refurbishment of shopfront. (Application pending consideration).

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 policies relevant to the consideration of this application are:

Manchester Core Strategy 2012 to 2027

- EN1 Design Principles and Strategic Character Areas

Saved Unitary Development Plan Policies

- DC14 Shop Fronts and Related Signs
- 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

Amenity

Policy DC15 sets out visual amenity considerations when assessing hoardings. Scale, content, materials, maintenance and public safety are of specific concern.

The fascia sign would be 147cm by 17 and therefore is considered to be commensurate in scale with the size of the fascia it will be located on. The projecting signage would be positioned in line with the existing fascia and measure 30mm in thickness. Previous development on the site removed the original fascia-level tilework, therefore restoration of the fascia to its historic design is not possible, thus, the proposal is an enhancement to the elevation owing to the proposed improvements to the fascia. The neon signage takes precedence from the proposed fascia signage, it is not considered to be overly bright or intrusive, and there is similar signage within the street scene, it is therefore considered acceptable. In totality the proposals effectively balance their function and design meeting the requirements of the Shopfront and Signage Design Guide and policy DC15.

Policy DC18 requires that potential harm to ‘appearance or character’ of a Conservation Area be considered in development proposals.

The proposal would be sympathetic to the existing area’s character and the heritage of surrounding listed buildings. The design uses existing building colours on the fascia, thereby enhancing the visual amenity and coherence of the streetscape. A heritage colour was selected so as not to negatively contrast with the existing tone of the buildings’ upper storeys. The proposed siting and scale of signage is sufficient to distinguish the shopfront without impairing views of the neighbouring listed building, or the surrounding area. As such the proposal would be acceptable, pursuant to policies DC18 and EN1.

Public Safety

The proposed luminance meets the 400db limit, therefore there are no public safety concerns.

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

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: 5010 Revision D (Received 20 June 2025)

Drawing: 5021 (Received 1 April 2025)

Drawing: 5020 Revision B (Received June 4 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.

Informatives

1) The 2no. illuminated fascia signs will project 606mm over the adopted highway. As such, a projection over license will be required - this can be applied for at Licensing - Projecting over the highway | Manchester City Council. Or for additional information, email: highwaylicences@manchester.gov.uk.

2) The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

3) The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

79 Tib Street, Manchester, M4 1LS
Quality Engineering Design, 77 Tib Street, Manchester, M4 1LS
75 Tib Street, Manchester, M4 1LS
5 Swan Street, Manchester, M4 5JJ
Flat 1, 4 Swan Street, Manchester, M4 5JN
WORK SOLUTIONS, 116 Tib Street, Manchester, M4 1LR
133 Oldham Street, Manchester, M4 1LN
Second Floor, 7 - 9 Swan Street, Manchester, M4 5JJ
Third Floor, 7 - 9 Swan Street, Manchester, M4 5JJ
67 Tib Street, Manchester, M4 1LS
Basement And Ground Floor, 2 Swan Street, Manchester, M4 5JN
7 - 9 Swan Street, Manchester, M4 5JJ
The Quick Brown Fox, 1 - 3 Swan Street, Manchester, M4 5JJ
Igloo, 73 Tib Street, Manchester, M4 1LS
First Floor, 7 - 9 Swan Street, Manchester, M4 5JJ
2 - 4 Swan Street, Manchester, M4 5JN
First Floor And Second Floor, 2 - 4 Swan Street, Manchester, M4 5JN
143 - 147 Oldham Street, Manchester, M4 1LN
135 - 141 Oldham Street, Manchester, M4 1LN

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
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 - Smithfield Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL