

Planning**Growth & Development****Delegated officer report for planning application**

Application no. 142932/AO/2025

Date registered valid: 13 May 2025

Proposal: Installation of 1no. internally illuminated projection sign

Address: Unit 5, The Shambles, New Cathedral Street, Manchester, M1 1AD

Ward(s): Deansgate Ward

Applicant: Douglas Deptula

Agent (if any): Rebecca Harris Zebra Projects

Case officer: Emily Booth

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Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 01 July 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 June 2025

Standard consultations:

Printed: 22 May 2025 Expired: 13 June 2025

Neighbour notifications

Printed: 22 May 2025 Expired: 13 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: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application relates to Unit 6 of a building at 1-21 New Cathedral Street/1 Deansgate, which is currently vacant, but was most recently used as a shop. The building is a high-quality building that was constructed as part of a large-scale redevelopment of a part of Manchester City Centre that was severely damaged by an IRA bomb in 1996. It is not within a conservation area, but is adjacent the St Ann's Square Conservation Area, the Cathedral Conservation Area and the Parsonage Gardens Conservation Area.

A number of listed buildings are also adjacent the site including the Grade II Listed Royal Exchange and the Grade II Listed Shambles Pubs.

The building is a purpose-built mixed-use building with residential apartments on the upper floors and commercial uses within the ground floor. There is a signage strategy in place that dictates the design of the projecting signs along New Cathedral Street, but not the fascia level signage, which varies from unit to unit.

The surrounding area contains a variety of uses including residential apartments, a hotel shops, drinking establishments, banks, cafes and restaurants.

Relevant Planning History

091414/AO/2009/C1 - Installation of 17 no. signs relating to the rebranding of New Cathedral Street - The signage approved under this application sets out a signage strategy for the units along New Cathedral Street. This includes clear glazed fascia panels and signage placed behind the glass.

142478/AO/2025 - Unit 5, The Shambles, New Cathedral Street - split decision comprising the refusal of the external fascia sign and the approval of the changes to the existing projecting sign.

Description of development

Advertisement consent is sought for the infill of the existing projecting sign with the new brand signage.

Consultations & Notification Responses

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

Highway Services - Confirmed that there are no objections but that details are sought on the installation arrangements and their impact on the highway including any requirements for licensing, hoarding / scaffolding, and skips and any requirements for temporary traffic and pedestrian management.

Environmental Health - Recommended a condition to limit illumination to 300 cd/m².

Issues

Local Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) 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

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application.

Policy JP-P1 (Sustainable Places)

Policy JP-P2 (Heritage)

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas)

Policy EN3 (Heritage)

Policy CC9 (Design and Heritage)

Policy SP1 (Spatial Principles)

Policy DM1 (Development Management)

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs)

Saved Policy DC18.1 (Conservation Areas)

Saved Policy DC19.1 (Listed Buildings)

National Policy

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

The NPPF Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

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

Principle

There is no objection to the principle of the signs being displayed at the application site. As required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application are amenity and public safety.

Amenity

The shopfront under consideration sits within a row of retail units that form part of large shopping centre that dominates the west side of New Cathedral Street. The elevation is characterised by large, clear glazed shopfronts.

A signage strategy was established under application 091414/AO/2009/C1. This, amongst other things, saw the principle of fascia signage behind the glass established together with a consistent style and size of projecting sign to give the units a high quality and consistent appearance.

Both signs would be consistent with the signage strategy and are therefore acceptable.

The individual letter fascia sign would be located behind the glazing.

This proposal would preserve design quality at the building and would support the continuation of the signage strategy at this high-profile city-centre location.

The unit is located adjacent to two conservation area and but is not considered to affect the character and appearance of these conservation areas.

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 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.

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:

The Location Plan received by the City Council as local planning authority on 13 May 2025

The drawings referenced:

072 Rev E

073 Rev D

074 Rev D

received by Manchester City Council as the Local Planning Authority on 3 July 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, DC18.1 and DC19.1.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services

Environmental Health

Marks And Spencer, 7 - 17 Market Street, Manchester, M1 1PT

1 Exchange Square, Manchester, M3 1BD

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
Area Team Boundary - Name: CENTRAL