

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142737/AO/2025

Date registered valid: 16 April 2025

Proposal: Installation of 3no. internally illuminated fascia signs and 1no. externally illuminated projection sign

Address: 64 - 66 King Street, Manchester, M2 4ND

Ward(s): Deansgate Ward

Applicant: Mr Colin Ferguson CJF DESIGN PROJECTS

Agent (if any): Mr Colin Ferguson CJF DESIGN PROJECTS

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

Recommendation:

Date of recommendation:

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2 May 2025

Standard consultations:

Printed: 29 April 2025 Expired: 21 May 2025

Neighbour notifications

Printed: 29 April 2025 Expired: 21 May 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: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of site

The development is located on King Street, St. Ann St sits to the North and Deansgate to the West. The site is within the St. Anne's Conservation Area. The building itself is a four-storey Victorian property, with ornamentation at various points along the façade, above the entryway and across the fourth storey. This application pertains to the ground floor shop, which features a modern black granite fascia, a contemporary wooden door and glazing. Located on a High Street the site is surrounded by various commercial uses including restaurants, cafes and retail clothing businesses (use class E).

Description of development

The development proposal is for the installation of new advertising signage. One brass projecting sign of 20mm would be placed on a pilaster at fascia level. The projecting signage will be illuminated. A timber panelled fascia would be applied with brass individual lettering, the fascia would be painted an off-white colour with moulding applied to the bottom edge of the fascia.

Consultations & Notification Responses

Highway Services – No objections

Environmental Health – No objections subject to a condition controlling the level of illumination being attached to any consent granted.

Policy

The policies relevant to consideration of this application are:

The Manchester Core Strategy 2012-2027

- Policy DM1 - Development Management
- Policy EN1 - Design Principles and Strategic Character Areas (City Centre Character Area)

Places for Everyone Joint Development Plan (Adopted 2024)

- Policy JP-P2: Heritage

Saved Unitary Development Plan Policy

- DC14 Shop Fronts and Related Signs
- DC18 Conservation Areas

Other Material Planning considerations

Manchester City Council Shopfront and Signage Design Guide (2024)

Town and Country Planning (Control of Advertisements) Regulations 2007

National Planning Policy Framework

- Chapter 12 – Achieving Well Designed Places
- Chapter 16 - Conserving and Enhancing the Historic Environment

Issues

Design issues and Visual Amenity

The proposed fascia would be painted beige, with the existing granite fascia to be preserved beneath the new timber panels. The use of traditional materials such as timber and brass and timber cornice moulding installed on the bottom edge of the fascia. The moulding would integrate the new signage with the design the wider building and enhance the visual coherence of the streetscape. The selected fascia colour would compliment the surrounding Victorian buildings in the area. The projecting sign improves upon the previous shopfront as it would line up with the fascia board, thereby allowing harmony between shopfronts on the site.

The simple lettering and selected colours would be coherent and unobtrusive in the wider street scene.

Given the above the proposal would comply with policies DM1, EN1 and DC14 and section 12 of the NPPF.

Impacts on the Character of the Conservation Area

As the site sits within the St. Anne's Conservation Area policy DC18 and Section 16 of the National Planning Policy Framework apply, this guidance requires that signage seeks to preserve and enhance the appearance and character of the conservation area. Policy JP-P2 requires that designs should support 'promotion, enjoyment and understanding' of heritage assets thereby maximising public benefit.

The development's initial design included the use of a textured paint on the building's existing granite fascia to mimic the building's stonework. This was determined to harm the visual amenity of the building and the Conservation Area, as a result, the timber fascia overlay was submitted in the final proposal.

The selected colour for the fascia and the addition of moulding on the bottom of the fascia, would compliment the character of the building and compliment the architectural features of this and the area's buildings thus preserving the character of the conservation area.

It is considered that the proposed signage would preserve the character of the Conservation Area in its careful consideration of the area's architectural character pursuant to policies JP-P2 and DC18.

Public Safety

A condition on the luminesce level of the projecting sign is attached to this 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

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:

Drawing – MEMAN-04 Revision I. Stamped as received by the City Council, as Local Planning Authority, on the 30 May 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.

3) The luminance of the proposed illuminated signage is not to exceed 300cd/m².

Reason - Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1 and DC18.1 of the Unitary Development Plan for the City of Manchester

5) If any lighting at the development hereby approved, when illuminated, causes glare or light spillage which in the opinion of the Council as local planning authority causes detriment to adjoining and nearby residential properties, within 14 days of a written request, a scheme for the elimination of such glare or light spillage shall be submitted to the Council as local planning authority and once approved shall thereafter be retained in accordance with details which have received prior written approval of the City Council as Local Planning Authority.

Reason - In order to minimise the impact of the illumination of the lights on the occupiers of nearby residential accommodation, pursuant to policies SP1 and DM1 of the Core Strategy.

Informatives

- 1) The proposed illumination should be designed and installed so as to control glare and overspill onto nearby properties.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Third Floor, 37 King Street, Manchester, M2 7AT

3 St Ann's Alley, Manchester, M2 6AJ

Flat 21, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 20, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 19, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 18, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 17, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 16, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 15, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 14, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 13, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 12, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 11, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 10, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 9, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 8, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 7, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 6, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 5, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 4, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 3, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 2, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 1, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 24, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 23, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Flat 22, Kingsgate House, 51 South King Street, Manchester, M2 6DE

Ground Floor, 39 - 43 King Street, Manchester, M2 7AT

Flat 301, 56 Cross Street, Manchester, M2 7AR

Flat 205, 56 Cross Street, Manchester, M2 7AR

Flat 204, 56 Cross Street, Manchester, M2 7AR

Flat 203, 56 Cross Street, Manchester, M2 7AR

Flat 202, 56 Cross Street, Manchester, M2 7AR

Flat 201, 56 Cross Street, Manchester, M2 7AR

Flat 305, 56 Cross Street, Manchester, M2 7AR

Flat 304, 56 Cross Street, Manchester, M2 7AR

Flat 303, 56 Cross Street, Manchester, M2 7AR

Flat 302, 56 Cross Street, Manchester, M2 7AR

39 - 43 King Street, Manchester, M2 7AT

Basement And Ground Floor, 64 - 66 King Street, Manchester, M2 4ND

Basement, 37 King Street, Manchester, M2 7AT

Fourth Floor, 49 King Street, Manchester, M2 7AY

Third Floor Front, 49 King Street, Manchester, M2 7AY

Third Floor Rear, 49 King Street, Manchester, M2 7AY

Second Floor, 64 Cross Street, Manchester, M2 4JQ

62 King Street, Manchester, M2 4ND

62 Cross Street, Manchester, M2 4JQ

37 King Street, Manchester, M2 7AT

66 - 68 Cross Street, Manchester, M2 4JQ

64 Cross Street, Manchester, M2 4JQ

49 King Street, Manchester, M2 7AY
Sixth Floor, 49 King Street, Manchester, M2 7AY
Fifth Floor, 49 King Street, Manchester, M2 7AY
Second Floor, 49 King Street, Manchester, M2 7AY
First Floor, 49 King Street, Manchester, M2 7AY
Third Floor, 64 Cross Street, Manchester, M2 4JQ
First Floor, 64 Cross Street, Manchester, M2 4JQ
Third Floor Rear, 64 Cross Street, Manchester, M2 4JQ
60 King Street, Manchester, M2 4LZ
51 King Street, Manchester, M2 7AZ
47 King Street, Manchester, M2 7AY

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 - St Anns Square Conservation Area 1970
Area Team Boundary - Name: CENTRAL