

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142430/AO/2025
Date registered valid: 14 March 2025
Proposal: Display of temporary advertisement on shop fit-out hoarding.
Address: 52 - 56 Market Street, Manchester, M1 1PW
Ward(s): Deansgate Ward

Applicant: Barnes Ideal Signs
Agent (if any):
Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 08 May 2025

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 March 2025

Standard consultations:

Printed: 26 March 2025 Expired: 16 April 2025

Neighbour notifications

Printed: 26 March 2025 Expired: 16 April 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/Area

Listed building: Not applicable

Conservation area: Upper King Street (Extension) Conservation Area 1985

Tree Preservation Order: Not applicable

This application relates to the ground floor of 52-56 Market Street. The building sits within the Upper King St Conservation Area.

The building lies within Market Street, a primarily retail/commercial area of the City Centre that also includes restaurants and financial services. The Arndale Centre sits on the opposite side of Market Street and is a dominant presence in the surrounding street scene.

52-56 Market Street is a four-storey building, primarily constructed out of red brick, with stone detailing, featuring a symmetrical facade with large, arched windows framed in stone.

The upper floors have evenly spaced sash windows with black metal frames and stepped decorative gables at the top, typical of late Victorian and early Edwardian architecture.

The ground floor features a protruding stone cornice above the fascia, as well as two symmetric stone pilasters on either side of the shopfront, providing visual separation with the upper storeys.

The existing shopfront facing onto Market Street is entirely modern, consisting of a large black glass tile shopfront featuring three rectangular glazed windows in various sizes and a low sloped stall riser following the gradient of the street.

The entrance to the unit is to the side of the shopfront, set back from the line of the building, framed in dark metal matching the stall riser, with a metal roller shutter flush with the façade.

Description of Development

The proposal seeks advertisement consent for the display of temporary advertisement on shop fit-out hoarding.

Related Applications

137953/FO/2023 - Elevational alterations to shopfront together with alterations to rear of building.

Approved October 2023.

142186/AO/2025 - Installation of 1no. internally illuminated individual letter sign, 1no. internally illuminated logo sign and 1no. internally illuminated projecting sign.

Approved in tandem with this application.

142430/AO/2025 - Display of temporary advertisement on shop fit-out hoarding.

Approved in tandem with this application.

Consultations & Notification Responses

Highway Services – Have no objections to the proposals.

Environmental Health – No comments.

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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.

Class 8: advertisements on hoardings around temporary construction sites

Class 8 permits the display, for three years only, of poster-hoardings which are being used to screen building or construction sites while the work is being carried out on site.

The purpose of this consent is to bring about some environmental benefit on building sites, by enabling screening (and perhaps also temporary landscaping) of the site to take place, thus providing the advertisers with some financial incentive for this purpose.

But the benefit of Class 8 is not available in any National Park, Area of Outstanding Natural Beauty, **Conservation Area**, the Broads, or Area of Special Control of Advertisements.

Outside those designated and defined areas, this consent is limited to land being developed for commercial, industrial or business use, and is not available for any residential development.

Advertisements permitted by Class 8 must not:

- be displayed more than three months before the date on which the building or construction works actually start;
- be more than 38 square metres in area
- be more than 4.6 metres above ground level
- be displayed for more than three years.

The Adopted Core Strategy for the City of Manchester (2012)

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

DM1 (Development Management) states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

SP1 (Spatial Principle) states the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety, and well-being of residents, consider the needs of all members of the community, and protect and enhance the built environment. Further, development should seek to improve access to jobs, services and open space and provide good access to sustainable transport provision.

CC9 (Design and Heritage) states that design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

The Council will support high density and mixed-use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.

EN1 (Design Principles and Strategic Character Areas) states that developers will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

EN3 (Heritage) advises that throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre and that proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.

Paragraph 8.53 of the supporting text states that the City Centre has 14 conservation areas and numerous listed buildings. These are essential ingredients to the City's sense of place, providing aesthetic quality and strong references to the City's past, which will always be a central part of Manchester's character. Development which fails to respond to the opportunities that this context affords should not be supported.

The Unitary Development Plan (UDP) for the City of Manchester (1995)

DC15.1 (Advertisements, Hoardings and Posters) states that the Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:

- a) the general location of the proposed development and the effect on visual amenity;
- b) the scope for posters and hoardings to make a positive contribution to the locality;
- c) the design of the structures, and the relationship with any premises on which they are located;
- d) the effect of the proposal on permanent redevelopment of the land;
- e) public safety resulting from the positioning of the design of the display;
- f) the ease with which the structure is capable of being satisfactorily maintained;
- g) the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
- h) the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;
- i) the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;
- j) the number of advertisements in the locality and their cumulative effect on visual amenity.

DC15.2 (Advertisements, Hoardings and Posters) states that in assessing the interests of amenity and safety the Council will take account of the following criteria:

- a) developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b) they should be in scale with the locality and relate properly to the site on which they stand;

- c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d) a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Places for Everyone (2024)

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:

JP-Strat2 (City Centre) states that the role of the City Centre as the most significant economic location in the country outside London will be strengthened considerably. The City Centre will continue to provide the primary focus for business, retail, leisure, culture and tourism activity in Greater Manchester, but the increasingly important residential role of the City Centre will be expanded. It will be a priority for investment in development and infrastructure. This will include addressing current network capacity issues in the City Centre which will enable the future expansion of the rapid transit public transport network across Greater Manchester. Improvements in the public realm, walking and cycling facilities, and green infrastructure will help to enhance the local character and environmental quality of the City Centre so that it can rival city centres across the globe, enabling it to compete effectively at the international level for investment, businesses, skilled workers, residents and tourists. A broad range of commercial accommodation will be delivered, helping the City Centre to capture growth across key economic sectors. The new functions within the City Centre will be delivered in a way that complement, rather than displace the area's non-residential functions and will seek to protect and enhance the city centre's historic environment and assets.

JP-P2 (Heritage) aims to proactively manage and work with partners to positively conserve, sustain and enhance its historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct identity and sense of place. The policy requires development proposals affecting a designated heritage asset (or an archaeological site of national importance) and a conservation area to conserve those elements which contribute to its significance including those identified in any conservation area appraisal as making a positive contribution to the area. Harm to such elements will only be permitted where this is clearly justified and outweighed by the public benefits of the proposal.

National Planning Policy Framework (NPPF) (2024)

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development".

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."

Section 16 (Conserving and Enhancing the Historic Environment) addresses how proposals that affect heritage assets should be considered.

Paragraph 189 states that heritage assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generation.

Paragraph 207 advises that Local Planning Authorities (LPAs) should require an applicant to describe the significance of any heritage assets affected. The level of detail should be sufficient to understand the potential impact of the proposal on their significance.

Paragraph 208 advises that Local Planning Authorities (LPAs) should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

Paragraph 210 advises that in determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 212 states that when considering the impact of a proposal on the significance of a designated heritage asset, great weight should be given to its conservation (and the more important the asset, the greater the weight should be), irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm.

Paragraph 213 states that any harm to, or loss of, the significance asset (from alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of: a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional; b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

Paragraph 214 states that where a proposal will lead to less than substantial harm, the harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

Paragraph 219 states that local planning authorities should look for opportunities for development in Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of

the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

Other Legislation

Sections 16, 66, and 72 of the Listed Buildings and Conservation Areas Act 1990 require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Issues

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

The Principle of the Proposal

Whilst hoardings such as the proposed would not be permitted on a permanent basis, on a temporary basis, whilst shop fit out works and external alterations are taking place, they can be considered acceptable as long as the temporary permission period is controlled via condition.

Therefore, the principle of the proposal is considered to be acceptable in this case.

Visual Amenity

The hoarding will be circa 4.0m high and will be for an approximate length of 16.4m.

The size of the hoarding is considered to be appropriate to mask the works that will be taking place to the external façade of the building and is not any larger than it needs to be. Therefore, the mass of the advertisement hoarding is considered to be acceptable on this basis.

Any unnecessary enlargement of the hoarding that extended beyond the scope of the external façade works to be undertaken would not be considered acceptable.



Proposed hoarding

The actual design of the advertisements on the hoarding are considered to be relatively subtle in design and not to detract too much from the building, surrounding street scene, or conservation area, at least on a temporary basis.

The views of the Local Planning Authority have been determined on the basis that this will be approved on a temporary basis of three months. Should the proposed period of time that the hoarding would have been in place for have been increased, the view of the Council might be different. As it stands, it can be supported on a temporary basis of 3 months.

Taking all these aspect into consideration, the proposal can therefore be supported on visual amenity grounds.

Public Safety

There is no luminance to the signage on the hoarding and so no potential to cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

A projection over licence is required due to the projection of <insert signage detail here>.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).

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 received by the City Council as Local Planning Authority on 14 March 2025:

- Location Plan
- Proposed Hoarding Details 18186 DB3 B01 ZZ DR A 90004
- Manchester Store Hoarding Artwork

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) (a) The express advertisement consent hereby granted is limited to the period from 09.05.2025 to 31.07.2025.

(b) On the date of the expiry of the express consent period in (a) above the advertisement hoarding(s) and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued. The land/building shall be reinstated in accordance with a scheme submitted to the City Council within one month prior to express consent expiring. The scheme shall be completed in accordance with this strategy within one months of express consent expiring.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, EN3, CC9, CC10, and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 2.10, 2.20, 12.6, 3.1 and 8.8 of the Guide to Development in Manchester SPD, and saved policies DC15.1 and DC15.2, and DC18.1 of the Unitary Development Plan for Manchester

Informatives

1) 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

The applicant will need to apply for a hoarding permit with the application form obtainable using the following link: https://www.manchester.gov.uk/directory_record/451867/hoarding_permit

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Advertising Right JC Decaux Outside 52, Market Street, Manchester, M1 1PW
39 Market Street, Manchester, M1 1WR
Metro Bank, 45 Market Street, Manchester, M1 1WR
First Floor, 58 - 66 Market Street, Manchester, M1 1PW
48 - 50 Market Street, Manchester, M1 1PW
37 Market Street, Manchester, M1 1WR
Basement, 49 Market Street, Manchester, M1 1WR
41 - 43 Market Street, Manchester, M1 1WR
58 - 66 Market Street, Manchester, M1 1PW

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
Conservation Area - Upper King Street (Extension) Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL