

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142131/AO/2025

Date registered valid: 11 February 2025

Proposal: Installation of 2no. internally illuminated fascia signs and 1no. internally illuminated projection sign.

Address: Basement And Ground Floor, 78 - 88 High Street, Manchester, M4 1ES

Ward(s): Piccadilly Ward

Applicant: Michael Salvador Maki & Ramen

Agent (if any): Mr Charlie McIntosh HMia

Case officer: James Bridgman
Tel: 0161 219 6202
Email: james.bridgman@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 29 May 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 20 February 2025

Standard consultations:

Printed: 2 May 2025 Expired: 24 May 2025

Neighbour notifications

Printed: 2 May 2025 Expired: 24 May 2025

Site notice

Posted: 20 February 2025 Expired: 13 March 2025

Press advert

Published: 25 February 2025 Expired: 25 March 2025

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 area

The area relates to the Northern Quarter, a renowned cultural quarter of Manchester's city centre. The character comprises many different uses, including dining, drinking, entertainment, leisure, offices, medical, retail and residential. The site lies within the Smithfield Conservation Area 1987 and there are numerous listed and non-designated heritage assets in the vicinity.

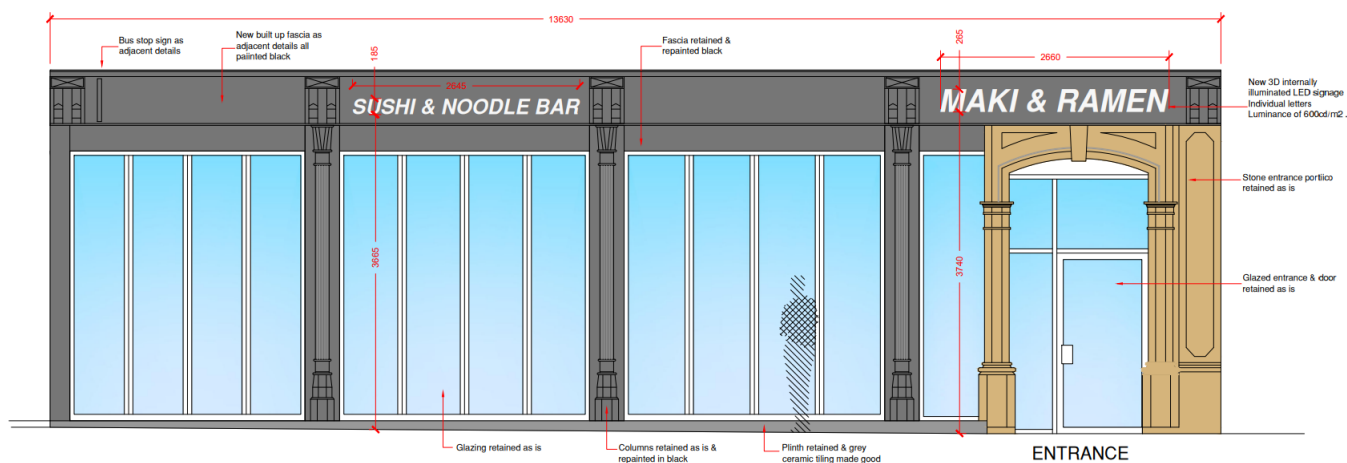
The site relates to 78-88 High Street, a mixed use building comprising a, currently vacant, commercial unit on the ground floor and offices on the upper floors. The building is not listed, but is considered a non-designated heritage asset.



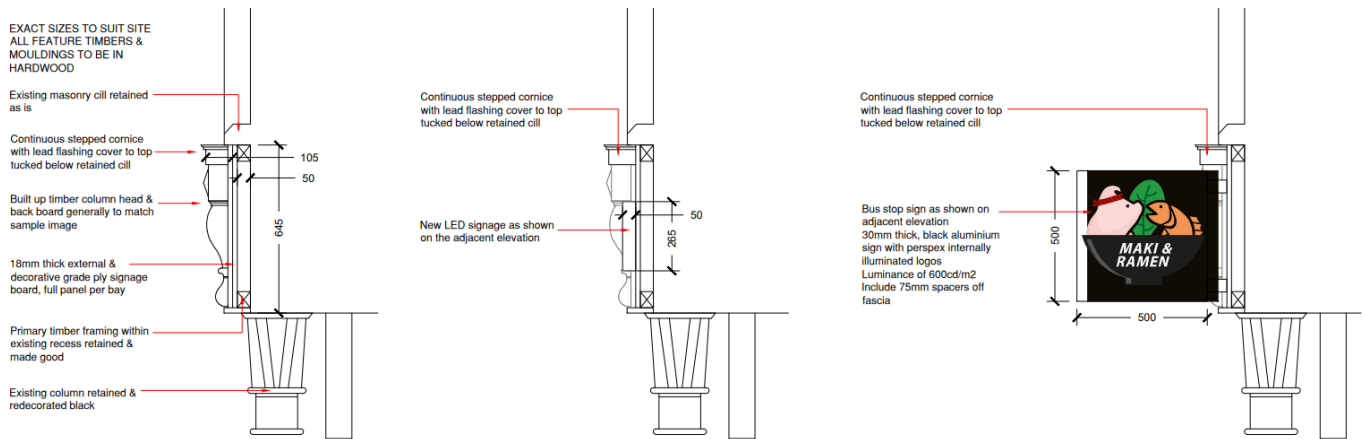
Description of development

Advertisement consent is sought for the installation of 2no. internally illuminated fascia signs and 1no. internally illuminated projection sign:

- Fascia sign with 50mm white individual letters 'SUSHI & NOODLE BAR' and maximum luminance of 600 cd/m²
- Fascia sign with 50mmw white individual letters 'MAKI & RAMEN' and maximum luminance of 600 cd/m²
- Projection sign would be 30mm thick with a maximum luminance of 600 cd/m²



Proposed elevation



Proposed sections of brackets and projection sign

There would be associated alterations to the fascia including the installation of decorative brackets. They would be hardwood and painted black to match the existing shopfront.

Consultations & Notification Responses

Highway Services – No objections subject to licenses for projection over, outdoor seating area

Environmental Health – The maximum luminance of 600 cd/m² is acceptable and raised no objections.

Publicity – The proposal has been advertised, by way of site notice and press advertisement, as affecting the setting of a listed building and the conservation area. Letters have also been sent out to local businesses and residents. No comments have been as part of that process.

Policy

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 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
- Policy DC19 – Listed Buildings

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

National Planning Policy Framework (NPPF)

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

Town and Country Planning (Control of Advertisements) Regulations 2007

Issues

Visual Amenity and Heritage

The former use had a bulky fascia sign and projection sign which was considered to detract from the character of the non-designated heritage asset and conservation area.

During the course of the application, investigations were carried out to remove the existing fascia signage to establish whether there were any historic features behind previous signage such as an original fascia.



Elevation photograph of investigations

The investigations revealed there was no evidence of an original fascia or historic features. The fascia was stripped back to brickwork and the ends of floor joists supporting the upper floors were visible.



Elevation

In the interests of enhancing the shopfront of the non-designated heritage asset within the conservation area, the applicant amended the design to include a 18mm fascia panel with decorative column brackets and a cornice across the top of the shopfront.

The cornice and decorative brackets would be constructed in a hardwood and painted black to match the modern glazed shopfront and painted columns. The design of the signage and associated works to the fascia is appropriate as it is considered to complement the original features of the building such as the cast iron columns and decorative stone entrance. These improvements to the shopfront are considered to be a heritage benefit.

The two fascia signs would consist of individual letters and the simplistic design would ensure these signs do not appear unduly prominent within the street scene. Additionally, the projection sign is small in scale and would have a depth of 30mm. Therefore, the proposed signage is not considered to result in any harm to the significance or character of the applicant building and conservation area.

The visual amenity of the proposal is considered the proposal is acceptable in this regard and therefore accords with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, Places for Everyone Plan Policy JP-P2 and the National Planning Policy Framework.

Residential Amenity

The proposed luminance level of 600cd/m² would be of such a brightness where the sign would not detract from local visual amenity and general neighbouring amenity. Environmental Health do not object to the proposal.

Subject to a condition that would limit the proposed advertisement's luminance to that in line with the proposed, it is considered the proposal is acceptable in this regard and therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Highways Safety

The drawings show an external seating area which is not part of this advertisement consent. Highways have advised the applicant will require a pavement license.

The application includes a projection sign that will overhang the public highway. Highways do object to the proposal subject to an informative relating to the requirement for a projecting sign.

The illuminance level for the advertisement would not be so bright as to cause an unacceptable safety risk to highway users. The proposal therefore accords with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policy DC14, National Planning Practice Guidance and the National Planning Policy Framework.

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 29 May 2025:

- Proposed Elevations and Sections: 4595-(MANCNQ)-P-2 H

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 maximum luminance of the signage hereby approved shall not exceed 600 cd/m² in brightness at any time.

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.

Informative

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.

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 plan indicates an external seating area. This will require a pavement license, which can be applied for by contacting premises.licensing@manchester.gov.uk or through our website: Licensing - Pavement licence | Manchester City Council.

Appendix 1 – List of consultees & neighbours notified

Environmental Health
 Highway Services
 Highway Services
 Environmental Health

Second Floor, 92 High Street, Manchester, M4 1ES
 First Floor, 92 High Street, Manchester, M4 1ES
 92 High Street, Manchester, M4 1ES
 Purezza, Jewel House, 75 - 77 High Street, Manchester, M4 1FS
 HEMISPHERE, Second Floor And Third Floor, 30 - 32 Thomas Street, Manchester, M4 1ER
 Basement And Ground Floor, 74 - 76 High Street, Manchester, M4 1ES
 Fourth Floor, The Land Mark, 21 Back Turner Street, Manchester, M4 1FR
 Flat 8, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 5, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 3, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 21, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 18, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 16, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 30, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 28, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 25, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat, 92 High Street, Manchester, M4 1ES
 11 - 21 Turner Street, Manchester, M4 1DY
 EXPERT WITNESS PUBLISHERS LTD, Second Floor, The Land Mark, 21 Back Turner Street, Manchester, M4 1FR
 First Floor Unit 1A, The Land Mark, 21 Back Turner Street, Manchester, M4 1ES
 LIFELINE PROJECT, First Floor Unit 1B, The Land Mark, 21 Back Turner Street, Manchester, M4 1ES
 Fourth Floor Dooley Associates, The Land Mark, 21 Back Turner Street, Manchester, M4 1FR
 First Floor, 30 - 32 Thomas Street, Manchester, M4 1ER
 Basement Left, 30 - 32 Thomas Street, Manchester, M4 1ER
 Third Floor, The Land Mark, 21 Back Turner Street, Manchester, M4 1FR
 Folk And Sole Hemisphere, 30 - 32 Thomas Street, Manchester, M4 1ER
 34 - 36 Thomas Street, Manchester, M4 1ER
 31 Thomas Street, Manchester, M4 1NA
 78 - 88 High Street, Manchester, M4 1ES
 74 - 76 High Street, Manchester, M4 1ES
 Flat 12, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 11, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 10, 11 - 21 Turner Street, Manchester, M4 1DY
 Flat 9, 11 - 21 Turner Street, Manchester, M4 1DY

Flat 7, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 6, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 4, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 2, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 1, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 23, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 22, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 20, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 19, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 17, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 15, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 32, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 31, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 29, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 27, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 26, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 24, 11 - 21 Turner Street, Manchester, M4 1DY
Flat 14, 11 - 21 Turner Street, Manchester, M4 1DY
90 High Street, Manchester, M4 1ES
81 High Street, Manchester, M4 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
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 (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL