

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142790/LO/2025 and 142773/AO/2025

Date registered valid: 24 April 2025

Proposal: Listed Building Consent for the installation of 1no. externally illuminated projecting sign, 1no. internally illuminated plaque sign and 1no. internally and externally illuminated individual letter sign.

And

Installation of 1no. externally illuminated projecting sign, 1no. internally illuminated plaque sign and 1no. internally and externally illuminated individual letter sign.

Address: Pizza Express, Unit 3A The Corn Exchange, Exchange Square, Manchester, M4 3TR

Ward(s): Deansgate Ward

Applicant: Pizza Express

Agent (if any): Mrs Natalie Edwards Technical Signs

Case officer: Emily
Tel: 0161 234 Booth
Email: emily.booth@manchester.gov.uk 4193

Recommendation: Approve

Date of recommendation: 18 June 2025

Application details

Type of application: Listed Building Consent and Advertisement Consent

Development type: Listed building alteration and advertisements

Date of site visit: 2 May 2025

Standard consultations:

142790/LO/2025 - No consultations have been printed and sent.

142773/AO/2025 - Printed: 22 May 2025 Expired: 13 June 2025

Neighbour notifications

Printed: 22 May 2025 Expired: 13 June 2025

Site notice

142790/LO/2025 - Posted: 22 May 2025 Expired: 13 June 2025

142773/AO/2025 - No site notice has been produced

Press advert

142790/LO/2025 - Published: 27 May 2025 Expired: 17 June 2025

142773/AO/2025 - No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II Listed

Conservation area: Cathedral Conservation Area 1972

Tree Preservation Order: Not applicable

Description of area

This application relates to a Grade II Listed building named the Corn Exchange and located at 37 Hanging Ditch in the retail core of Manchester City Centre and within the Cathedral Conservation Area. The building is opposite the Grade I listed Manchester Cathedral and the Grade II Listed Shambles Public house and Sinclair's Oyster Bar.

The existing building was constructed for 12 years beginning in 1890 and completing in 1903. It was largely designed by Edward Potts and was built as a corn and produce exchange.

The building suffered severe bomb damage in 1940 during World War II after which time the interior of the building was largely reconstructed. The building suffered further bomb damage in 1996 during the IRA's bombing of the City Centre following which the building was stripped back to its original structure and extensively restored.

Internally, the main entrance and the vertical circulation cores have remained largely intact and contain the most significant remaining features and few original features, and some original internal structure remains on the upper levels and within the basement. Externally, the building retains a number of original features and detailing within the elevations.

This application relates to Unit 3A, which is occupied by Pizza Express. It has a highly decorative appearance, with detailed horizontal and triangular frieze and columns.

Surrounding uses include shops, bars, restaurants, a cinema, Chetham's School of Music and Manchester Cathedral. The building is also close to Victoria Station and Shudehill Interchange.

A number of previous applications have been approved for the display of signage at this location as follows:

Applications referenced 060943/AO/CITY1/00 and 060944/LO/CITY1/00 were approved in December 2000 and included a large individual letter sign behind the glazing of the topmost window, to roundel signs behind the glazing of the side windows, one menu board, one letter box and one projecting sign.

Applications referenced 077894/AO/2005/C1 and 077895/LO/2005/C1 were approved in February 2006 for the replacement of the existing projecting sign.

Description of development

Listed Building Consent and Advertisement consent is sought for the display of the following signage:

- 1no. externally illuminated round projecting sign to be located on the stonework in the same position as an existing sign
- 1no. internally illuminated plaque sign to be mounted on the stonework above the existing menu board.
- 1no. internally and externally illuminated individual letter fascia sign to be mounted on both sides of the glazing of the central windows replacing the existing sign. Lighting lines would be installed around the window.

Listed Building Consent is also sought for the installation of lighting lines around the glazing of the side windows.

Consultations & Notification Responses

142773/AO/2025

Publicity -

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

Highway Services - Provided advice on the requirements in terms of traffic management, site hoardings, disposals and working safely next to Metrolink infrastructure.

Environmental Health - Confirmed that the lighting level proposed is acceptable and advised that this should be restricted by condition.

142790/LO/2025

Publicity -

The application was advertised as an application for listed building consent; letters were sent to surrounding occupiers and a site notice was displayed on site. No replies were received.

Issues

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) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.

Policy 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.

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

142773/A0/2025 - 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.

142790/LO/2025 - There is no objection in principle to signage being installed at this unit, which has had various approvals for signage over the years. The impact on the fabric of the listed building and the level of harm will be assessed below.

Visual Amenity

The additional sign would be located on a featureless piece of stone above the existing menu board and would read as an extension to the menu board.

The proposed projecting sign would be installed in the same location as the existing sign and would be similar dimensions.

The proposed individual letter sign would be larger than the existing individual letter sign but would still be contained within the window and would remain a small-scale fascia sign.

Overall, the proposed amount of signage is more minimal than the previous approvals and only constitutes minor changes that do not cause advertisement clutter and are in keeping with the features of the building.

The works would therefore comply with the Core Strategy for the City of Manchester, in particular Policies SP1 and DM1 and saved policy DC14 of the Unitary Development Plan and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Public Safety - No issues.

Residential Amenity

The signs would be limited to 300 cd/m² by condition to protect residential amenity.

The works would therefore comply with the Core Strategy for the City of Manchester, in particular Policies SP1 and DM1 of the Unitary Development Plan for the City of Manchester.

The impact on the Character and Appearance of the Heritage Assets affected -

The proposed projecting sign would be located in the same place as the existing sign reducing harm to the elevation by affecting the same place as the existing sign rather than requiring additional fixings and causing damage to another part of the stonework.

The proposed individual letter sign is larger than the existing sign obscuring more views into the internal areas of the listed building, however two existing large signs have been removed from the side windows and clear glazing would be maintained around this sign. It would be attached to non-original fabric.

The plaque would not be replacing an existing sign and could require more fixings into the stonework. However existing holes would be used if possible and non-ferrous fixings would be used to minimise harm.

The light lines would surround the glazing of three windows and would be located inside the windows. These would be screw fixed to the non-original window frames and highlight the windows as features.

Overall, the works are minimal, and the proposed amount of signage has a similar impact to the previous signage. Measures have also been included to reduce the harm caused by fixings.

There would be no impact on the surrounding conservation area.

In view of the above, in relation to the grant of listed building consent, it is considered that the proposals would cause less than substantial harm to the Grade II listed building affected by the works due to the additional fixings into the stonework. The signage would comply with Sections 16 (2) and 66 of (Listed Buildings and Conservation Areas) Act 1990, Sections 7 and 12 of the

National Planning Policy Framework, the Core Strategy for the City of Manchester, in particular Policies SP1, CC9, EN3 and DM1 and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester as the public benefit of the proposals is that they would assist in retaining the occupier of the ground floor and basement of the building and assist with diversifying the business as the signs would advertise their business to customers assisting success of the business and the retention of the jobs created.

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: 142790/LO/2025 - Approve
142773/AO/2025 - Approve

Article 35 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance this has included ongoing advice about the information required to be submitted to support the application and discussions regarding amendments to the proposals that have allowed that application to be approved.

Condition(s) to be attached to decision for approval

142790/LO/2025

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2) The development hereby approved shall have been carried out in accordance with the following drawings and documents:

The location plan received by the City Council as local planning authority on 23 April 2025

The drawings referenced 597029-3 and 597029-4 received by the City Council as local planning authority on 23 April 2025

The email from Technical Signs dated 11 June 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3, CC9 and SP1 and saved policies E3.3, DC14.1 and 14.5, DC18.1 and DC19.1 of the Unitary Development Plan.

3) In the event that the alterations hereby approved are no longer required they shall be removed from the building only in accordance with a method statement submitted to and approved in writing by the City Council as local planning authority prior to the removal of the works hereby approved. The removal and repair shall be carried out only in accordance with the approved method statement and shall be completed within three months of the date of removal of the works hereby approved.

Reason - In the interests of visual amenity and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building in accordance with policies DM1, SP1, CC9 and EN3 of the Core Strategy for the City of Manchester and saved policies DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

142773/AO/2025

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 have been carried out in accordance with the following drawings and documents:

The location plan received by the City Council as local planning authority on 24 April 2025

The drawings referenced 597029-3 and 597029-4 received by the City Council as local planning authority on 23 April 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3, CC9 and SP1 and saved policies E3.3, DC14.1 and 14.5, DC18.1 and DC19.1 of the Unitary Development Plan.

3) The illumination levels of the illuminated signs hereby approved shall be limited to no more than 300 cd/m² and lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.

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.

Informatives

1) The proposed sign that extends over the adopted highway in excess of 350mm will require a projection over license. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

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 traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

4) The applicant is to be advised of the details of working safely near Metrolink which can be found on the Metrolink Website at; <https://www.tfgm.com/publictransport/tram/working-safely>. This document provides contact details for the Metrolink Operator in order that the proposed method of erection can be discussed and relevant permits obtained.

Appendix 1 – List of consultees & neighbours notified

Second Floor Management Suite 2D, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Zizzi, Unit 14, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 2, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Units 21 And 34, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fifth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Banyan, Unit 4, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Mowgli, Unit 16, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Byron, Unit 9, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Third Floor Suite 340, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Unit 22B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fourth Floor And Fifth Floor Suites 4A And 4B And 5B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 19, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Second Floor Suite 204 And 206, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Salvis, Unit 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
The Corn Exchange, Fennel Street, Manchester, M4 3DU
Kiosk 7, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 6, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 15, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Security Control Room Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 17, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
First Floor, Pleer House, 1 Fennel Street, Manchester, M4 3DU
Unit 32, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 22, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 35, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fourth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 24, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 8, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Next, 100 Corporation Street, Manchester, M4 3AJ
STARBUCKS, 75 Hanging Ditch, Manchester, M4 3DU
Pleer House, 1 Fennel Street, Manchester, M4 3DU
Third Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 11, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Roomzzz, The Corn Exchange, 35 Hanging Ditch, Manchester, M4 3TR
Unit 22A, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Third Floor Suite 339B, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Unit 18, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Sky Bar, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 12, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Kiosk 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
3 Fennel Street, Manchester, M4 3DU

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 - Cathedral Conservation Area 1972

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL