

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142099/AO/2025 and 142112/LO/2025

Date registered valid: 142099/AO/2025 - 19 February 2025
142112/LO/2025 - 6 March 2025

Proposal: 142099/AO/2025 - Installation of 2no. externally illuminated projecting signs.
142112/LO/2025 - Listed building consent for the installation of 3no internal suspended signs and 2no externally illuminated projecting signs.

Address: 74 King Street, Manchester, M2 4NJ

Ward(s): Deansgate Ward

Applicant: Lauren Holmes

Agent (if any): Mr Jamie Miller Harper Signs

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

Recommendation: Approve

Date of recommendation: 15 April 2025

Application details

Type of application: Listed Building Consent and Advertisement Consent

Development type: Listed Building Consent and Advertisements

Date of site visit: 12 March 2025

142099/AO/2025

Standard consultations:

Printed: 27 February 2025 Expired: 20 March 2025

Neighbour notifications

Printed: 27 February 2025 Expired: 20 March 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

142112/LO/2025

Standard consultations:

Printed: 11 March 2025 Expired: 1 April 2025

Neighbour notifications

Printed: 11 March 2025 Expired: 1 April 2025

Site notice

Posted: 13 March 2025 Expired: 3 April 2025

Press advert

Published: 18 March 2025 Expired: 8 April 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: Upper King Street Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

The application relates to a building at 74 King Street. It is located on a corner site at the junction of King Street and Cross Street. There is a shared lightwell to the rear. The building is Grade II listed building and dates from c.1900. It is constructed in the Flemish Renaissance style with an attic and basement. The elevations are constructed in terracotta and stone.

The 4-storey building is located on a prominent corner of King Street and Cross Street. The building is currently vacant at lower ground, ground and first floor. Residential apartments are situated within the 2nd and 3rd floors. The retail premise 'Diesel' was the former occupier of the ground floors. The ground floor and basement are currently vacant. This application relates to the King Street and Cross Street elevations.

The building lies within the Upper King Street Conservation Area. It is adjacent two Grade II Listed buildings located at 76-80 King Street and 39 to 41 Cross Street. Other Grade II Listed buildings are opposite the site at 62-66 Cross Street and 53 King Street. The Grade I Listed 82 King Street is also nearby. The building is located within an area of the City Centre containing a number of large, listed buildings of the same era.

Surrounding uses include retail, dining, entertainment, arts, residential and offices.

Application referenced was approved on 17th December 2024 and allowed alterations to basement, ground, and first floors in association with the use of these areas of the property as a bank.

Advertisement Consent is sought for the installation of 2no. externally illuminated projecting signs to be attached to the stonework of the elevation. One sign would be located on Cross Street and one sign would be located on King Street.

Description of development

Listing Building Consent is sought for:

- The installation of two externally illuminated projecting signs to be attached to the stonework of the elevation. One sign would be located on Cross Street and one sign would be located on King Street.
- The installation of three internally illuminated individual letter signs. One would be located behind the shopfront window on King Street and two would be located behind the windows on Cross Street.

Consultations & Notification Responses

Publicity -

142099/AO/2025 - Letters were sent to surrounding occupiers to inform them of the proposals - One objection was received and is summarised as follows:

The illuminated, colourful signage is completely out of keeping with the building. No other projecting signage is on the building, nor has it been allowed previously. It would cause considerable aesthetic harm.

142099/LO/2025 - The application was advertised in the local press as an application for listed building consent, a site notice was displayed on site and letters were sent to surrounding occupiers to inform them of the proposals - No responses have been received.

Issues

Issues and Policy

The Adopted Core Strategy for the City of Manchester

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

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

Saved Policy DC26 (Development and Noise) states that the Council intends to use the development control process to reduce the impact of noise on people living and working in, or visiting, the City.

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-P 1 (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-P 2 (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 Policy

Sections 16 and 66 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings. Development decisions should, therefore, accord with the requirements of the NPPF and to section 16 (Conserving and Enhancing the Historic Environment).

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.

Paragraph 210 states that in determining planning 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 wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring.
- (c) the desirability of new development making a positive contribution to local character and distinctiveness; and
- (d) opportunities to draw on the contribution made by the historic environment to the character of a place.

Paragraph 207 advises that local planning authorities should require an applicant to submit sufficient information to describe the significance of any heritage assets affected, including any contribution made by their setting.

Paragraph 216 states 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 213 advises that any harm to or loss of a designated heritage asset should require clear and convincing justification. Substantial harm or loss should be exceptional and substantial harm to or loss of designated heritage assets of the highest significance, including grade I and II* listed buildings should be wholly exceptional.

Paragraph 215 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

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.

Visual Amenity and the impact on the Character and Appearance of the Heritage Assets affected -

The projecting signs would be located in the locations of previous projecting signs displayed by the previous office. They would be externally illuminated and would be slim with a depth of 30mm blocking less of the fabric of the elevations than a thicker sign and not appearing 'box like'. Therefore, being in keeping with the scale of features at the listed building and minimising damage to the features.

The internal signs would be in the same location as those installed by the previous occupier, but where the previous occupier installed a sign in every window (a total of 5no. signs) there are only 3no. proposed signs to be displayed in 3no. windows. The proposed signs are internally illuminated individual letters of a smaller width than the previous signs allowing more views into the ground floor with its decorative ceiling.

The works would reduce the amount of signage at the building and would therefore be beneficial to the significance of the building revealing more views.

These works are therefore consistent with paragraphs 210, 212 and 215 of the NPPF and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement.

Residential Amenity -

The projecting 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 and saved policy DC26 of the Unitary Development Plan for the City of Manchester.

Public Safety - No issues.

Conclusion -

The works would be consistent with national and local planning policy, would allow the use of a new and economic development assisting with regeneration.

Comments have been received and have been addressed above however, it is considered that the proposal is in accordance with the City of Manchester's planning policies and regeneration priorities including the Adopted Core Strategy, the relevant Strategic Regeneration Frameworks and the Community Strategy, as well as the national planning policies contained within the National Planning Policy Framework and should be approved through the scheme of delegation.

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: 142099/AO/2025 - Approve
142112/LO/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 of application referenced 142099/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 10 February 2025

The drawings referenced:

2304-01 Rev 2, 2304-02 Rev 2 and 2304-03 Rev 2 received by the City Council as local planning authority on 17th February 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 level of the 2no. projecting signs 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

Condition(s) to be attached to decision for approval of application referenced 142112/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 10 February 2025

The drawings referenced:

2304-01 Rev 2, 2304-02 Rev 2 and 2304-03 Rev 2 received by the City Council as local planning authority on 17th February 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Second Floor, Phoenix House, 45 Cross Street, Manchester, M2 4JF
Smile Sylist, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Fifth Floor, Phoenix House, 45 Cross Street, Manchester, M2 4JF
Sixth Floor, Phoenix House, 45 Cross Street, Manchester, M2 4JF
Fourth Floor, Phoenix House, 45 Cross Street, Manchester, M2 4JF
Seventh Floor, Phoenix House, 45 Cross Street, Manchester, M2 4JF
Third Floor, Phoenix House, 45 Cross Street, Manchester, M2 4JF
First Floor, Phoenix House, 45 Cross Street, Manchester, M2 4JF
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
43 Cross Street, Manchester, M2 4JF
Third Floor, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Flat 402, 37 Cross Street, Manchester, M2 4JE
Flat 201, 37 Cross Street, Manchester, M2 4JE
Flat 202, 37 Cross Street, Manchester, M2 4JE
Flat 203, 37 Cross Street, Manchester, M2 4JE
Flat 204, 37 Cross Street, Manchester, M2 4JE
Flat 301, 37 Cross Street, Manchester, M2 4JE
Flat 302, 37 Cross Street, Manchester, M2 4JE
Flat 303, 37 Cross Street, Manchester, M2 4JE
Flat 304, 37 Cross Street, Manchester, M2 4JE
Flat 401, 37 Cross Street, Manchester, M2 4JE
Flat 403, 37 Cross Street, Manchester, M2 4JE
Flat 404, 37 Cross Street, Manchester, M2 4JE
Basement And Ground Floor, 76 King Street, Manchester, M2 4NH
Fourth Floor, 76 King Street, Manchester, M2 4NH
Third Floor, 76 King Street, Manchester, M2 4NH
Second Floor, 76 King Street, Manchester, M2 4NH
BERWIN LEIGHTON PAISNER LLP, First Floor, 76 King Street, Manchester, M2 4NH
Ground Floor, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Fourth Floor, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
First Floor, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Second Floor, 64 Cross Street, Manchester, M2 4JQ
62 Cross Street, Manchester, M2 4JQ
47 Cross Street, Manchester, M2 4JF
Basement To First Floor, 37 Cross Street, Manchester, M2 4JE
Second Floor, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Basement, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Fifth Floor, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
66 - 68 Cross Street, Manchester, M2 4JQ

64 Cross Street, Manchester, M2 4JQ
Phoenix House, 45 Cross Street, Manchester, M2 4JF
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
41 Cross Street, Manchester, M2 4JE
39 Cross Street, Manchester, M2 4JE
51 King Street, Manchester, M2 7AZ

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 - Upper King Street Conservation Area 1970
Area Team Boundary - Name: CENTRAL