

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142171/AO/2025		
Date registered valid:	17 February 2025		
Proposal:	Installation of 1no. illuminated lettering sign to planter barrier		
Address:	Fumo By San Carlo , 1 St Peter's Square, Oxford Street, Manchester, M1 5AN		
Ward(s):	Deansgate		Ward
Applicant:	Mrs Katie Forrester Harnbury Holdings Ltd		
Agent (if any):	Mr Lee Cadman Astra Group		
Case officer:	Emily		Booth
	Tel: 0161 234		4193
	Email: emily.booth@manchester.gov.uk		
Recommendation:	Approve		
Date of recommendation:	7 April 2025		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 13 March 2025

Standard consultations:

Printed: 21 February 2025 Expired: 14 March 2025

Neighbour notifications

Printed: 21 February 2025 Expired: 14 March 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: St Peters Square Conservation Area 1973

Tree Preservation Order: Not applicable

Description of area

This application relates to a high-quality modern Building located at 1 St Peters Square and within the St Peters Square Conservation Area. Grade II* Listed. The Grade I Listed Town Hall and the Grade II* Listed Central Library and Town Hall Extension are located on the opposite side of the square and the Grade II* Midland Hotel is also close by.

St Peters Square is located in front of the building and includes high quality public realm, soft landscaping, a statue of Emmeline Pankhurst and a Metrolink station. Oxford Road is a major gateway route and is located to the side.

The area in which the building is located is characterised by listed buildings which contain civic and office uses, with other buildings providing food and drink and retail uses at ground floor level. 1 St Peters Square is an office building with commercial units operating as restaurants within the ground floor that have associated external seating.

Description of development

Advertisement Consent is sought for the installation of a freestanding externally illuminated logo sign supported on aluminium legs sited within the planter next to an existing external seating area. The sign would have a mirror gold carrier panel and white stand-off individual letters. The

seating area is associated with the Fumo restaurant within 1 St Peter's Square and located on Oxford Road. The sign would face the direction of St Peter's Square.

Consultations & Notification Responses

Highway Services - Advised that the sign is acceptable in principle and recommended that the applicant liaise with the City Council's Licensing Team.

Environmental Health - Advised that the signage needs to be installed in accordance with the illuminance levels as stated in the application form (250cd/m²).

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

Issues

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 DC14 (Shopfronts and Related Signs) confirms acceptable shop front and signage works.

Saved Policy 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.

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.

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.

National Policy

Town and Country Planning (Control of Advertisements) Regulations 2007 - requires local planning authorities to exercise their powers under the Regulations in the interests of amenity and public safety, taking into account material provisions of the development plan and any other relevant factors.

Sections 16, 66 and 72 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 and conservation areas. 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.

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.

Under these criteria the effect of the proposal on the affected heritage assets has been considered.

The signage is minimal but would have an impact on the surrounding conservation area and would be seen in context with the nearby listed buildings

The signage proposed is minimal and in keeping with the features of the seating area. It appears as an alternative to a projecting sign and will allow the restaurant to have a brand presence and assist people coming across the square to locate the restaurant and would not cause signage clutter. The impact of the sign would be minimised due to the foliage and glazed screen within the planters.

Given this, the sign would not cause harm to the significance of the above-named heritage assets due to its location.

The signage would therefore comply with Sections 16 (2) and 66 of (Listed Buildings and Conservation Areas) Act 1990, Sections 12 and 16 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.

Public safety and Residential Amenity -

The illumination of the sign will be restricted to 250 cd/m² in accordance with comments made by the City Council's Highway Services and Environmental Health service.

The signage would therefore comply with the Core Strategy for the City of Manchester, in particular Policies SP1 and DM1 and saved policies DC14.1 and 14.5 and DC19.1 of the Unitary Development Plan for the City of Manchester.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

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 17 February 2025

The drawing referenced XJ92690 Rev 1 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 illuminated sign hereby approved shall be limited to 250 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

Informatives

1) It is recommended that the applicant liaise with MCC's Licensing Team via email: highwaylicences@manchester.gov.uk to discuss whether a license will be required for the proposed illuminated sign.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Seventh Floor Suite 7.10, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
First Floor, 1 St Peter's Square, Manchester, M2 3DE
Sixth Floor, Peter House, Oxford Street, Manchester, M1 7ED
Tenth Floor Suite 10.09, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.06, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.11, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Third Floor Suite 3.7.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Suite 5.6.00, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Second Floor Between Suites 2.2.02 And 2.6.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Thirteenth Floor, 1 St Peter's Square, Manchester, M2 3DE
Ground Floor, 1 St Peter's Square, Manchester, M2 3DE
Fifth Floor Suite 5.3.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Between Suites 8.01 And 8.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.04, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
63 George Street, Manchester, M1 4NS
Eighth Floor, Peter House, Oxford Street, Manchester, M1 5AN
Seventh Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Fifth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Second Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Unit 5, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
First Floor Suite 1.2.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Third Floor Suite 3.3.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.05, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Between Suites 5.1.01 And 5.8.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eleventh Floor, 1 St Peter's Square, Manchester, M2 3DE
Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
First Floor Suite 1.1.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.02, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Suite 5.7.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.02, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Suite 6.05, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Suite 8.10, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.03, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Staycity, 3 Dickinson Street, Manchester, M1 4LF
2 St Peter's Square, Manchester, M2 3AA
Second Floor Suite 2.17, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Thirteenth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Eighth Floor Suite 8.03, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Second Floor Suite 2.2.02, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Suite 5.1.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Suite 8.11, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Suite 5.4.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ

Tenth Floor Suite 10.06, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
FRISKA, 3 St Peter's Square, Manchester, M2 3AA
Peter House, Lower Mosley Street, Manchester, M2 3WQ
First Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Third Floor Between Suites 3.1.01 And 3.8.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.03, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Suite 5.2.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.12, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Suite 8.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Third Floor Suite 3.8.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Third Floor Suite 3.5.00, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Suite 8.08, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.02, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Between Suites 7.01 And 7.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Second Floor, 1 St Peter's Square, Manchester, M2 3DE
Eighth Floor Suite 8.02, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Second Floor Suite 2.4.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Second Floor, Peter House, Oxford Street, Manchester, M1 5AN
Fifth Sixth And Seventh Floors, 1 St Peter's Square, Manchester, M2 3DE
Eighth Floor, 1 St Peter's Square, Manchester, M2 3DE
Sixth Floor Suite 6.08, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Greggs, Unit 6, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AE
Ground Floor, Peter House, Lower Mosley Street, Manchester, M2 3WQ
Sixth Floor Suite 6.12, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Third Floor Suite 3.6.00, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.08, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Twelfth Floor, 1 St Peter's Square, Manchester, M2 3DE
1 St Peter's Square, Manchester, M2 3DE
Eighth Floor Suite 8.09, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Dickinson House, 20 Dickinson Street, Manchester, M1 4LF
Third Floor, 1 St Peter's Square, Manchester, M2 3DE
Tenth Floor, 1 St Peter's Square, Manchester, M2 3AE
Ninth Floor, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fourth Floor, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
First Floor, Peter House, Oxford Street, Manchester, M1 5AN
3 - 7 Lower Mosley Street, Manchester, M2 3WS
Third Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Second Floor Suite 2.5.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Suite 5.8.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.06, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Suite 8.05, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.10, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Between Suites 10.01 And 10.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
YINGDE LAWYERS, Seventh Floor Suite 7.03, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AN
Eighth Floor Suite 8.06, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Ninth Floor, 1 St Peter's Square, Manchester, M2 3DE
Fourth Floor, 1 St Peter's Square, Manchester, M2 3DE
Motel One, 1 Dickinson Street, Manchester, M1 4LF

Unit 2, Peter House, Oxford Street, Manchester, M1 5AN
Fifth Floor Suite 5.28, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Ground Floor, Peter House, Oxford Street, Manchester, M1 5AN
Sixth Floor Suite 6.09, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.11, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eleventh Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Eighth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Eighth Floor Suite 8.04, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor Suite 5.5.00, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.09, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.04, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.04, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.05, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Units 3 And 4, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Fifth Floor, 1 St Peter's Square, Manchester, M2 3DE
Third Floor Suite 3.1.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.10, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.11, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Manchester Advertising Promotions Ltd, St Peter's Square, Manchester, M2 3DF
Peter House, Oxford Street, Manchester, M1 5AN
Tenth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Sixth Floor Between Suites 6.01 And 6.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Second Floor Suite 2.6.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Tenth Floor Suite 10.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Seventh Floor Suite 7.08, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Second Floor Suite 2.1.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Sixth Floor Suite 6.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Suite 307, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Third Floor Suite 3.2.01, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Suite 8.12, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ
Eighth Floor Suite 8.07, Peter House, 2 - 14 Oxford Street, Manchester, M1 5AZ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Conservation Area - St Peters Square Conservation Area 1973