

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142017/AO/2025		
Date registered valid:	6 February 2025		
Proposal:	Installation of various fascia signs, projecting signs and high level sign all internally illuminated		
Address:	106 - 122 Market Street, Manchester, M1 1WA		
Ward(s):	Deansgate		Ward
Applicant:	Mr Gregg Nolan Primark Stores Limited		
Agent (if any):	Mr James Cliffe Whittam Cox Architects		
Case officer:	Jack		Naven
	Tel:	0161	219
	Email: jack.naven@manchester.gov.uk		2095
Recommendation:	Approve		
Date of recommendation:			

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 12 February 2025 Expired: 5 March 2025

Neighbour notifications

Printed: 12 February 2025 Expired: 5 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

The site relates to 106 - 122 Market Street, a large retail building in Manchester's city centre bounded by Market Street to the north, Piccadilly Gardens/ Moseley Street to the east, Marble Street to the south and Fountain Street to the west. Whilst a historic building, it is not listed and does not sit within a conservation area, although the building is within the setting of the Stevenson Square Conservation Area on the northside of Market Street and the Upper King Street Conservation Area to the west. The current main occupier of the building is Primark, the applicant for the signage currently consideration. There are also ground floor units to the Moseley Street and Market Street elevations which house a number of different food and drink and retail outlets including Greggs, Pop Mart and Hey Tea.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The area relates to the congruence of Market Street, a major retail thoroughfare, and Piccadilly Gardens, the focal area of public realm in Manchester's City Centre. The character of the area is predominantly retail, food and entertainment uses, with some residential and hotel to the upper floors of buildings. The area is very busy with pedestrian foot traffic and is well serviced by bus and tram services. This particular portion of the City Centre is not covered by a conservation area, but there are a number of listed buildings in the vicinity including the Grade II-listed 1-3 Piccadilly and former Debenhams building at 109-125 Market Street.

Description of development

The development relates to the installation of 4no. individual letter, face illuminated fascia signs, 1no. rooftop high level sign and 3no. high level projecting signs to replace existing signage at this location.

Consultations & Notification Responses

Highway Services - Illuminance levels and headroom requirements acceptable. Informatives requested related to interfacing with MCC Highways Services about any related hoardings, scaffolding etc.

Environmental Health - Illuminance condition limiting level to 300cd/m² requested. An appropriate condition is attached to this approval.

Publicity - letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and Public Safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies DM1 (Development Management), SP1 (Spatial Principles), EN3 (Heritage) and CC9 (Design and Heritage) the Saved Policies contained within the Unitary Development Plan for Manchester in particular DC14 (Shop fronts and Related Signs) and DC15 (Advertisements, Hoardings and Posters) and the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment).

Town and Country Planning (Control of Advertisements) Regulations 2007

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

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual amenity

There are 4no. individual letter, face-illuminated fascia signs proposed (sign 'B'). 1no. would be sited above the Moseley Street entrance, 2no. above the two Market Street entrances and 1no. above the corner entrance at the junction of Market Street and Fountain Street. These would replace the existing individual letters at these locations and thus the principle of signage at these locations is considered to be established. The new lettering would reflect the font used in Primark's new logo. The use of individual letters for fascia signage is supported pursuant to section 6.3 of the Shopfront and Signage Design Guide SPD (2024). The use of white lettering, in place of the existing blue, would create a monochrome colour palette at street level, which would afford the fascia signage a moderately more refined and high-quality appearance.

The 3no. high level 'hong kong' (sign 'C') signs would have replacement aluminium folded panels placed on the existing brackets, thereby avoiding potentially unsightly damage and repair to the facade of the building. To allow the existing brackets to be reused, the dimensions of the signs would remain the same, including the 200mm depth of the signs which would not otherwise be supported in the City Centre. In this instance this is considered acceptable to allow for the reuse of these brackets. The colour of the sign would change from blue letters on a black background to white letters on a blue background to reflect the updated branding. The brighter colouring proposed would make the signs somewhat more strident. However, this is mitigated by the high-level location.

The existing high level rooftop sign would be replaced by a new sign of the same dimensions, with font and colour palette alterations as described above. Given the signs' location on the roof of the building, the blue background would blend to a small degree with the sky behind. This would appear less striking than the existing black background and thus is a moderate improvement on the existing situation.

The illuminance level of all signage is to be limited to 300cd/m², which would ensure the signage would not be an overly strident in the street scene.

Given the above, the proposed signage is considered to be acceptable with regard to visual amenity.

Public safety

The illuminance level of the signage is to be controlled to 300cd/m², which is below the 600cd/m² recommended by MCC Highways Services to mitigate against driver distraction. All signage complies with the minimum 2.5m headroom requirement. Given the above, it is not considered that the proposed signage would be detrimental to public safety.

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:

- Drawing - Proposed PL-02 REV 1.3 ELEVATION
- Drawing - Proposed PL_03 REV 1.4 EXTERNAL SIGNAGE DETAILS
- Drawing - Proposed PL_04 REV 1.2 SIGNAGE DIMENSIONS
- Drawing - Existing & Proposed PL-05 REV 1.1 BUILDING SECTIONS

The approved signage scheme shall be installed in full as part of the development.

Reason - to ensure the development is carried out in accordance with the approved plans pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012)

3) The maximum luminance of the signage shall not exceed 300 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 policy DC14.1 of the Unitary Development Plan for the City of Manchester.

Informatives

1) 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

2) 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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Basement To First Floor, 86 - 88 Market Street, Manchester, M1 1PD
47 Market Street, Manchester, M1 1WR
Halifax, 5 Piccadilly, Manchester, M1 1LZ
35 Fountain Street, Manchester, M2 2AN
Third Floor And Fourth Floor, 86 - 88 Market Street, Manchester, M1 1PD
130 - 132 Market Street, Manchester, M60 1AY
Mezzanine Floor, 11 Piccadilly, Manchester, M1 2HY
First Second Floor And Third Floors, 90 - 100 Market Street, Manchester, M1 1PB
Unit 4 Halle Place, Arndale Centre, Market Street, Manchester, M1 1PT
38 Fountain Street, Manchester, M2 2BE
36 Fountain Street, Manchester, M2 2BE
40 Fountain Street, Manchester, M2 2BE
51 - 55 Market Street, Manchester, M1 1WR
Second Floor, 2 New York Street, Manchester, M1 4HJ
Unit B3, City Tower, Piccadilly Plaza, Manchester, M1 4AH
Second Floor, Cobden House, 12 - 16 Mosley Street, Manchester, M2 3AQ
Superdrug, 7 Piccadilly, Manchester, M1 1LZ
Flat 16, 1 Sickle Street, Manchester, M2 1DL
Flat 14, 1 Sickle Street, Manchester, M2 1DL
Flat 17, 1 Sickle Street, Manchester, M2 1DL
Flat 11, 1 Sickle Street, Manchester, M2 1DL
Flat 9, 1 Sickle Street, Manchester, M2 1DL
Flat 15, 1 Sickle Street, Manchester, M2 1DL
Flat 8, 1 Sickle Street, Manchester, M2 1DL
Flat 7, 1 Sickle Street, Manchester, M2 1DL
Flat 10, 1 Sickle Street, Manchester, M2 1DL
Flat 18, 1 Sickle Street, Manchester, M2 1DL
Flat 13, 1 Sickle Street, Manchester, M2 1DL
54 Arndale Centre, Market Street, Manchester, M4 2HU
93 Arndale Centre, Market Street, Manchester, M4 2HU
Unit 32A, Lower Mall Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
Betfred, 10 Mosley Street, Manchester, M2 3AQ
1 - 3 Piccadilly, Manchester, M1 1LZ
HOLLAND & BARRETT, 105 Market Street, Manchester, M1 1NN
128 Market Street, Manchester, M1 1WA
49 Market Street, Manchester, M1 1WR
35 Market Street, Manchester, M1 1WR
33 Market Street, Manchester, M1 1WR
Tim Hortons, 107 Market Street, Manchester, M1 1NN
Third And Fourth Floor, 2 New York Street, Manchester, M1 4HJ
Basement, 2 New York Street, Manchester, M1 4HJ
First Floor, 2 New York Street, Manchester, M1 4HJ
Second Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
First Floor Suite 3, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Unit B2, The Exchange, Piccadilly Plaza, Manchester, M1 4AH
GREGGS, 7 - 9 Piccadilly, Manchester, M1 1LZ
Unit B5, The Exchange, Piccadilly Plaza, Manchester, M1 4AH
6A Piccadilly Plaza, Manchester, M1 4AH
Unit B4, City Tower, Piccadilly Plaza, Manchester, M1 4AH

Third Floor, Cobden House, 12 - 16 Mosley Street, Manchester, M2 3AQ
Franco Manca, 12 Mosley Street, Manchester, M2 3AQ
Neo Skin Ltd, 14 Mosley Street, Manchester, M2 3AQ
Fourth Floor, Cobden House, 12 - 16 Mosley Street, Manchester, M2 3AQ
Unit 1, 11 - 13 Piccadilly, Manchester, M1 1LY
Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
11 - 13 Piccadilly, Manchester, M1 1LY
82 - 84 Market Street, Manchester, M1 1PD
Flat 5, 1 Sickle Street, Manchester, M2 1DL
Unit A, The Exchange, Piccadilly Gardens, Manchester, M1 4BT
Basement, 82 - 84 Market Street, Manchester, M1 1PD
Flat 1, 1 Sickle Street, Manchester, M2 1DL
Flat 1, 14 Fountain Street, Manchester, M2 2AA
Flat 12, 1 Sickle Street, Manchester, M2 1DL
Unit 5 Halle Place, Arndale Centre, Market Street, Manchester, M1 1PT
Unit 10 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
3 Spring Gardens, Manchester, M2 1FB
48 Arndale Centre, Market Street, Manchester, M4 2HU
Flat 6, 1 Sickle Street, Manchester, M2 1DL
ALDI, 55A Market Street, Manchester, M1 1WR
First Floor And Second Floor, 3 Spring Gardens, Manchester, M2 1FB
Unit 11 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
102 - 104 Market Street, Manchester, M1 1PB
First Floor Commissionaires Room, Royal Buildings, Mosley Street, Manchester, M2 3AB
Third Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
First Floor, Cobden House, 12 - 16 Mosley Street, Manchester, M2 3AQ
18 - 22 Mosley Street, Manchester, M2 3AG
CITY SPECS LTD, Unit E2B, City Tower, Piccadilly Plaza, Manchester, M1 4AJ
Ground Floor And First Floor, 8A Tib Street, Manchester, M4 1PQ
Unit 2, 11 - 13 Piccadilly, Manchester, M1 1LY
Ground Floor, 78 Market Street, Manchester, M1 1PD
Unit 3 Halle Place, Arndale Centre, Market Street, Manchester, M1 1PT
84 Arndale Centre, Market Street, Manchester, M4 2HU
2 New York Street, Manchester, M1 4HJ
27 Arndale Centre, Market Street, Manchester, M4 2HU
Units 23 To 25 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AT
Lower Mall, Arndale Centre, Market Street, Manchester, M1 1WR
124 - 126 Market Street, Manchester, M1 1WA
First Floor, Green Surgery Limited, 18 - 22 Mosley Street, Manchester, M2 3AQ
Unit B1, Piccadilly Plaza, Manchester, M1 4AH
Unit E2A, City Tower, Piccadilly Plaza, Manchester, M1 4AJ
Unit E1A, City Tower, Piccadilly Plaza, Manchester, M1 4AJ
What A Potato, Kiosk, Market Street, Manchester, M1 1PD
Sugar Hut, Kiosk Adjacent 74 To 76, Market Street, Manchester, M1 1PD
Stall Adjacent 82 To 84, Market Street, Manchester, M1 1PD
Flat 3, 1 Sickle Street, Manchester, M2 1DL
Flat 2, 1 Sickle Street, Manchester, M2 1DL
Flat 4, 1 Sickle Street, Manchester, M2 1DL
First Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AB
Royal Buildings, Mosley Street, Manchester, M2 3AB
First And Second Floor, 82 - 84 Market Street, Manchester, M1 1PD
Betfred, 8 High Street, Manchester, M4 1QB
Unit 826 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
Fourth Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN

16 Fountain Street, Manchester, M2 2AA
Units 20 And 21 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
57 Market Street, Manchester, M1 1WR
Debenhams, 109 - 127 Market Street, Manchester, M60 1TA
Basement, 18 - 22 Mosley Street, Manchester, M2 3AQ
Unit 3, 11 - 13 Piccadilly, Manchester, M1 1LY
78 Market Street, Manchester, M1 1PD
11 Piccadilly, Manchester, M1 2HY
Second And Third Floor, 3 Spring Gardens, Manchester, M2 1FB
Unit 824 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
Unit 825 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
48A Arndale Centre, Market Street, Manchester, M4 2HU
Brewdog Doghouse, 18 - 20 Fountain Street, Manchester, M2 2AA
BETFRED, 18 Fountain Street, Manchester, M2 2AA
Flat 4, 14 Fountain Street, Manchester, M2 2AA
Flat 3, 14 Fountain Street, Manchester, M2 2AA
Flat 2, 14 Fountain Street, Manchester, M2 2AA
Unit 11 Halle Place, Arndale Centre, Market Street, Manchester, M1 1PT
Units 31 And 32 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
Upper Mall, Arndale Centre, Market Street, Manchester, M4 2EA
Marsden Way South, Arndale Centre, Market Street, Manchester, M1 1WR
1A High Street, Manchester, M4 1QB
122A Market Street, Manchester, M1 1WA
First Floor, 18 - 22 Mosley Street, Manchester, M2 3AQ
Second Floor, 18 - 22 Mosley Street, Manchester, M2 3AQ
William Hill, Ground Floor, 18 - 22 Mosley Street, Manchester, M2 3AG
Third Floor, 18 - 22 Mosley Street, Manchester, M2 3AQ
2A Mosley Street, Manchester, M2 3AN
22 Mosley Street, Manchester, M2 3AG
Clarendon House, 8 Mosley Street, Manchester, M2 3LQ
8A Tib Street, Manchester, M4 1PQ

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
Area Team Boundary - Name: CENTRAL