

Planning

Growth & Development

Delegated officer report for planning application

Application no. 145037/AO/2026

Date registered valid: 23 February 2026

Proposal: Installation of 1no. internally illuminated projecting sign, 2no. internally illuminated suspended fascia signs, 1no. internally illuminated entrance fascia sign, and 1no. internally illuminated menu box.

Address: Unit G15 , 3 Hardman Street , Spinningfields , Manchester , M3 3HF

Ward(s): Deansgate Ward

Applicant: Sticks N Sushi UK Limited

Agent (if any): Mr Sam Harper Firstplan

Case officer: Lea
Tel: 0161 227 Joseph
Email: lea.joseph@manchester.gov.uk 3644

Recommendation: **Approve and Refuse**

Date of recommendation: **15 April 2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 18 March 2026

Standard consultations:

Printed: 25 February 2026 Expired: 18 March 2026

Neighbour notifications

Printed: 25 February 2026 Expired: 18 March 2026

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

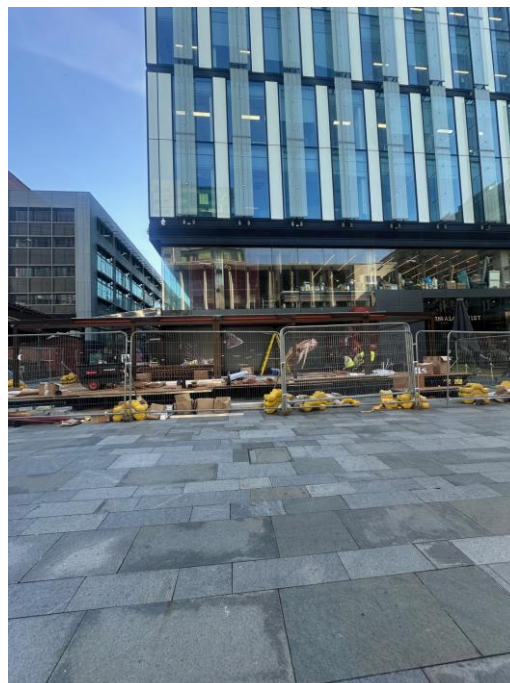
Listed building: Not applicable

Conservation area:

Tree Preservation Order:

The application pertains to a ground floor commercial unit, within a eight storey office building. The unit sits at the western corner of the building and includes a permanent outdoor seating area. At ground floor to the east, four other ground floor Class E units are present. The application site is fully glazed.

The site is bounded by Hardman Street and Brazennose Street.



Description of area

The Deansgate Area of Manchester is unique in its diversity of uses, building styles, and urban design.

The ward includes Deansgate, Spinningfields, St Ann's Square and Albert Square. Parts of the primary retail area such as Market Street and King Street fall within the Deansgate Ward. As such luxury, and other high ticket Class E uses are prominent in the area. The Central Business Area is also within Deansgate, as such the area, generally, has a high quality of signage with standout areas, such as King Street.

Spinningfields, is a wholly pedestrianised area bounded by Deansgate, Bridge Street, Quay Street and the River Irwell. Spinningfields is largely divided between high rise, multi-use office towers, and food and beverage uses. As can be observed when moving through the area. The size of units in Spinningfields is generally larger than the nearby Deansgate and the character of Spinningfields can be seen in the busy outdoor seating area,

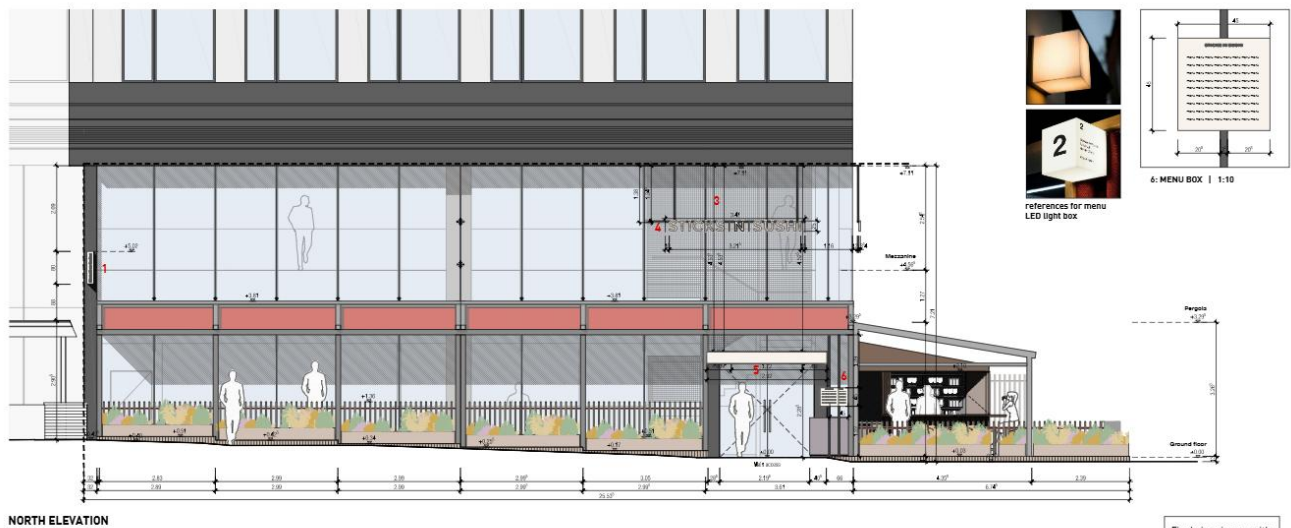


Description of development

Advertisement consent is sought for four styles of signage. 2no. internally illuminated suspended signs (Sign 2), to be sited at the application site's second storey. 1no. internally illuminated fascia sign consisting of a 'lightbox' style sign with two-dimensional laser cut lettering (Sign 5), 1no. internally illuminated projecting sign (Sign 1) and 1no. menu box sign (Sign 6), sited on a rod at the application site entrance, within the existing outdoor seating area.



WEST ELEVATION



NORTH ELEVATION

Consultations & Notification Responses

Publicity

Letters have been sent to surrounding businesses and agencies. No representations have been received.

Environmental Health – No objections. Light from illuminated signage should be designed and installed to control glare and selected so as not to exceed 300cd/m² illumination level.

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Policy

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.

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy (2012-2027)

DM1 Development Management

SP1 Spatial Principles

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework (2019)

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.

Draft National Planning Policy Framework (NPPF) (2025)

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the approved elements of the development proposal are in accordance with the general thrust of policy contained within it. Similarly, the refused elements are contrary to the general thrust of policy contained within it.

Issues

Visual Amenity

Chapter 12 of the National Planning Policy Framework requires that when assessing design quality Local Planning Authorities consider 'will function well and add to the overall quality of the area', 'are visually attractive' and 'are sympathetic to local character and history, including the surrounding built environment and landscape setting'. Policy DC14 and the Shopfront and Signage Design Guide require that proposed advertisements respect the architectural features and overall appearance of the application site. Policy DM1 requires consideration of materials, siting, scale and details.

The proposed suspended signs would consist of individual letters and halo illumination, signage would be installed on external poles, but carefully sited to remain close to the façade, thereby minimising obtrusiveness. The pole sign would be suspended 12mm from the façade, overall, the appearance would respect the existing arrangement of glazing, and overall architectural language of the application site. High level signage siting is acceptable in this instance, due to the double height of the application and the general signage identity of the area; there is no 'natural' fascia location as such more 'liberal' siting is considered acceptable.

As a style of signage, MCC is generally resistant to the use of 'lightbox style' signs within the highly commercial context of the Spinningfields area, the above the door sign and menu (Sign 5 and Sign 6, respectively) are considered to be acceptable, as they would be relatively small additions to the outdoor seating environment. Within the site context these signs are acceptable, as the visual impact of the signage is considered to be effectively minimised by the external seating area, and associated landscaping (143779/FO/2025), Sign 6 would measure 45mm in width and length, Sign 5 would measure 2.92m by 0.28mm.

An above the door sign (Sign 5) would consist of a laser cut individual light box style sign. The signage would be sited within the application site's existing fascia location. The scale of the sign matches that of the area and is therefore considered to be commensurate to the building and therefore acceptable under policies DC14 and SP1. The use of individual letters is acceptable under the policies of the Shopfront and Signage Design Guide.

A projecting sign of 170 mm in depth has also been proposed for the site. Within Spinningfields the Spinningfields site the unit sizes and layout differ greatly from a standard high street.

The preponderance of large outdoor seating areas, with associated landscaping and décor has resulted in, generally, larger sized projecting signage, in width and length specifically. These advertisements are larger, and sited differently than a standard high street, but when viewed as a whole, there is a clear rhythm in the siting of projecting signage. The Council does not take issue with the 800x by 800 dimensions of the sign as this could be seen as needed to stand out from the plants, pergolas and other tall elements within the public realm. However, within this context, the proposed 170mm depth of this sign is considered to be unacceptable and contrary to the provisions of the National Planning Policy Framework and the Shopfront and Signage Design Guide.

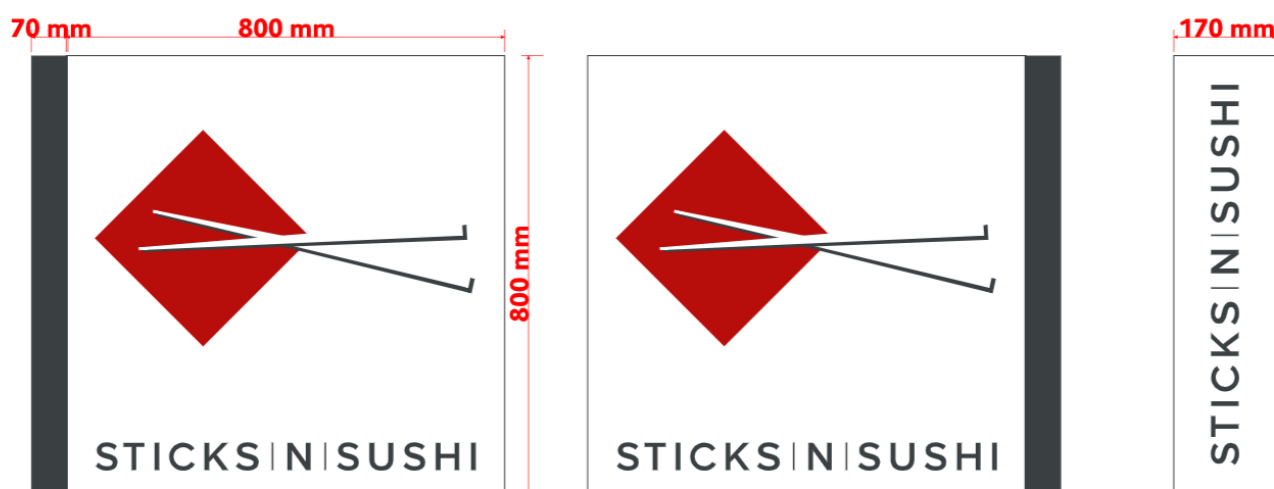
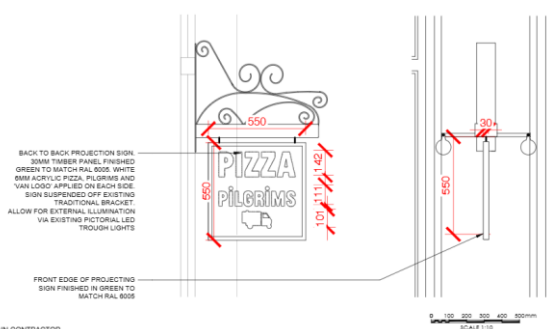
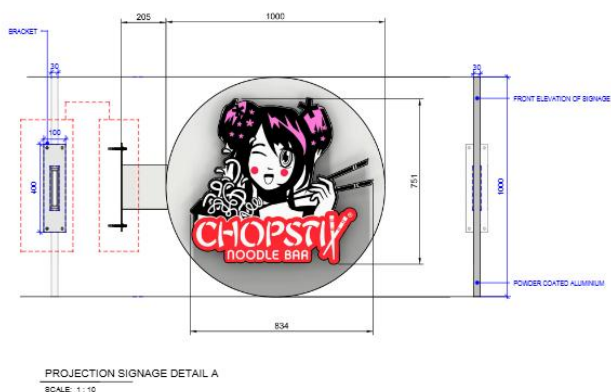


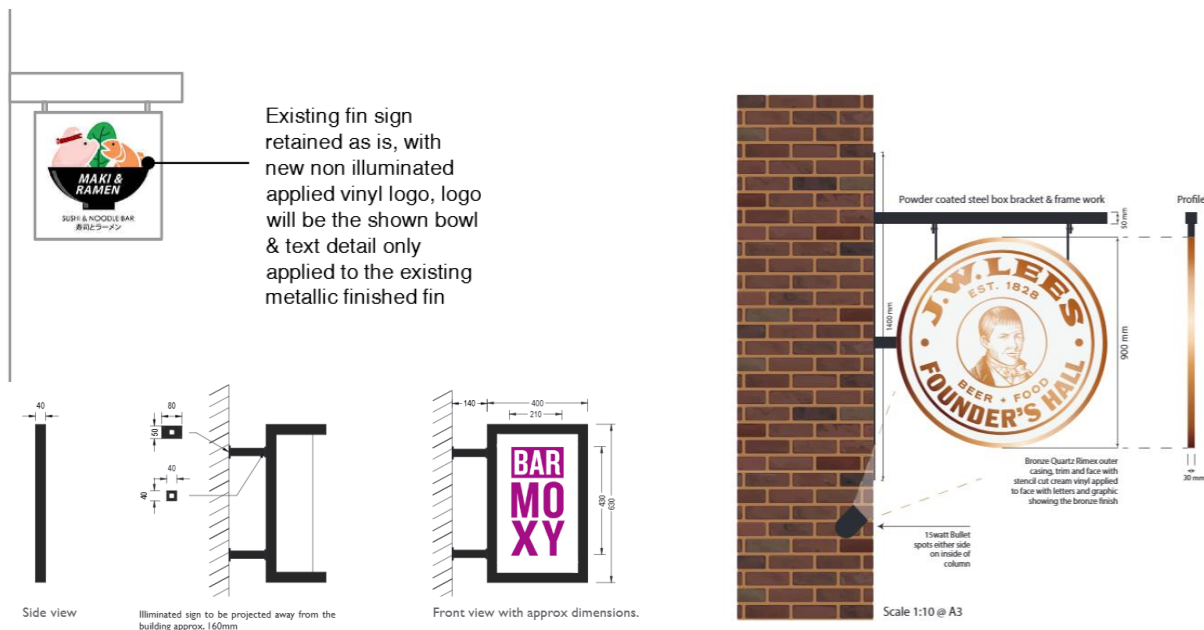
Image of proposed projecting sign.

As has been established throughout Manchester City Centre (images below), there is no mechanical impediment to a signage depth of 30mm which is proscribed in the Shopfront and Signage Design Guide. The proposed projecting sign would be unnecessarily bulky, thereby detracting from the rhythm amongst projecting signage in the area, and the appearance of the existing building. The signage depth detracts from the modern, appearance of the area, and it's bulky appearance and incongruity results in a displeasing appearance.

INTERNALLY ILLUMINATED CHOPSTIX PROJECTION SIGNAGE



Examples of projecting signage from surrounding area: Chopstix at 44 Oxford Road (145219/AO/2026) Pizza Pilgrims at 107 Deansgate.



Additional images of approved projecting signage in surrounding area including Maki and Ramen at 11 York Street, J.W. Lees at nos. 2-10 Albert Square (140300/AO/2024) and Bar Moxy at 8 Atkinson Street (137987/AO/2023).

As with other design codes, the goal of the Shopfront and Signage Design Guide is to harmonise signage styles around Manchester City Centre and enhance the overall quality and appearance signage. This enhances the visual amenity in an area, as well as the appearance of the host building. Paragraph 139 of the National Planning Policy Framework states that “development that is not well designed should be refused, especially where it fails to reflect local design policies..”. By virtue of its scale the proposed projecting sign fails to meet local design guidance and should be refused for its substandard appearance.

A similar position was taken by the City Council as Local Planning Authority when a split decision was issued, with 1no. projecting sign refused on the grounds of it's excessive depth. In the decision to dismiss the appeal, the Inspector noted the following:

Although it [Shopfront and Signage Design Guide] is only guidance, and is inevitably general in its approach, I find no compelling reason not to abide by it, especially in this historic context. The proposed sign constitutes a generalised approach, which has not been designed to relate to this context. The images provided, and my site visit observations, indicate that various types of slimmer signage are not commercially untenable.

Therefore, it is clear the sign is poor addition to the environment, the sign does not reflect the surrounding locality, and it's oversized depth would effectively representing a backslide in the enhancements to signage quality throughout Manchester City Centre since the adoption of the Shopfront and Signage Design.

Public Safety

The illumination level for all signage would be controlled by condition so as not to exceed 300cd/m². Thus, there are no public safety concerns for the proposal.

Conclusion

The proposed suspended signs, above the door signage, and the menu box sign are considered to be well-designed additions to the environment, they take precedence from the surrounding area, and their design and materiality is considered to be acceptable within the unique environment of Spinningfields. These signs would meet the requirements of the Shopfront and Signage Design Guide, policies DC14, SP1, DM1, the NPPF, and Town and Country Planning (Control of Advertisements) Regulations 2007.

By contrast, the 1no. projecting sign is considered to be overly bulky to the detriment of the appearance of the host site and surrounding area. The signage is considered to be excessively thick with no justification, this is contrary to the provisions of the Shopfront and Signage Design Guide, policies DC14, SP1, DM1, the NPPF, and Town and Country Planning (Control of Advertisements) Regulations 2007.

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 and Refuse

Approved Elements

The installation of the following is hereby approved:

- 1no. illuminated menu sign – sign 1 on drawing PA031 - 04
- 2no. illuminated suspended signs – sign 3 on drawing PA031 - 04
- 1no. illuminated entrance sign – sign 5 on drawing PA031 - 04

Refused elements

The installation of the following is hereby refused:

- 1no. illuminated projecting sign – sign 1 on drawing PA031 - 04

Reasons for recommendation to refuse

1. The proposed 1no. internally illuminated projecting sign by virtue of its depth would appear disproportionately bulky and obtrusive in its appearance. This would have an unduly harmful impact on the character and appearance of the shopfront within the street scene and surrounding area. Due to its excessive depth the scale of the sign fails to positively contribute to the character of the area and therefore would not meet the requirements of the Shopfront and Signage Design Guide, Chapter 12 of the National Planning Policy Framework, Manchester Core Strategy policies DM1, and SP1, and saved Unitary Development Plan policy DC14, and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Conditions to be attached to a 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 signage hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing: PP 031-04 (Received 9 February 2026)

Drawing: PA 010 (Received 23 February 2026)

Drawing: PA 032 (Received 23 February 2026)

Drawing (Fascia Sign, prepared by Identity Signs): Sign 5 (Received 9 February 2026)

Drawing (Suspended Sign, prepared by Identity Signs): Signs 3 and 4 (Received 9 February 2026)

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

- 3) The maximum luminance of the signage shall not exceed 300cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity and highway safety pursuant to policies SP1 and DM of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Environmental Health

Second Floor, 4 Hardman Square, Manchester, M3 3EB
Unit G8 And G9, Crown Square, Manchester, M3 3AY
Unit G14 And G15, Crown Square, Manchester, M3 3AY
Unit G16 G16A And G17, Crown Square, Manchester, M3 3AY
Advertising Right Outside 4, Hardman Square, Manchester, M3 3EB
Advertising Right Outside 14, Hardman Street, Manchester, M3 3HF
4 Hardman Square, Manchester, M3 3EB
Advertising Right Outside Crown Court, Crown Square, Manchester, M3 3FL
The Oast House, Crown Square, Manchester, M3 3AY
Unit 1B, 4 Hardman Square, Manchester, M3 3EB
Unit 1, 4 Hardman Square, Manchester, M3 3EB
Third Fourth And Fifth Floors, 4 Hardman Square, Manchester, M3 3EB
Second Floor, Deans Court, Crown Square, Manchester, M15 5FU
First Floor, Deans Court, Crown Square, Manchester, M15 5FU
The Crown Court, Crown Square, Manchester, M3 3FL

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