

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144336/LO/2025

Date registered valid: 22 October 2025

Proposal: Listed Building Consent for retention of 1 no. internally illuminated internally suspended fascia sign.

Address: 46 Cross Street, Manchester, M2 7AR

Ward(s): Deansgate Ward

Applicant: Utility Retail

Agent (if any): Emma Morrison, Pegasus Planning Group Ltd

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 28 November 2025

Application Details

Type of application: Listed Building Consent

Development type: Listed building alteration

Date of site visit: 29 October 2025

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 28 October 2025 Expired: 18 November 2025

Site notice

Posted: 29 October 2025 Expired: 19 November 2025

Press advert

Published: 4 November 2025 Expired: 25 November 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of Site/Area

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

The application site comprises the ground floor of a four-storey building within National House, a Grade II listed building at 36- 46 Cross Street.

The building dates back to 1875, constructed as a Conservative Club to the designs of Horton and Bridgeford in sandstone ashlar in Baroque style. It occupies a prominent position on a corner site at a junction of Cross Street and St Anns Street, with frontage to both highways and modern glazed shopfront set in original stone frame at ground floor.

The unit in question has a full height glazed frontage with central entrance door, which was approved by the Local Planning Authority (LPA) in 2017. Prior to this, a marble fascia ran across this unit. A small section of this marble fascia remains, situated above the fire exit door to the side of this unit.

The unit was vacant when this application was validated but has since been occupied. It has a lawful retail (Class E) use.

The site is within St Anns Square Conservation Area, adjacent Upper King Street to the east.

It is located in the setting of a number of listed buildings, including the Grade I listed St Ann's Church and the Grade II listed Winters Building to the west, the Grade II listed Thomas Chop House and 54 Cross Street to the south, the Grade II listed Former Lloyds Bank to the east and the Grade II* listed 25 St Ann's Square and the Grade II listed Alliance House to the north.

Thus, the building is located in a very heritage sensitive context and must be treated as such, with adequate weight given to the significance of the Grade II listed asset, the conservation area and the assets in its immediate.

Description of Development

The proposal seeks Listed Building Consent for retention of 1 no. internally illuminated internally suspended fascia sign.

Related application

141281/LO/2024 - Listed building consent for the retention of 1 no. internally illuminated suspended fascia sign and 1 no. internally illuminated projecting sign.

Refused December 2024.

141285/AO/2024 - Retention of 1 no. internally illuminated projecting sign.

Refused December 2024.

Consultations & Notification Responses

Publicity - Neighbour notification letters were sent to surrounding properties. A site notice and local press advert were also produced. At the time of writing this report, no representations have been received due to this publicity.

Policy

The **Places for Everyone Plan - Joint Development Plan Document**, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-Strat2 - City Centre
- Policy JP-P1 - Sustainable Places
- Policy JP-P2 - Heritage

The **Manchester Core Strategy - Development Plan Document 2012-2027 ("the Core Strategy")** was adopted by the City Council on the 11th of July 2012:

- Policy CC9 - Design and Heritage
- Policy EN1 - Design Principles and Strategic Character Areas
- Policy EN3 - Heritage
- Policy SP1 - Spatial Principles
- Policy DM1 - Development Management

Saved Unitary Development Plan for Manchester - The following saved UDP Policies are of relevance to this application:

- Policy DC18 - Conservation Areas
- Policy DC19 - Listed Buildings

National Planning Policy Framework (NPPF)

- Chapter 12 - Achieving well-designed places
- Chapter 16 - Conserving and enhancing the historic environment

Planning (Listed Buildings and Conservation Areas) Act 1990

Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (LBCA Act) states that in considering whether to grant Listed Building Consent for any works the Local Planning Authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 66 of the LBCA Act requires the local planning authority to have special regard to the desirability of preserving the setting of listed buildings. This requires more than a simple balancing exercise and considerable importance and weight should be given to the desirability of preserving the setting.

Section 72 of the LBCA Act requires the local planning authority to have pay special attention to the desirability of preserving or enhancing the character or appearance of that area.

Issues

In determining whether the proposed works are acceptable, the main issue to consider is the impact these proposed works will have on the historic character and fabric of the listed building itself and to establish whether the public benefits, including heritage benefits, of the proposal will outweigh any harm to the significance of the heritage asset.

Principle of the development

The principle of providing signage in order to advertise and provide wayfinding to a commercial unit is considered to be acceptable.

Assessment of significance

National House derives its significance from features associated with the baroque style that are important architectural contributions sandstone ashlar building, including banded corner pilasters, an elaborate pedimented centre with superimposed orders through all floors, coved eaves with coupled brackets to a prominent cornice, and a balustraded parapet.

Impact on heritage assets

The previous projecting signs that had been in place at this unit, for Smile Direct Club, were never granted an explicit advertisement consent or listed building consent and were thus unauthorised.



Google Street View – 2023

An application for Listed Building Consent was submitted in October 2024 for the retention of an internally suspended sign and a projecting sign (ref. 141281/LO/2024) which was subsequently refused due to concerns relating to the impact of the projecting sign.



Previously installed signage (141281/LO/2024)

There is no precedent of approved projecting signs on this elevation of the listed building and the siting of the projecting sign at this height clearly created an incongruous feature that interrupted the architectural form of this listed building.

It detracted from the cornice that runs between the ground and first floor on the elevation as well as the banded corner pilasters that run across this elevation of the building and are a key feature at the sandstone ashlar building designed in a Baroque style.

Since the refusal of this application, discussions have continued by the Local Planning Authority and the applicant.

The submitted listed building consent sees the removal of the unacceptable element of the previous proposal – the projecting sign.

The case officer has been out on site and confirmed in person that this unauthorised sign has been removed.



Existing elevation

As noted in the previous decision, the City Council considers that the primary suspended fascia signage located behind the glazing, is sufficient enough to provide enough advertising for and wayfinding to the premises in a manner that has resulted in a very low level of less than substantial harm to the building, due to the fact that it barely obscures views into the ground floor of the building, due to the primarily glazed elevation, and the only physical harm is the two fixings into the ceiling on the unit. There would be negligible harm to the character of the conservation area.



Signage fixing into ceiling

As there has been a very low level of less than substantial harm to the listed building caused by the works carried out, the Local Planning Authority must assess this against the wider public benefits of the proposal, in accordance with paragraph 215 of the NPPF.

The proposal will provide the public benefit of helping to ensure the continued occupation of the section of the listed building. The continued occupation of listed buildings ensures that these buildings are maintained and do not fall into disrepair.

The public benefit brought about by this is considered to outweigh the very low level of less than substantial harm that has been caused.

The proposals would be consistent with sections 66 and 72 of the act in relation to preservation.

On the above basis, the retained sign is compliant with Places for Everyone policies JP-P1 and JP-P2, Manchester Core Strategy policies SP1, CC9, EN1, EN3 and DM1, saved UDP policies DC18.1 and DC19.1, sections 12 and 16 of the National Planning Policy Framework, and Planning (Listed Buildings and Conservation Areas) Act 1990.

Conclusion

Whilst there has been a very low level of less than substantial harm caused, the public benefits are considered to outweigh this, in accordance with paragraph 215 of the NPPF.

Therefore, the works considered to be in accordance with Places for Everyone Plan policies JP-Strat2, JP-P1 and JP-P2, Manchester Core Strategy policies CC9, EN1, EN3, DM1 and SP1, and Saved Unitary Development Plan for Manchester policies DC18 and DC19, section 16 of the NPPF, and the Planning (Listed Buildings and Conservation Areas) Act 1990.

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) 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 be carried out in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority on 22 October 2025:

- Location plan
- Proposed Shop Front Elevation 900525_201
- Proposed Fixture Detail - Signage Details 900525_308
- Design and Access Statement (including Heritage Assessment)

And received by Manchester City Council as the Local Planning Authority on 26 November 2025:

- 46 Cross Street – Internal Sign Fixing Detail

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 and saved policies DC18 and DC19.

Appendix 1 – List of consultees & neighbours notified

Smile Sylist, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Third Floor, 37 King Street, Manchester, M2 7AT
3 St Ann's Alley, Manchester, M2 6AJ
Ground Floor, 39 - 43 King Street, Manchester, M2 7AT
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
Second Floor, National House, 36 St Ann Street, Manchester, M2 7EL
Fifth Floor, 10 Chapel Walks, Manchester, M2 1HL
Sixth Floor, 10 Chapel Walks, Manchester, M2 1HL
Third Floor, Lloyds Bank Buildings, 53 King Street, Manchester, M2 4LQ
Fourth Floor, 10 Chapel Walks, Manchester, M2 1HL
39 - 43 King Street, Manchester, M2 7AT
52 Cross Street, Manchester, M2 4JR
33A Cross Street, Manchester, M2 1NL
Second Floor, James Binney House, 52 Cross Street, Manchester, M2 7AR
First Floor, James Binney House, 52 Cross Street, Manchester, M2 7AR
Basement, 37 King Street, Manchester, M2 7AT
Fourth Floor, 49 King Street, Manchester, M2 7AY
Third Floor Front, 49 King Street, Manchester, M2 7AY
Sixth Floor, National House, 36 St Ann Street, Manchester, M2 7LE
Third Floor, National House, 36 St Ann Street, Manchester, M2 7LE
First Floor, National House, 36 St Ann Street, Manchester, M2 7LE
Ground Floor Basement And Mezzanine Floor, 34 St Ann Street, Manchester, M2 7LE
First Floor, 10 Chapel Walks, Manchester, M2 1HL
Third Floor, 10 Chapel Walks, Manchester, M2 1HL
Ground Floor, 10 Chapel Walks, Manchester, M2 1HL
Eighth Floor, 10 Chapel Walks, Manchester, M2 1HL
Seventh Floor, 10 Chapel Walks, Manchester, M2 1HL
Second Floor, 10 Chapel Walks, Manchester, M2 1HL
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
Third Floor Rear, 49 King Street, Manchester, M2 7AY
34 St Ann Street, Manchester, M2 7LE
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
37 King Street, Manchester, M2 7AT
James Binney House, 52 Cross Street, Manchester, M2 7AR
Cross Street Chapel, 29 Cross Street, Manchester, M2 1NL
3 St Ann's Churchyard, Manchester, M2 7LN

33 Cross Street, Manchester, M2 1NL
49 King Street, Manchester, M2 7AY
Third Floor, James Binney House, 52 Cross Street, Manchester, M2 7AR
Sixth Floor, 49 King Street, Manchester, M2 7AY
Fifth Floor, 49 King Street, Manchester, M2 7AY
Second Floor, 49 King Street, Manchester, M2 7AY
First Floor, 49 King Street, Manchester, M2 7AY
Veincentre Ltd, Fourth Floor, National House, 36 St Ann Street, Manchester, M2 7LE
Fifth Floor, National House, 36 St Ann Street, Manchester, M2 7LE
Mezzanine Floor, 33 Cross Street, Manchester, M2 1NL
First Floor, 33 Cross Street, Manchester, M2 1NL
36 Cross Street, Manchester, M2 7AQ
51 King Street, Manchester, M2 7AZ
47 King Street, Manchester, M2 7AY
44 Cross Street, Manchester, M2 7AR
42 Cross Street, Manchester, M2 7AR

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 - St Anns Square Conservation Area 1970
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL