

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144614/AO/2025
Date registered valid: 25 November 2025
Proposal: Installation of 1no. non-illuminated fascia sign.
Address: 74 - 76 Market Street, Manchester, M1 1PN
Ward(s): Deansgate Ward

Applicant: Mrs Jenny Tippetts Nationwide Building Society
Agent (if any): Mr Richard Moffat Lambert Smith Hampton
Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 07/01/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 1 December 2025 Expired: 22 December 2025

Neighbour notifications

Printed: 1 December 2025 Expired: 22 December 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 application relates to the ground floor of 74-76 Market Street, a five storey corner building with a single commercial unit present at its ground floor. The site is bound by Market Street, Spring Gardens and Barnes Street, a gated side access to the western side of the property. The property features an unauthorised fascia sign and 2no authorised hanging signs at ground floor. Said refused signage was dismissed under a planning appeal against the decision issued for the development put forward under application 138281/AO/2023. The ground floor shopfront is curved and spans both the property's Market Street and Spring Gardens elevations. The upper floors of the property are completed in red brick, with timber sash windows and white surrounds.

Listed building: Not applicable

Conservation area: Upper King Street (Extension) Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The application site is situated on Market Street, one of Manchester's principle commercial roads that lies within the heart of Manchester City Centre, as well as its primary shopping area. The section of Market Street that the application site lies on is segmented by Cross Street and High Street. Along its northern half and western end lies the Manchester Arndale that visually dominates said areas of Market Street. The application site and southern side of Market Street lie within the Upper King Street (Extension) Conservation Area and consequently this area of Market Street is home to multiple buildings of architectural and historical merit, this includes no58-66, no68-70, no74-76 and no78. A high number of advertisements are present along Market Street with them consisting of a variety of projecting, hanging and fascia signs.

Description of development

The application seeks advertisement consent for the installation of 1no non-illuminated fascia sign.

The proposals would see the removal of the unauthorised fascia and fascia sign, with the installation of a replacement timber wraparound fascia, with decorative moulding. The proposed fascia sign would be located centrally above the property's Market Street entrance and comprise of individual powder coated aluminium letters. The dimensions of the sign would be a width of 4265mm, a height of 560mm and a depth of 35mm.

Planning History

A high number of applications are on record for the application site, the most relevant of which are shown below:

138281/AO/2023 - Retention of 2no externally illuminated projecting signs and 1no internally illuminated fascia sign – Application approved and refused February 2024. Appeal dismissed September 2024.

116462/AO/2017 - Installation of 2no. illuminated fascia signs, 2no. illuminated projecting signs and 2no. illuminated ATM surrounds – Approved November 2017.

116488/FO/2017 - Installation of replacement front entrance doors from swing to sliding, 2no. external ATMs, and installation of a secondary entrance door on the Spring Gardens elevation – Approved November 2017.

Consultations & Notification Responses

Publicity – Neighbouring properties were notified of the development by letter. No representations were received.

Highway Services – No objection subject to an informative relating to highway hoarding.

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.

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-Strat1 – Core Growth Area
- Policy JP-Strat2 – City Centre
- 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 SP1 – Spatial Principles
- Policy EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy CC2 – Retail
- Policy CC9 – Design and Heritage
- Policy CC10 – A Place for Everyone
- Policy EN1 – Design Principle and Strategic Characters Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs
- Policy DC18 – Conservation Areas

National Planning Policy Framework (NPPF)

- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Shopfront Design Guide (2024)

National Planning Practice Guidance (NPPG)

Planning (Listed Building and Conservation Areas) Act 1990

Issues

Amenity

The existing unauthorised fascia on site, refused and dismissed at appeal under application 138281/AO/2023, provides a visually cheap finish to the application site, with visible gaps between the panels that comprise said fascia, as well as lead flashing and the underboard of the fascia being exposed in parts. Additionally, the lack of any visual detail or decoration adds to the fascia's bulk, rendering it an awkward and poorly designed addition to the property and Upper King Street Conservation Area.

In contrast to that of the existing, the proposed fascia sign would be a higher quality construction than that of the existing, with the fascia panel system being comprised of timber with decorative wraparound beading. The letters and logo of the fascia sign would then be comprised of aluminium rather than acrylic, providing a higher quality material finish. The signage is to be non-illuminated so would appear as a sensitive and unassuming sign. Subject to condition that would require the signage to be completed in accordance with these details, the proposal would improve the appearance of the application property and by virtue the appearance of the Upper King Street Conservation Area.

On this basis, the proposal accords with Places for Everyone Plan Policy JP-P2, Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, the Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework.

Public Safety

The proposed fascia sign would not overhang the public highway, though it would face onto it. Highways do not object to the development subject to an informative relating to highway hoarding for any installation works. The signage would not be illuminated so would not pose a potential risk to highway users. Subject to the aforementioned informative, the development is acceptable in this regard and accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1, JP-Strat2 and JP-P2, Core Strategy Policies SP1, EC3, CC1, CC2, CC9, CC10, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, Shopfront Design Guide (2024), National Planning Practice Guidance, the National Planning Policy Framework, and the Planning (Listed Building and Conservation Areas Act) 1990. The application is therefore recommended for approval.

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

Conditions 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:

- o Location Plan (Planning Portal Reference PP-12452989v1)
- o PA - MA121 - PR.01.E1 Rev C: Proposed External Elevation (Dated 05/11/2025)
- o Accoya Specification Guide V1.0

Stamped as received by the City Council as Local Planning Authority on 25/11/2025.

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 non-illuminated fascia sign hereby approved shall be comprised of individually cut powder coated aluminium letters and a tricoya weatherproof fascia panel system, which shall all be maintained and retained for the lifetime of the development.

Reason - In the interests of visual amenity pursuant to policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14 and DC18 of the Unitary Development Plan for the City of Manchester.

Informatives

1) o 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

o 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

Sugar Hut, Kiosk Adjacent 74 To 76, Market Street, Manchester, M1 1PD
68 - 70 Market Street, Manchester, M1 1PW
What A Potato, Kiosk, Market Street, Manchester, M1 1PD
First Floor And Second Floor, 3 Spring Gardens, Manchester, M2 1FB
72 Market Street, Manchester, M1 1PN
Ground Floor, 78 Market Street, Manchester, M1 1PD
3 Spring Gardens, Manchester, M2 1FB
Second And Third Floor, 3 Spring Gardens, Manchester, M2 1FB
78 Market Street, Manchester, M1 1PD
ALDI, 55A Market Street, Manchester, M1 1WR

Appendix 2 – Planning constraints

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Conservation Area - Upper King Street (Extension) Conservation Area 1985