

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142206/AO/2025
Date registered valid: 30 May 2025
Proposal: Installation of 1no. illuminated projection sign
Address: Basement, 48 Princess Street, Manchester, M1 6HR
Ward(s): Piccadilly Ward

Applicant: Ms Nhan Do
Agent (if any): Mr Matthew McNulty McNulty Architects
Case officer: James Bridgman
Tel: 0161 219 6202
Email: james.bridgman@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 3 November 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 17 June 2025

Standard consultations:

Printed: 16 June 2025 Expired: 7 July 2025

Neighbour notifications

Printed: 16 June 2025 Expired: 7 July 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: Grade II

Conservation area: Whitworth Street Conservation Area 1985

Tree Preservation Order: Not applicable

The application relates to a Grade II mid C19th 4 storey listed building which falls within the Whitworth Street Conservation Area. The building was a former shipping and packing warehouse, it has been converted on the upper floors to apartments with a former nightclub in the basement. Constructed in red brick with sandstone dressings, and a slate roof.

Description of development

Advertisement Consent is sought for the installation of 1no. projection sign to the side elevation fronting Harter Street.

The signage would have a depth of 8mm be on an anodised aluminium arm.

Related Applications

139975/LO/2024 - Listed Building Consent for external projecting signage, and internal alterations – under consideration

139974/FO/2024 - Change of use to restaurant (Class E) with associated external alterations including installation of 1no. louvre and extraction vent – under consideration

Consultations & Notification Responses

Publicity – The proposal has been advertised as letters have been sent out to local businesses and residents. No comments have been as part of that process.

Highway Services – No objections

Environmental Health – The maximum luminance of 250 cd/m² is acceptable and raised no objections.

Issues

Visual Amenity and Heritage

The projection sign is slim with a depth of 8mm and is appropriately sited and proportionately scaled in relation to the listed building. The design of the signage is simplistic and responds positively to the building and conservation area as it would not appear unduly prominent and detract from the character of the listed building.

The signage is therefore considered to be acceptable and complies Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, Places for Everyone Plan Policy JP-P2 and the National Planning Policy Framework.

Public Safety

The signage is mounted at high level adjacent to the main entrance doors and would not cause any obstruction to pedestrians.

The illuminance level for the advertisement would not be so bright as to cause an unacceptable safety risk to highway users or the amenity of nearby adjacent properties. Highways Services and Environmental Health do not object to the proposal.

The proposal therefore accords with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policy DC14, National Planning Practice Guidance and the National Planning Policy Framework.

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:

- Front and Rear Elevations: 2337-201 REV B
- Side Elevation: 2337-202 REV B
- Detailed Elevations: 2337-203 REV E
- Door and Sign Details: 2337-210 REV B

All received by the Local Planning Authority on the 16 October 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 and the National Planning Policy Framework.

- 3) The maximum luminance of the signage hereby approved 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 policies DC14.1 and DC18.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 12, 2 Harter Street, Manchester, M1 6HY
Flat 9, 2 Harter Street, Manchester, M1 6HY
Flat 22, 2 Harter Street, Manchester, M1 6HY
Charlies Night Club, 1 Harter Street, Manchester, M1 6HY
Flat 31, 48 Princess Street, Manchester, M1 6HR
Flat 10, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 6, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 18, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 12, M1 Building, 50 Princess Street, Manchester, M1 6HR
Basement, Princess House, 105 - 107 Princess Street, Manchester, M1 6DD
Flat 2, 2 Harter Street, Manchester, M1 6HY
Flat 42, 48 Princess Street, Manchester, M1 6HR
Flat 45, 48 Princess Street, Manchester, M1 6HR
Flat 24, 48 Princess Street, Manchester, M1 6HR
Flat 22, 48 Princess Street, Manchester, M1 6HR
Fourth Floor, 101 Princess Street, Manchester, M1 6DD
Flat 18, 2 Harter Street, Manchester, M1 6HY
Flat 1, 2 Harter Street, Manchester, M1 6HY
Flat 3, 2 Harter Street, Manchester, M1 6HY
Flat 5, 48 Princess Street, Manchester, M1 6HR
Flat 1, 48 Princess Street, Manchester, M1 6HR
Flat 301, 11 Harter Street, Manchester, M1 6HY
Flat 5, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 17, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 13, M1 Building, 50 Princess Street, Manchester, M1 6HR
Second Floor Rear Left, Princess House, 105 - 107 Princess Street, Manchester, M1 6DD
Flat 5, 2 Harter Street, Manchester, M1 6HY
Flat 19, 48 Princess Street, Manchester, M1 6HR
Ground Floor, 44 Princess Street, Manchester, M1 6HR
Flat 14, 2 Harter Street, Manchester, M1 6HY
Flat 17, 2 Harter Street, Manchester, M1 6HY
Flat 302, 11 Harter Street, Manchester, M1 6HY
Flat 20, 2 Harter Street, Manchester, M1 6HY
Flat 14, 48 Princess Street, Manchester, M1 6HR
Flat 202, 2 Waterloo Street, Manchester, M1 6HX
Flat 402, 11 Harter Street, Manchester, M1 6HY
Flat 9, M1 Building, 50 Princess Street, Manchester, M1 6HR
National Museum Of Labour History, 103 Princess Street, Manchester, M1 6DD
Flat 20, 48 Princess Street, Manchester, M1 6HR
Flat 12, 48 Princess Street, Manchester, M1 6HR
Flat 3, 48 Princess Street, Manchester, M1 6HR
Second Floor, 101 Princess Street, Manchester, M1 6DD
46 Princess Street, Manchester, M1 6DE
Flat 403, 11 Harter Street, Manchester, M1 6HY
Flat 15, 2 Harter Street, Manchester, M1 6HY
Flat 33, 48 Princess Street, Manchester, M1 6HR
Flat 16, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 4, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 13, 2 Harter Street, Manchester, M1 6HY

Flat 17, 48 Princess Street, Manchester, M1 6HR
Flat 6, 48 Princess Street, Manchester, M1 6HR
Flat 11, 48 Princess Street, Manchester, M1 6HR
Basement, 101 Princess Street, Manchester, M1 6DD
101 Princess Street, Manchester, M1 6DD
Fourth Floor Front, 101 Princess Street, Manchester, M1 6DD
Flat 4, 2 Harter Street, Manchester, M1 6HY
Flat 8, 2 Harter Street, Manchester, M1 6HY
Flat 2, M1 Building, 50 Princess Street, Manchester, M1 6HR
Fourth Floor, Princess House, 105 - 107 Princess Street, Manchester, M1 6DD
Third Floor, Princess House, 105 - 107 Princess Street, Manchester, M1 1DD
Flat 44, 48 Princess Street, Manchester, M1 6HR
Flat 19, 2 Harter Street, Manchester, M1 6HY
Flat 7, 2 Harter Street, Manchester, M1 6HY
Flat 101, 11 Harter Street, Manchester, M1 6HY
Flat 6, 2 Harter Street, Manchester, M1 6HY
Flat 21, 48 Princess Street, Manchester, M1 6HR
Flat 102, 2 Waterloo Street, Manchester, M1 6HX
Flat 501, 11 Harter Street, Manchester, M1 6HY
Flat 303, 11 Harter Street, Manchester, M1 6HY
Flat 14, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 15, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 8, M1 Building, 50 Princess Street, Manchester, M1 6HR
Second Floor Front Right, Princess House, 105 - 107 Princess Street, Manchester, M1 6DD
Basement To First Floor, National Museum Of Labour History, 103 Princess Street, Manchester, M1 6DD
Flat 43, 48 Princess Street, Manchester, M1 6HR
Flat 35, 48 Princess Street, Manchester, M1 6HR
Flat 34, 48 Princess Street, Manchester, M1 6HR
Flat 16, 48 Princess Street, Manchester, M1 6HR
Third Floor, 101 Princess Street, Manchester, M1 6DD
Upper Ground Floor, 101 Princess Street, Manchester, M1 6DD
First Floor, 101 Princess Street, Manchester, M1 6DD
Flat 11, 2 Harter Street, Manchester, M1 6HY
Serviced Apartment 16, 2 Harter Street, Manchester, M1 6HY
Flat 21, 2 Harter Street, Manchester, M1 6HY
Flat G01, 11 Harter Street, Manchester, M1 6HY
Flat 46, 48 Princess Street, Manchester, M1 6HR
Flat 201, 2 Waterloo Street, Manchester, M1 6HX
Serviced Apartment 11, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 3, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 7, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 19, M1 Building, 50 Princess Street, Manchester, M1 6HR
Princess House, 105 - 107 Princess Street, Manchester, M1 6DD
Second Floor, Princess House, 105 - 107 Princess Street, Manchester, M1 6DD
Ground Floor To Third Floor, 103 Princess Street, Manchester, M1 6DD
Flat 41, 48 Princess Street, Manchester, M1 6HR
Flat 2, 48 Princess Street, Manchester, M1 6HR
Flat 25, 48 Princess Street, Manchester, M1 6HR
Second Floor Front, 101 Princess Street, Manchester, M1 6DD
Fifth Floor, 101 Princess Street, Manchester, M1 6DD
Ground Floor, 46 Princess Street, Manchester, M1 6HR
Flat 503, 11 Harter Street, Manchester, M1 6HY
Flat 502, 11 Harter Street, Manchester, M1 6HY

Manchester Central College, Harter Street, Manchester, M1 6HY

Flat 10, 2 Harter Street, Manchester, M1 6HY

Flat 32, 48 Princess Street, Manchester, M1 6HR

Flat G02, 11 Harter Street, Manchester, M1 6HY

Flat 4, 48 Princess Street, Manchester, M1 6HR

Flat 401, 11 Harter Street, Manchester, M1 6HY

First Floor, 52 Princess Street, Manchester, M1 6JX

103 Princess Street, Manchester, M1 6DD

Flat 23, 48 Princess Street, Manchester, M1 6HR

Flat 15, 48 Princess Street, Manchester, M1 6HR

Flat 10, 48 Princess Street, Manchester, M1 6HR

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 - Whitworth Street Conservation Area 1985

Area Team Boundary - Name: CENTRAL