

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144553/AO/2025		
Date registered valid:	26 November 2025		
Proposal:	Installation of 1no. internally illuminated fascia sign and 1no. externally illuminated projecting sign.		
Address:	36 Brazennose Street, Manchester, M2 5EA		
Ward(s):	Deansgate		Ward
Applicant:	Greggs Plc		
Agent (if any):	Miss Abbie Larter JMS Planning & Development Ltd		
Case officer:	Lea		Joseph
	Tel: 0161	227	3644
	Email: lea.joseph@manchester.gov.uk		
Recommendation:	Approve		
Date of recommendation:	15 January 2026		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 6 January 2026

Standard consultations:

Printed: 2 December 2025 Expired: 23 December 2025

Neighbour notifications

Printed: 2 December 2025 Expired: 23 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

Listed building: Not applicable

Conservation area: Albert Square (Extension) Conservation Area 1985 Albert Square Conservation Area 1972

Tree Preservation Order:

The application pertains to Heron House, a modern five-storey building composed of red brick. At the ground floor the building includes arch detailing and Class E uses. The building is bounded by Brazennose Street, Albert Square, Lincoln Square and Lloyd Street.

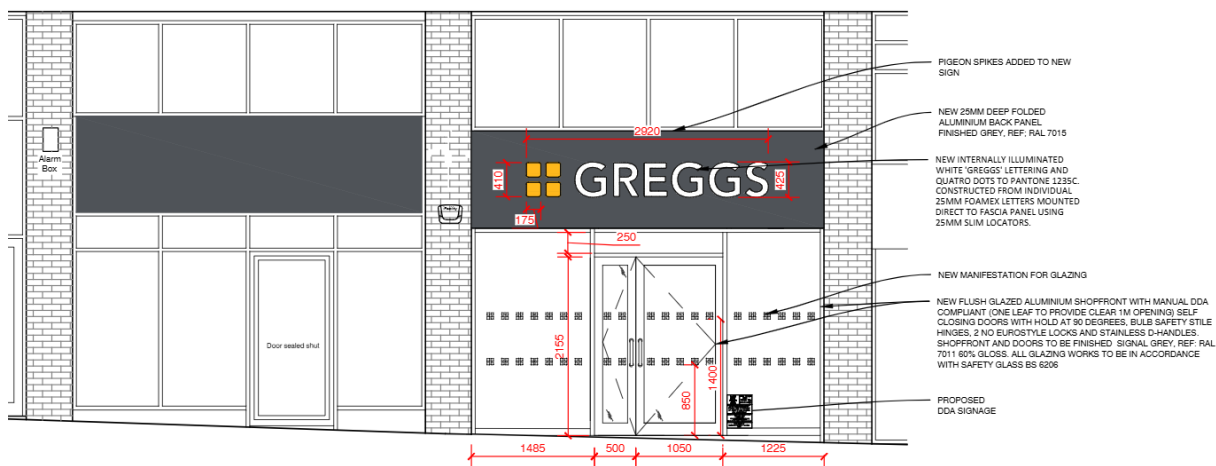


Description of area

Branzennose Street is located within the Albert Square Conservation Area. The area is a highly active City Centre environment characterised by its historic and modern structures such the , the Abraham Lincon Statue (Grade II), Town Hall (Grade I), the Roman Catholic Church of St Mary (Grade II), Lloyds House (Grade II) and highly modern developments including Centurion House 1 Scott Place and Mulberry Square.

Description of development

Advertisement consent is sought for the installation of no.1 internally illuminated fascia sign and no.1 non-illuminated fascia panel.



Planning History

082817/AO/2007/C1 | Installation of new individual letter fascia signage and 1 no. projecting sign. (Approved September 2007)

Consultations & Notification Responses

Highways – No objections. Proposed illumination level was deemed acceptable. Proposed sign meets headroom and carriageway requirements.

Environmental Health – No objections. Signage should be installed so as to not exceed an illumination level of 300cd/m².

Policy

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

DC18 Conservation Areas

Manchester Core Strategy (2012-2027)

SP1 Spatial Principles

Places for Everyone Joint Development Plan (2024-2039)

JP-P2 Heritage

Other Material Considerations:

National Planning Policy Framework (2024)

Chapter 12 Achieving well-designed places

The Shopfront and Signage Design Guide (Adopted 2024)

Issues

Visual amenity and impact on the historic character of the Conservation Area

Policy DC14 states that shopfront signage should not obscure or harm the architectural features or form of the building. The policy also requires that all signage be positioned at fascia level, except in exceptional circumstances. Policy SP1 requires that development proposals make a positive contribution to their setting.

The proposed fascia signage would be sited on the site's natural fascia. By virtue of the building's design fascia panels lend to the overall appearance and cohesion of the site. As such high-quality aluminium panel signage was proposed with individual letters to be sited on top. The proposed signage is considered to be an improvement on the existing which consisted of a panel, that appeared incongruous with the existing fascia. As is required by the Shopfront and Signage Design Guide the proposal consists of traditional materials, and one sign is proposed for the elevation.

Policy DC18 requires that developments are not permitted if they would negatively impact the character of the area. As such consideration of the relationship between proposed alterations that of existing buildings is tantamount.

The proposed signage is simple in appearance and design. As such it would not negatively contrast with the character of the Conservation Area. The signage would be commensurate in scale to the building and would not appear obtrusive within the street scene.

In totality the proposed scheme is considered to be an acceptable alteration that preserves the character of the building and wider Conservation Area pursuant to Core Strategy policy SP1, saved Unitary Development Plan policies DC18 and DC14, the Shopfront and Signage Design Guide and the NPPF Chapter 12.

Public Safety

The no.1 internally illuminated fascia sign is proposed with an illumination level of 300cd/m². As such there are no public safety concerns associated with the proposal.

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, received by Manchester City Council as the Local Planning Authority on 12 January 2026:

- Drawing: S1699/PLN/01A

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 DC14 and DC19.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Ground Floor, 2 - 10 Albert Square, Manchester, M2 6LW
11 Brazennose Street, Manchester, M2 5AD
Fourth Floor, 2 - 10 Albert Square, Manchester, M2 6LW
Ditto, 2 - 10 Albert Square, Manchester, M2 6LW
Basement, 2 - 10 Albert Square, Manchester, M2 6LW
Third Floor, 2 - 10 Albert Square, Manchester, M2 6LW
48 Brazennose Street, Manchester, M2 5EB
Greggs, Brazennose Street, Manchester, M2 5EA
Second Floor, Heron House, Albert Square, Manchester, M2 5EA
Maray Restaurant, 2 - 10 Albert Square, Manchester, M2 6LW
First Floor, 2 - 10 Albert Square, Manchester, M2 6LW
Duttons, 2 - 10 Albert Square, Manchester, M2 6LW
Second Floor, 2 - 10 Albert Square, Manchester, M2 6LW
44 - 46 Brazennose Street, Manchester, M2 5EB
Wings Restaurant, 1 Lincoln Square, Manchester, M2 5LN
42 Brazennose Street, Manchester, M2 5EB
40 Brazennose Street, Manchester, M2 5EB
Fifth Floor, 2 - 10 Albert Square, Manchester, M2 6LW

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 - Albert Square (Extension) Conservation Area 1985
Conservation Area - Albert Square Conservation Area 1972
Area Team Boundary - Name: CENTRAL