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03 November 2025

Manchester City Council
Planning,
PO Box 532,
MANCHESTER,
M60 2LA

Dear Sir/Madam,

FULL PLANNING APPLICATION
UNIT G15, 3 HARDMAN STREET, SPINNINGFIELDS, MANCHESTER M3 3HF, UK

We have been instructed by our client, Sticks n Sushi UK Ltd, to submit the enclosed advertisement consent application for the “*installation of signage*” at the above address. The applications have been submitted online via the Planning Portal (ref: PP-14288132).

In accordance with national and local validation requirements, the following documents have been submitted with the application:

- Completed Advertisement Consent Application Form;
- Site Location Plan;
- Block Plan;
- Existing Elevations (ref. PA 005-04);
- Proposed Elevations with Signage (ref. PP 03-03).

The requisite fee of £168, together with the £85 Planning Portal administration fee, has also been paid online.

Site Description

The application site consists of the external forecourt of Unit G15. Unit G15 occupies space on the ground and first floors of 3 Hardman Street. The unit was formerly occupied by Iberica, and a temporary structure has previously been in place at the site, as can be seen from Figure 2. The site is located within the heart of the Spinningfields area at the end of The Avenue close to the Crown and Magistrates Courts. The Oast House (a bespoke designed restaurant and bar, with a large external seating area) lies to the north, and significant external dining areas dominate the adjacent and surrounding units. The site is not designated, but is located adjacent to the Deansgate Conservation Area.



Figure 1. Application Site (2024)



Figure 2. Application Site (2017)

Planning History

Sticks n Sushi were granted permission for the installation of a pergola structure and external dining area at the site on 12th December 2025 (ref. 14377/FO/2025).

Application Proposals

The application proposals are for the installation of signage to the north and west elevation of the unit.

- **1no. projecting sign:** W800mm x H800mm.
- **2no. suspended fascia signs:** W3410mm x H250mm.
- **1no. entrance fascia sign:** W1720mm x H280mm.
- **1no. menu box:** W450mm x H450mm.

There are 4no. signs to be suspended internally. These benefit from deemed consent and as such are not included within the application proposals.

Planning Policy Framework

The statutory Development Plan in Manchester comprises the Places for Everyone Joint Development Plan 2022 to 2039 (2024), Manchester Core Strategy and Proposals Map (2012), and Extant Unitary Development Plan (UDP) (1995, saved 2012). Material considerations relevant to the application include the National Policy Framework (NPPF) (2023) and Local Supplementary Planning Documents and Guidance such as the Guide to Development in Manchester SPD (2007) and Shopfront and Signage Design Guide (2024). These have been considered in the formation of the proposals.

National Planning Policy Framework (2024)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It states, at Paragraph 7, that the purpose of the planning system is to contribute to the achievement of sustainable development, which can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

In relation to advertisement, the NPPF 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.”

Manchester Core Strategy Development Plan Document (2012)

Policy SP1 states that the Regional Centre will be a focus for economic and commercial development, and retail, leisure and cultural activity. Developments in all parts of the city should create well designed places that enhance or create character and protect and enhance the built and natural environment.

Policy DM1 states that all development should have regard for appropriate siting, layout, scale, form, massing, materials and detail and be appropriate to the appearance and character of the surrounding area

Policy CC9 states that development in Manchester City Centre should preserve or enhance the heritage assets that have been identified and particular attention should be given to the City Centre context and character.

Extant Unitary Development Plan

The Core Strategy replaced the UDP, but some policies remain and are relevant to this proposal.

Policy DC14.1 (Shopfronts and related signs) In determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

Policy DC15.2 (Advertisements, hoardings, and posters) In assessing the interests of amenity and safety the Council will take account of the following criteria: *a.* developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use; *b.* they should be in scale with the locality and relate properly to the site on which they stand; *c.* they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value; *d.* a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Policy DC18 (Conservation Areas) states that the Council seek to preserve and enhance the character of its designated conservation areas by considering the effects of signs and advertisements and the relationship of new structures to neighbouring buildings and spaces.

Shopfront and Signage Design Guide (2024)

This provides guidance on the principles and standards of shopfront and signage design throughout the City in order to promote positive change in the context of its urban environment. The guide outlines that awnings and canopies can make a positive addition to a building or streetscene when well-designed and well-integrated. It also outlines that signage should also integrate well to the building and streetscene and should not dominate the façade, but relate well to its overall scale, character and composition. The document does not promote any specific design but provides guidance to enable applicants to sensitively restore, modify or construct new shopfronts.

Planning Statement

This application proposes a modest signage scheme in order for the ingoing tenant to appropriately advertise their presence and provide legibility to the units entrance. The principle of development should therefore be considered acceptable. The relevant planning considerations arising from the proposals include the design and appearance of the alterations including its impact on the relevant heritage assets identified, and its impact on surrounding amenities, if any. This is addressed in turn below.

Design

The application site is one of several commercial/restaurant units operating from the ground floor of 3 Hardman Street, a modern building comprising floor to ceiling glass panelling and aluminium extrusions. While it is located adjacent to the Deansgate Conservation Area, the site itself is not designated and lies within the contemporary Crown Square redevelopment.

The proposed advertisements are sympathetic to the host building and surrounding area, principally due to the limited overall number of signs proposed, their respective size and limited illumination and the high quality bespoke design. Similar signage can be seen on the adjacent units (Comptoir Libanais, Thaikhun) including projecting signs and external fascia signs both above entrances and high-level.

The proposed projecting sign matches those seen on adjacent units and contributes to a harmonious appearance along the wider buildings façade. The externally suspended fascia signs will be affixed to steel rod supports suspended from the beams so as to protect the glass panelling. These are sleek and modern in appearance to match the character of the host building and the signage strategy of the adjacent units, and are designed to be proportional within the elevation. Figure 3 shows the frontage of the Comptoir Libanais unit, showing similar, approved external signage.



Figure 3. Nearby Comptoir Libanais Unit (2024)

The entrance fascia signage is of a simple design and is to be fixed in the existing entrance construction. The menu box offers necessary information within an LED light box adjacent to the main entrance. These integrate well into the buildings modern design without dominating the façade or the streetscene. Overall, it should be considered that all elements of the proposed signage scheme relate well to both the host building and its immediate surroundings, presenting a modest and modern façade that is attractive, acceptable and consistent with the policies set out above.

Surrounding Amenities

Taking into account the site context and the proposed designs, the advertisements would satisfy National Planning Policy Guidance. The proposed signage would not:

- Obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;
- Because of its size or siting, cause obstruct or confuse a road user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;
- Leave insufficient clearance above any part of a highway;
- Include external illumination that would be flashing, be a colour which could be confused with traffic signals/authorised signals, or because of their size or brightness, could result in glare and dazzle, or distract road-users.

The proposed signage is of limited, static illumination and is sited appropriately to ensure there will be no detriment on public or highway safety, satisfying national and local policy requirements.

Conclusions

The proposals include Sticks 'n' Sushi's bespoke signage, necessary to alert customers to their presence in the approved restaurant within the 3 Hardman Street development.

Overall, the design and scale of the proposed signage and shopfront alterations would be appropriate to the commercialised character of the wider building and area. The scheme is considered to be well-designed and offers a high quality and legible shopfront which enhances the public realm while maintaining standards of public and highway safety. The proposal seeks to maintain the modern feel of the shopfront while adding Sticks 'n' Sushi's signature style. The proposed signage will create a high-quality and interesting façade that keeps true to the existing contemporary glass front design.

It has been demonstrated that the proposals are consistent with the relevant policies set out in the NPPF, Manchester Core Strategy, Unitary Development Plan and Shopfront and Signage Design Guide.

I trust that the information enclosed is sufficient to allow for validation of the application and subsequently allow for the grant of planning and advertisement consent. In the meantime, we look forward to confirmation that the application is valid shortly. Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

