

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140709/AO/2024		
Date registered valid:	19 September 2025		
Proposal:	Retention of 1no. internally illuminated fascia sign.		
Address:	33 King Street, Manchester, M2 6AA		
Ward(s):	Deansgate		Ward
Applicant:	Mr Steven Reilly		
Agent (if any):			
Case officer:	Lea Tel: 0161 227 Email: lea.joseph@manchester.gov.uk		Joseph 3644
Recommendation:	Approve		
Date of recommendation:	12 November 2025		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 October 2025

Standard consultations:

Printed: 24 September 2025

Expired: 15 October 2025

Neighbour notifications

Printed: 24 September 2025

Expired: 15 October 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: St Anns Square Conservation Area 1970

Tree Preservation Order:

No.33 King Street is a x style building consisting of four storeys. The ground floor features a modern, glazed shopfront with traditional fascia. This storey includes decorative sandstone pilasters at the perimeter of the glazing. The first storey includes large 3-light protruding (oriel) windows with decorated underhangs, and an intricate tympanum. A decorative curved aedicule then divides the storeys, and a different style emerges on the second and third floors. These floors are defined by their gothic architectural style. They feature symmetrical sets of four windows, with bracketed sill bands and corbel tables.

The building's historic significance comes from its group value alongside the nearby Old Exchange (Grade II), no.35 and 37 King Street (Grade II), No.48 King Street (Grade II), No.54 and 56 King Street (Grade II), no. 19 King Street (Grade II), no. 15 and 17 King Street (Grade II), no.62 King Street (Grade II).

Bounded by Police Street, St. Ann's Passage and St. Ann's Place.

Description of area

The site is located on King Street, an extension of the high-street lined with Class E retail, café and bar uses. The uniform cobblestone pedestrianised street has a high-quality overall appearance. There is a distinct sense of place due to this hard landscaping and the similar wide

glazed shopfronts, moulded facias, and alignment of projecting signage as you move through the street scene. A key arterial route, King Street connects Deansgate, St. Ann's Square and Princess Street.

Planning History

F/AD03647 | Illuminated double sided projecting box sign on front elevation of restaurant. (Approved 1982)

070590/AO/2004/C1 | Installation of fascia sign comprising of back panel and non-illuminated individual letters. (Approved February 2004)

078750/AO/2006/C1 | Installation of non-illuminated individual letters fixed to existing fascia board. (Approved June 2006)

089090/AO/2009/C1 | Installation of fascia signage and 1 no. projecting sign. (Approved May 2009)

115974/AO/2017 | Installation of 1no. non illuminated fascia sign, 1no. LED internally illuminated fascia sign, 1no. internally illuminated, individual letter fascia sign and 1no. internally illuminated projecting sign. (Approved September 2017)

Description of development

Retrospective advertisement consent is sought for the installation of no.1 internally illuminated fascia sign. The sign consists of individual letters sited on an existing aluminium fascia.



Consultations & Notification Responses

Environmental Protection – No objections. Proposed illumination level is considered acceptable with no undue impact on residential amenity.

Highway Services – No objections. A Projection over License will not be required for the fascia sign. Proposed 300cd/m2 illumination is acceptable.

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

Manchester Core Strategy (2012-2027)

- DM1 Development Management
- EN1 Design Principles and Strategic Character Areas (City Centre Character Area)

Saved Unitary Development Plan Policies

- DC14 Shopfronts and Related Signs

Other Material Considerations:

National Planning Policy Framework

- Section 12 - Achieving Well Designed Places
- Section 16 – Conserving and Enhancing the Historic Environment

Shopfront and Signage Design Guide (Adopted March 2024)

Issues

Visual Amenity

Policy DC14 requires that advertisement proposals are assessed for how their design relates to the premises. The Shopfront and Signage design guide requires that proposals are well-considered in their use of materials, their siting, scale and quantum. DM1 requires that considerations of appearance, details, and relationship to the surrounding locale.

The proposed fascia signage has a minimised visual impact as it is sited on the existing fascia board and consists of single sign of illuminated individual letters. The halo illumination is considered to be subtle. The proposed signage is considered to be sympathetically sited and effectively the minimum advertisement required to identify the site. For these reasons the proposal effectively meets policy DC14 and the Shopfront and Signage Design Guide.

Within the street scene the signage appearance relates positively to the existing character of signage in the area, as such it considered to be well-considered and in keeping with existing the high-quality appearance on King Street.



In totality, the proposal is considered to be a positive addition to the area that relates to the historic character of the building and area and has a high-quality unobtrusive design. The fascia sign is therefore acceptable pursuant to Saved Policy DC14, Core Strategy policies DM1 and EN1 and the National Planning Policy Framework.

Public Safety

The illumination level of 300cd/m² is considered to be acceptable. There is no other public safety concerns associated with the site.

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 14 August 2024:

- Drawing Pack (Fascia Signage): External Signage P.3
- Drawing Pack (Fascia Signage): Advertisement Consent P.3 and 4

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 D18.

3) The maximum luminance of the signage 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, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Advertising Right JC Decaux Adjacent To 42, King Street, Manchester, M2 6BA
54 King Street, Manchester, M2 4LY
56 King Street, Manchester, M2 4LY
Advertiing Right BTinlink Outside 48, King Street, Manchester, M2 4LG
Third Floor, 39 South King Street, Manchester, M2 6DE
Second Floor, 39 South King Street, Manchester, M2 6DE
First Floor, 39 South King Street, Manchester, M2 6DE
Rear Part Ground First Second And Third Floors, 33 King Street, Manchester, M2 6AA
Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Second Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 3C Part Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 3B Part Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 1B Part First Floor, 40 - 44 King Street, Manchester, M2 6BA
35 South King Street, Manchester, M2 6DE
Neals Yard Remedies, 27 King Street, Manchester, M2 6AF
35 King Street, Manchester, M2 7AT
1 - 3 St Ann's Passage, Manchester, M2 6AB
Ground Floor, 41 South King Street, Manchester, M2 6DE
Basement, 41 South King Street, Manchester, M2 6DE
First Floor, 41 South King Street, Manchester, M2 6DE
Second Floor, 6 St Ann's Passage, Manchester, M2 6AB
40 - 44 King Street, Manchester, M2 6BA
44 King Street, Manchester, M2 6BA
31 King Street, Manchester, M2 6AA
5 - 7 St Ann's Passage, Manchester, M2 6AB
52 King Street, Manchester, M2 4LY
St Anns Church, St Ann Street, Manchester, M2 7LF
Suite 1A Part First Floor, 40 - 44 King Street, Manchester, M2 6BA
Basement To First Floor, 33 King Street, Manchester, M2 6AA
39 South King Street, Manchester, M2 6DE
OLD EXCHANGE BUILDINGS, 6 St Ann's Passage, Manchester, M2 6BE
Ground Floor And First Floor, 1 - 3 St Ann's Passage, Manchester, M2 6AB
Basement, 1 - 3 St Ann's Passage, Manchester, M2 6AB
HANCOCKS, 29 King Street, Manchester, M2 6AF
Phase Eight, 25 King Street, Manchester, M2 6AF
Third Floor And Fourth Floor, 6 St Ann's Passage, Manchester, M2 6BE
Fourth Floor Office, 6 St Ann's Passage, Manchester, M2 6BE
First Floor, 6 St Ann's Passage, Manchester, M2 6AD
50 King Street, Manchester, M2 4LY
48 King Street, Manchester, M2 4LG
46 King Street, Manchester, M2 4LG
Third Floor, 41 South King Street, Manchester, M2 6DE
Second Floor, 41 South King Street, Manchester, M2 6DE

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
Area Team Boundary - Name: CENTRAL