MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144046/AO/2025
Date registered valid:	30 September 2025
Proposal:	Installation of 1no. internally illuminated individual letter signs and 1no. internally illuminated projecting sign.
Address:	93 Princess Street, Manchester, M1 4HT
Ward(s):	Deansgate Ward
Applicant:	Mr Chris Hu
Agent (if any):	Mr Sabin Zannou LDM Group
Case officer:	Jack Naven Tel: 0161 219 2095 Email: jack.naven@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**12 November 2025**

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 1 October 2025

Standard consultations:
Printed: 2 October 2025 Expired: 23 October 2025

Neighbour notifications
Printed: 1 October 2025 Expired: 22 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/Area

Listed building: Not applicable

Conservation area: George Street Conservation Area 1985

Tree Preservation Order: Not applicable

The building is located at 93 Princess Street, which is a modern building that has been designed to look historic and has historically influenced detailing. It is not listed, but it located within the George Street Conservation Area and makes a positive contribution to the street scene. The site address is joined to another with the same design and together they are named Regent House.

The building is three storeys in height, and this unit has frontages on to Princess Street and Faulkner Street.

Almost the full section of Princess Street between Portland Street and Mosley Street is fronted with Grade II buildings on both sides, along with the Grade II* Listed Art Gallery Athenaeum, and the Grade I Listed Manchester Art Gallery.

Directly across the site on Princess Street sits the Grade II listed No. 36 Princess Street, No. 94 Portland Street, and No. 75 Faulkner Street.

Diagonally adjacent to the site sits the Grade II listed 34 Princess Street.

On the other side of Faulkner Street, is the Grade II listed 87-91 Princess Street and the Grade II listed No. 56 Faulkner Street.

The entire stretch of Faulkner Street from Princess Street to Nicholas Street, features Grade II listed buildings on the opposite side of the street to the site in question.

Other uses in the immediate area include hotels, office buildings, residential buildings, shops, bars and restaurants. The property is also on the outskirts of China Town.

Along this section of Princess Street, primary signage is noted to be made up of individual letter signage, as opposed to block fascia signage.

Description of Development

The proposal seeks advertisement consent for the installation of 1no. internally illuminated individual letter signs and 1no. internally illuminated projecting sign.

Related Applications

142940/AO/2025 - Retention of wraproundinternally illuminated fascia sign and 1no internally illuminated projecting sign.
Refused July 2025.

Consultations & Notification Responses

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Highway Services – Confirmed luminance levels and headroom clearance of proposed signage is acceptable. Confirmed that a projection over license is required for the projecting sign.

Environmental Health - Confirmed luminance levels are acceptable.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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-Strat2 - City Centre
- Policy JP-P1 - Sustainable Places
- 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 EN1 - Design Principles and Strategic Character Areas
- Policy EN3 - Heritage
- Policy DM1 - Development Management
- Policy CC9 - Design and Heritage

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
- Policy DC19 - Listed Buildings

National Planning Policy Framework (NPPF)

- Chapter 12 - Achieving well-designed places
- Chapter 16 - Conserving and enhancing the historic environment

Shopfront and Signage Design Guide

The shopfronts and signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor cills, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

Other Legislation

Sections 16, 66, and 72 of the Listed Buildings and Conservation Areas Act 1990 require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Issues

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

Principle of the Proposal

The principle of the proposal is considered to be acceptable in this case. A main fascia level sign and projecting sign are considered to be appropriate in order to advertise and provide premises to a commercial unit.

There is unauthorised signage in place, installed on the unit in 2024. Application 142940/AO/2025 was submitted to seek the retention of these unauthorised signs. This application was refused on visual amenity grounds.

The current proposal is the result of dialogue between the Local Planning Authority and the applicant over a proposal to remediate this unauthorised signage.

Visual Amenity

This section of Princess Street primarily features individual letter signage as the primary form of signage. This can most notably be seen on the neighbouring unit at 95a Princess Street, which forms a part of the same building, Regent House, and is a much more successful example at implementing signage on this building whilst respecting the architecture of the building.



Princess Street elevation – 95a Princess Street

This character of the buildings along this section of Princess Street either feature buildings entirely made of stone, with stone at ground level and red brick at upper levels, or entirely red brick buildings.

The current fascia signs in place obstruct the red brick façade, creating an awkward division between the ground floor and upper floors that clearly is not within the design intent of the building, and resulting in an awkward and obtrusive feature that significantly sticks out on the

building. In particular, the fascia signs cover up a brickwork pattern directly above the windows, that can clearly be seen on the windows of the neighbouring unit.

Compared to the rest of this section of Princess Street, which features signage that is subtle and fits within the architectural language of the buildings in question, the fascia signage installed on the building stands out in a negative manner in comparison to other buildings on this section of Princess Street.



Princess Street and Faulkner Street elevations



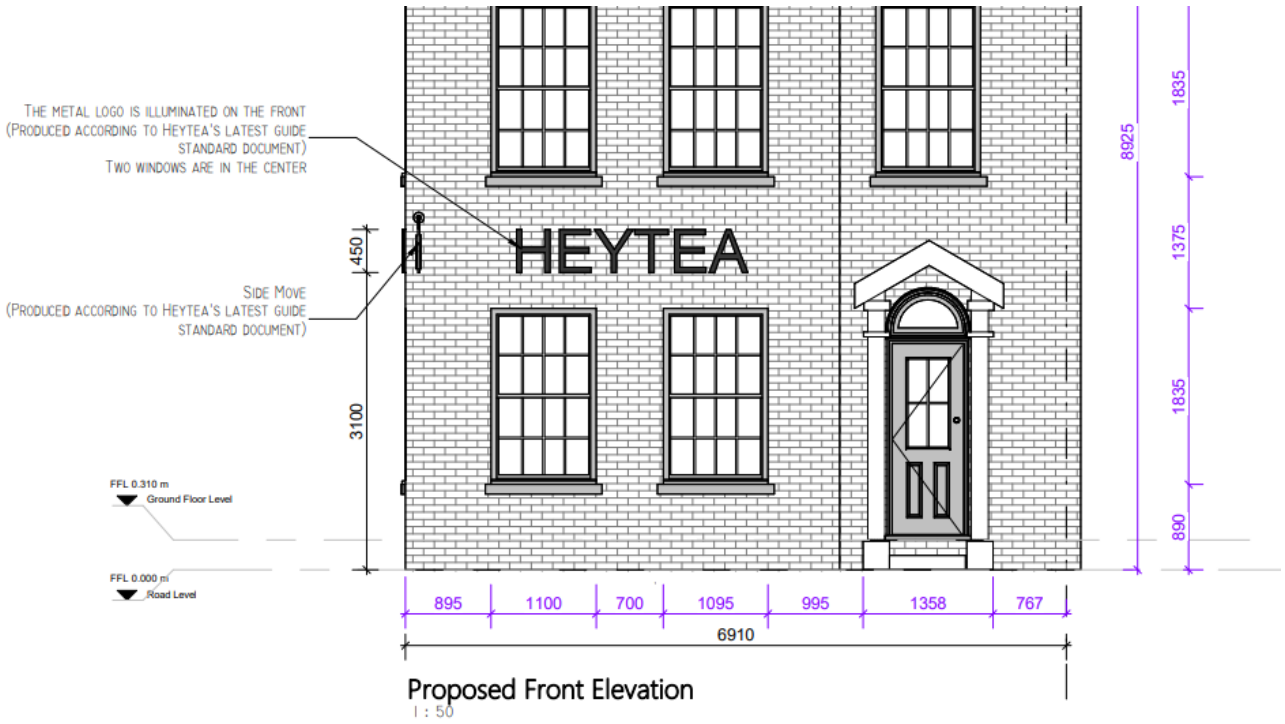
Faulkner Street elevation



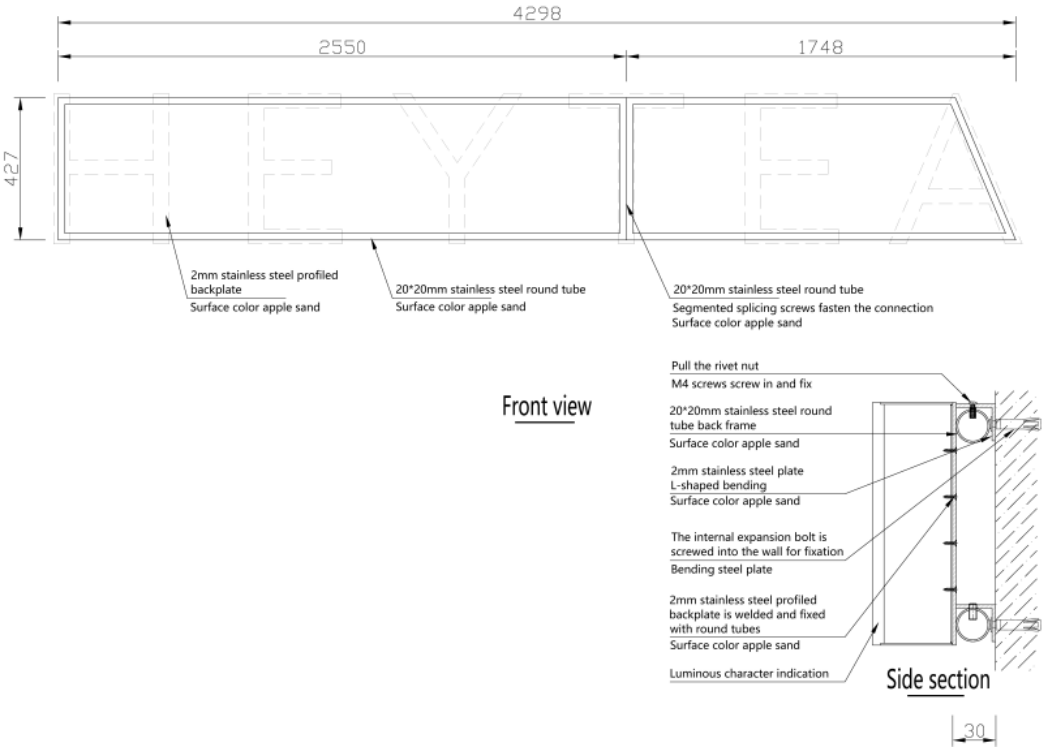
Princess Street elevation – fascia and projecting sign

As a result, the fascia signage significantly detracts from the appearance of the building and does not make a positive contribution to the visual amenity of the area. It also fails to preserve or enhance the conservation area and the Grade II listed buildings that the development is considered within the setting of.

The proposal removes the fascia signage from all elevations and replaces it with individual letter signage on rails only on the Princess Street elevation. This allows for the brick façade to be better read and removes a significant amount of advertisement clutter that detracts from the building and the surrounding street scene and conservation area.



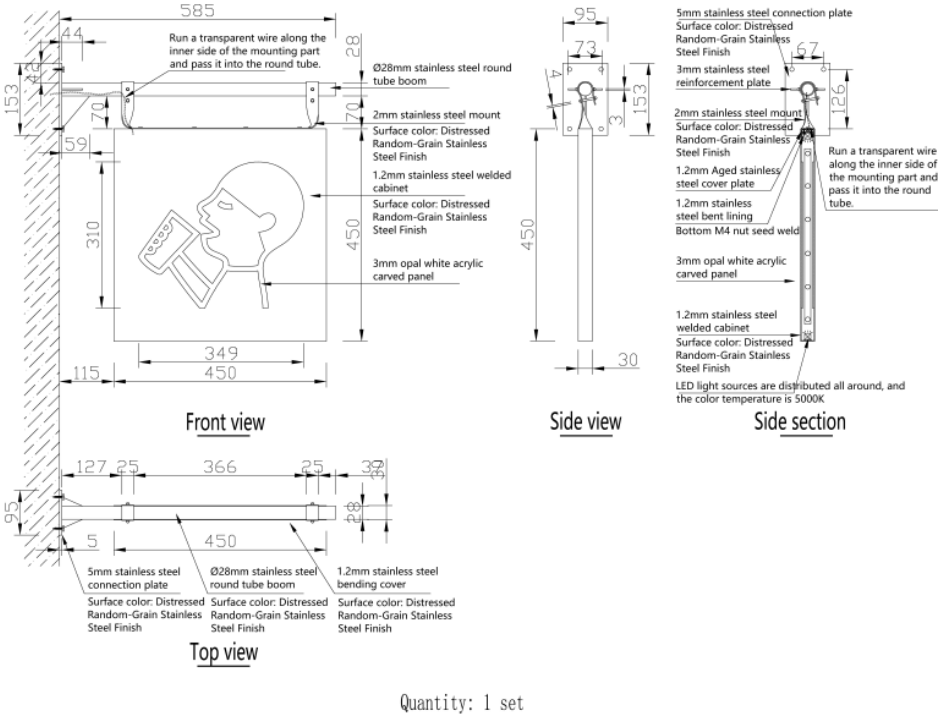
Proposed Princess Street elevation



Proposed individual letter sign cross section

The current projecting sign is 50mm in depth. As outlined in the Shopfront and Signage Design Guide (2024), any projecting signage should also be of a maximum depth of 30mm.

The proposed projecting sign would be 30mm in depth, which would be in line with these recommendations.



Proposed projecting sign details

It will also be sited on the corner of Princess Street and Faulkner Street, which is considered to be a more appropriate location to site the projecting sign, which currently overhangs the stone detailed entrance to Regent House and is considered to create a cluttered appearance around the entrance.

Taking all these aspect into consideration, the proposal can therefore be supported on visual amenity grounds as the proposals are in accordance with polices JP-P1 and JP-P2 of Places for Everyone, with policies SP1, CC9, EN3, and DM1 of the Manchester Core Strategy, DC14 and DC18 of the Unitary Development Plan, The Shopfront and Signage Design Guide, and sections 12 and 16 of the NPPF.

Public Safety

The luminance levels of the signage are 300cd/m2, which is within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

A projection over licence is required due to the projection of 0.8m. An informative has been added to instruct the applicant how to apply for this.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).

<u>Other Legislative Requirements</u>

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 polices 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 the City Council as Local Planning Authority on 19 September 2025:

- Location Plan

Received by the City Council as Local Planning Authority on 12 November 2025:

- Signage Pack

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 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.

Informatives

1) The proposed projecting signs extends to a maximum projection in excess of 0.8 over the adopted highway and will therefore require a projection over licence, to be funded at the applicant's expense. This can be obtained from https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway#:~:text=Summary,also%20need%20to%20be%20licensed.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Fourth Floor, Canton House, 34 Princess Street, Manchester, M1 4JY
Flat At, 86 Portland Street, Manchester, M1 4GX
Roomzzz Aparthotel, 36 Princess Street, Manchester, M1 4JY
Unit 4, 85 - 87 Princess Street, Manchester, M1 4HT
Unit 3, 85 - 87 Princess Street, Manchester, M1 4HT
First Floor, 93A Princess Street, Manchester, M1 4HT
Basement Store, 85 - 87 Princess Street, Manchester, M1 4HT
Flat Above, 88 Portland Street, Manchester, M1 4GX
Ground Floor Unit 1, 85 - 87 Princess Street, Manchester, M1 4HT
Unit 2, 85 - 87 Princess Street, Manchester, M1 4HT
Unit 6, 85 - 87 Princess Street, Manchester, M1 4HT
Unit 5, 85 - 87 Princess Street, Manchester, M1 4HT
Flat At, The Old Monkey, 90 - 92 Portland Street, Manchester, M1 4GX
XiongQi Hot Pot, 56B Faulkner Street, Manchester, M1 4FH
85 - 87 Princess Street, Manchester, M1 4HT
Second Floor, 93A Princess Street, Manchester, M1 4HT
The Old Monkey, 90 - 92 Portland Street, Manchester, M1 4GX
88 Portland Street, Manchester, M1 4GX
93A Princess Street, Manchester, M1 4HT
Second Floor, 95A Princess Street, Manchester, M1 4HT
First Floor, 95A Princess Street, Manchester, M1 4HT
Ground Floor, 95 Princess Street, Manchester, M1 4HT
95A Princess Street, Manchester, M1 4HT
95 Princess Street, Manchester, M1 4HT
91 Princess Street, Manchester, M1 4HT
86 Portland Street, Manchester, M1 4GX
89 Princess Street, Manchester, M1 4HT
Canton House, 34 Princess Street, Manchester, M1 4JY
Spice City, 56 Faulkner Street, Manchester, M1 4FH
China City, 56A Faulkner Street, Manchester, M1 4FH

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 - George Street Conservation Area 1985
Area Team Boundary - Name: CENTRAL