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Manchester City Council
Planning and Development Department
28 Bold Street
Manchester
M16 7AG

Application Submitted by the Planning Portal

12th January 2026

Dear Sir/Madam

Re: Application for Full Planning Permission (Shopfront Alterations) and Advertisement Consent (New Signage) at 36 Brazenose Street, Manchester, M2 5EA.

I am instructed by Greggs PLC to submit a planning application for shopfront alterations and advertisement consent for the display of new signage at 36 Brazenose Street Manchester M2 5EA.

The application has been submitted via the Planning Portal reference: PP-14479480 and the application fee has been paid directly.

With this application, please find enclosed the following plans:

- I. Location Plan, Ref: TQRQM25308163559671
- II. Existing and Proposed Elevations and Sections, Ref: S1699/PLN/OIB

In addition to the above, I would be grateful if you could take into consideration the contents of this letter in the determination of both the full planning and advertisement consent applications.

The Proposal

This proposal seeks advertisement consent for the replacement of one fascia sign and as well as planning permission for shop front alterations.

Site and Surroundings

The site currently operates as a Greggs Bakery, Use Class E.

The building is not a listed building however it is within the Albert Square conservation area. The site is also within a designated Regional Centre (Policy E3 of the Core Strategy) which states that within the Regional Centre development for employment generating uses including offices and other commercial development will be encouraged.

Planning History

The site has a longstanding history as Class E Use Class. While there have been a number of advertisement consent applications and minor external alterations made over the years, there is nothing within the site's planning history which would indicate the proposed development should not be permitted.

The proposed Class E bakery does not require a change of use, this application therefore simply seeks approval for shopfront alterations and advertisement consent.

Planning Policy Background

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that all applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise. For the purposes of Section 38 of the Planning and Compulsory Purchase Act 2004 the statutory development plan comprises Manchester Local Development Framework Core Strategy Development Plan (Adopted 11th July 2012).

Manchester Local Development Framework Core Strategy Development Plan

Policy CC8 (Change and Renewal the City) states that the council has identified the types of development and approach to development which is considered most likely to deliver the vision for the City Centre and development which reflects elements of this will generally be supported. The approach to development, and redevelopment, in the City Centre will welcome large-scale schemes. Developments which make significant contributions to the City Centre's role in terms of employment and retail growth, or which improve the accessibility and legibility of the Centre will be supported, subject to the proposal's impact on key aspects of the City's heritage and character. The Council will also provide appropriate support, including site assembly, for schemes which are likely to contribute to the promotion or improvement of the social, economic or environmental well-being of Manchester.

Policy CC9 (Design and Heritage Design) states that new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character. Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments. The Council will support high density and mixed use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment

Policy EN1 (Design Principles and Strategic Character Areas) states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the city should be fully realised, particularly on major radial and orbital roads and rail routes. Design and Access Statements submitted with proposals for new development must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the city and supports the achievement of the Core Strategy Strategic Objectives.

Policy EN3 (Heritage) states that throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre. New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains. Objective Environment Manchester City Council Manchester Core Strategy 2012 to 2027 Proposals which enable there-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset

Advertisement Regulations

The relevant regulation for control of Advertisement is The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and it states that a Local Planning Authority should exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material; and any other relevant factors including national policy and guidance contained in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

The NPPG states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Should any of these features be present, the LPA should consider

whether the proposed development is in scale and in keeping with these features. This means that a large advertising display would be refused where it would dominate a group of listed buildings but would be permitted in an industrial or commercial area of a major town or city, where the advertisement would not adversely affect the visual amenity of the neighbourhood where the site is located.

Factors relevant to public safety include the safety of people using the highway, railway or waterway; and whether the display of the advertisement in question is likely to: obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; 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; effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); externally or internally illuminated signs (incorporating either flashing or static lights) where the means of illumination is directly visible from any part of the road, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or when subject to changes of the display, where they do not display the whole message, if they require close study which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; or those which resemble traffic signs; obstruct or confuse road users view, or reduce the clarity or effectiveness of a traffic sign or signal.

National guidance on advertisements is set out within the NPPF (2024) where it is advised that control over advertisements should be simple, efficient and effective in operation. Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts (Paragraph 141).

Planning Discussion

Investment into the area should be welcomed particularly where visual improvements are made, enhancing and improving the vitality and viability of the centre.

Design and Access, and Heritage Considerations

The application site is located within the Albert Square Conservation Area, which was first designated in April 1972 and subsequently extended in June 1985 to include the area bounded by Lloyd Street, Deansgate, and John Dalton Street. The conservation area forms part of a wider network of adjoining conservation areas that together provide comprehensive heritage coverage of Manchester's Victorian city centre.

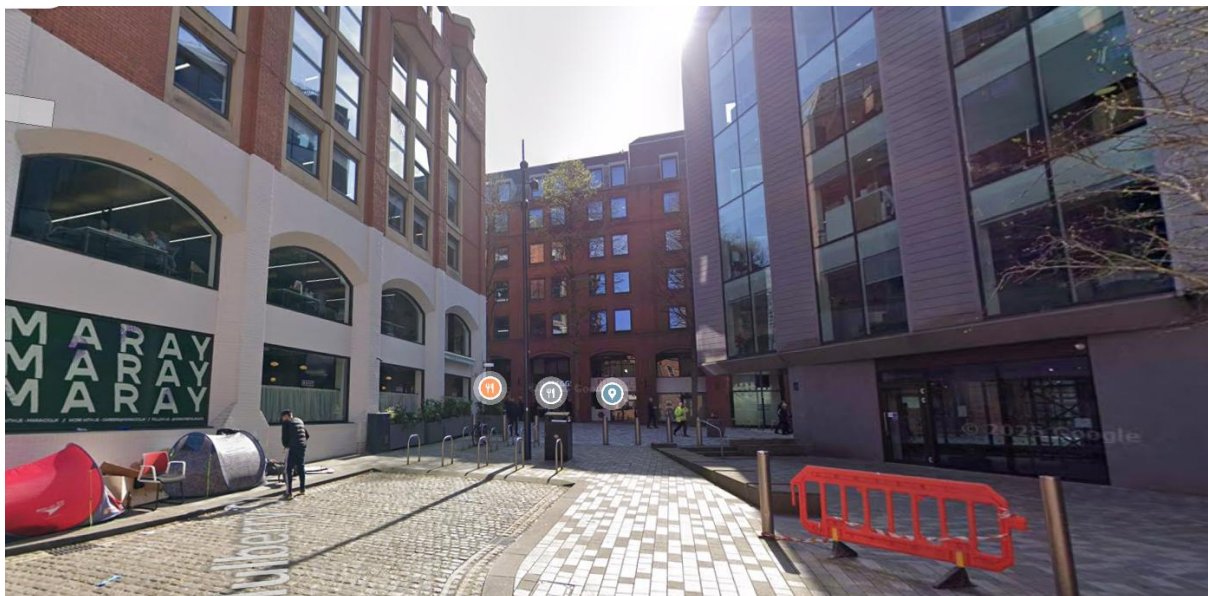
The special interest of the Albert Square Conservation Area derives primarily from its civic grandeur, formal townscape, and concentration of landmark buildings associated with Manchester's historic municipal and commercial development.

Alongside these civic buildings, the conservation area also contains a substantial number of commercial premises and smaller-scale buildings at ground-floor level, particularly along secondary frontages.

The application site occupies a ground-floor commercial unit within Heron House, a multi-storey building forming part of this established commercial townscape.

The site lies in proximity to several designated heritage assets, most notably the Grade II* listed Roman Catholic Church of St Mary, located approximately 45 metres to the north.

The image below shows the view looking at the application site from the Church of St Mary.



The existing lawful use of the unit is as a Greggs bakery, with an established shopfront and associated signage. The proposal does not seek to intensify or alter the use of the premises, but instead comprises a modest refurbishment of the existing shopfront.

The proposed works include:

- Replacement of the existing shopfront finish with a more muted and sympathetic grey colour palette; and
- Replacement door and new glazed frontage

The proposed shopfront design remains simple, restrained, and appropriate to its commercial context, avoiding excessive illumination, ornamentation, or visual clutter.

The revised colour scheme is considered more neutral and recessive than the existing arrangement and better aligned with the character and appearance of the conservation area.

Given the limited nature of the works and their confinement to the ground-floor shopfront, the proposal would result in no harm to the significance of the Albert Square Conservation Area or to the setting of nearby listed buildings. In heritage terms, the proposal represents a neutral or minor enhancement when compared to the existing situation.

In accordance with Section 16 of the National Planning Policy Framework, the proposal preserves the significance of designated heritage assets and sustains the character and appearance of the conservation area. The works also therefore comply with Policy CC9, DMI and EN1 of the Manchester Core Strategy.

As part of the proposal, the applicant seeks to improve access arrangements to the unit. The entrance door is to be replaced with the installation of a new manual, self-closing, DDA-compliant door, providing a clear opening width of 1 metre via a single leaf. This alteration improves accessibility for all users while remaining visually discreet and fully integrated within the proposed shopfront design.

Advertisements

As outlined in the Policy Section, advertisements must be assessed against amenity and public safety considerations. In amenity terms, the proposal is appropriate to the site and surrounding area, reflecting previous signage approved on the site and on nearby premises.

Greggs' approach to signage is to provide clear and easily identifiable signage of an appropriate scale to the shopfront and wider area. It is considered that the proposed signage is therefore in line with the character and appearance of the building, the nearby retail units and the wider area and does not detract from the existing visual amenity of the area.

With respect to highway safety, it is not considered that the proposal raises any issues relating to those either travelling on foot or in vehicles adjacent or around the site. The advertisements enable identification of the unit whilst causing no harm to public safety.

On this basis, it is considered that the proposal accords with the general guidance on advertisements.

Conclusion

Based on the above and enclosed, it is respectfully requested that planning permission and advertisement consent are forthcoming.

Should you have any queries regarding the attached or enclosed, please do not hesitate to contact Abbie Larter at abbie@jmsplanning.com or on 07510575207.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Abbie Larter', enclosed within a light grey rectangular box.

Abbie Larter
JMS Planning & Development
Encs