MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145308/AO/2026
Date registered valid:	11 March 2026
Proposal:	Advertisement consent for 3no. halo-illuminated fascia signs and 1no. externally illuminated hanging sign.
Address:	1 King Street, Manchester, M2 6AW
Ward(s):	Deansgate Ward
Applicant:	Mr Andrew Cory Loake Bros
Agent (if any):	Mr Dean Rawlins Top Notch Joinery
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Approve**
Date of recommendation:	**1 May 2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 13 April 2026

Standard consultations:
Printed: 19 March 2026 Expired: 11 April 2026

Neighbour notifications
Printed: 19 March 2026 Expired: 11 April 2026

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: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

The application relates to a four-storey Victorian property, composed of sandstone with ornamentation at various points along the façade, rusticated decorative pillars at the entryway and large glazed windows. The building is occupied by multiple tenants, but this application relates to the unit at the junction of King Street and Police Street which features a distinct Chamfered corner entryway.

The site is within the St. Anne's Conservation Area. The site sits within the Primary Retail Area of Manchester, within walking distances of Market Street and the Arndale Centre.

Description of area

The area is characterised by a mix of retail and F&B uses and has a strong, coherent, historic appearance with a significant number of listed buildings, and traditional shopfronts. The Grade II 15 and 17 King Street and 19 King Street are within the setting of the application site. The street is entirely pedestrianised, allowing for a high volume of pedestrian traffic and large outdoor seating area.

Description of development

Advertisement consent is sought for the installation of 3no. internally illuminated fascia signs and 1no. externally illuminated hanging sign. Fascia signs would be halo illuminated individual letters, sites on the existing fascia, which would be painted grey.



Planning History

097052/AO/2011/C1 | Erection of 1 x externally illuminated fascia sign comprising fret cut letters, 1 x projecting sign and 1 x vinyl sign. (Approved November 2011)

102257/AO/2013/C1 | Retrospective consent for the installation of two internally illuminated individual lettered fascia signs and two internally illuminated projecting signs. (Approved June 2013).

106600/AO/2014/C1 | The installation of individual lettered fascia signs and two projecting signs. (Approved December 2014).

Consultations & Notification Responses

Publicity
Letters were sent to surrounding neighbours, no representations have been received.

Highway Services – No objections. Signage complies with headway and carriageway requirements. Luminance levels are considered acceptable.

Environmental Health – No objections. Proposed luminance level meets 300cd/m2 maximum.

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.

The policies within the development plan relevant to consideration of this application are:

Manchester Core Strategy 2012-2027
DM1 Development Management
EN1 Design Principles and Strategic Character Areas (City Centre Character Area)

Places for Everyone Joint Development Plan (Adopted 2024)
JP-P2: Heritage

Saved Unitary Development Plan Policy
DC14 Shop Fronts and Related Signs
DC18 Conservation Areas

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework
Chapter 12 – Achieving Well Designed Places
Chapter 16 - Conserving and Enhancing the Historic Environment

Issues

Visual Amenity and Impact on the Character of the Conservation Area

Policy DM1 and the Shopfront and Signage Design Guide require that proposed advertisements are in scale to their proposed locations. The proposed signage would measure 360mm in height and 1534mm in length on a fascia with a total length of approximately 9m. Similarly, the proposed sign above the entrance door would have identical measurements on a fascia that

would measure approximately 2.5m in length. The scale of signage would therefore be acceptable pursuant to policy DM1 and the Shopfront and Signage Design Guide.

In line with policy DC14 the signage would be positioned at fascia level and consist of individual letters. The proposed projecting sign would be aligned with the fascia. As advised in the the Shopfront and Signage Design Guide, the projecting sign depth would measure 30mm.

Policy Dc14 and the Shopfront and Signage Design Guide requires that proposals install only 'the minimum' signage required to identify their building, with only 1no. projecting sign permitted per elevation. The proposed advertisements would meet this requirement.

Chapter 12 of the National Planning Policy Framework requires that when assessing design quality Local Planning Authorities consider ‘will function well and add to the overall quality of the area’, ‘are visually attractive’ and ‘are sympathetic to local character and history, including the surrounding built environment and landscape setting’.

Policy DC18 requires that potential harm to ‘appearance or character’ of a Conservation Area be considered in development proposals. The signage proposal would retain the existing character of the shopfront. Architectural details would not be obscured by the proposed siting or scale. The appearance of the proposal is considered to be minimal and would work with the shopfront’s historic fascia. The hanging sign would employ a decorative feature to remain in character with the St Ann’s Conservation area and surrounding environment.

As such the proposal is not considered to harm the appearance or character of the Conservation Area nor, the setting of nearby Listed Buildings and as such would be in line with , policies EN1, JP-P2, DC18 and DC19.

Public Safety

Proposed illumination would be controlled by condition so as not to exceed 300cd/m2.
With the condition, there are no public safety concerns associated with the proposal.

Conclusion

In totality, the proposed scheme of signage is considered to be in keeping with the area’s character, while retaining the existing high-quality appearance of the application site. The appearance, siting, scale and details are considered to be acceptable, and the overall scheme is unobtrusive and simple. The advertisements would therefore effectively meet the requirements set out in Places for Everyone policy JP-P2, Core Strategy policies DM, SP1 and EN1, saved Unitary Development Plan Policy DC14 and DC18, the Town and Country Planning (Control of Advertisements) Regulations 200, the Shopfront and Signage Design Guide and Chapters 12 and 16 of the National Planning Policy Framework.

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 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 OR Reasons for recommendation to refuse

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 :

- Drawing: A006-P-SF Rev. C (Received 16 April 2026)
- Drawing: A009-P-Hanging Sign (Received 11 March 2026)

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

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, and DM1 of the Manchester Core Strategy and saved policy DC14.1 of the Unitary Development Plan for the City of Manchester.

Informatives

1) Signage that extends over the adopted highway in excess of 350mm will require a Projection Over License. This will be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

THMG Manchester Clinic, Part Second Floor, 13 Police Street, Manchester, M2 7LQ
Fourth Floor, 13 Police Street, Manchester, M2 7LQ
Second Floor, 13 Police Street, Manchester, M2 7LQ
First Floor, 13 Police Street, Manchester, M2 7LQ
14 - 16 St Ann Street, Manchester, M2 7LF
SUTTON & ROBERTSON, 1A King Street, Manchester, M2 6AW
89 - 91 Deansgate, Manchester, M3 2BW
Suite 5, 13 Police Street, Manchester, M2 7WA
Third Floor, 13 Police Street, Manchester, M2 7LQ
6 King Street, Manchester, M2 6AQ
Basement, 1 King Street, Manchester, M2 6AW
Fourth Floor, 1 King Street, Manchester, M2 6AW
Third Floor, 1 King Street, Manchester, M2 6AW
83 - 85 Deansgate, Manchester, M3 2BW
Flat 21, 8 King Street, Manchester, M2 6AQ
Flat 20, 8 King Street, Manchester, M2 6AQ
Flat 19, 8 King Street, Manchester, M2 6AQ
Flat 18, 8 King Street, Manchester, M2 6AQ
Flat 17, 8 King Street, Manchester, M2 6AQ
Flat 16, 8 King Street, Manchester, M2 6AQ
Flat 15, 8 King Street, Manchester, M2 6AQ
Flat 14, 8 King Street, Manchester, M2 6AQ
Flat 13, 8 King Street, Manchester, M2 6AQ
Flat 12, 8 King Street, Manchester, M2 6AQ
Flat 11, 8 King Street, Manchester, M2 6AQ
Flat 10, 8 King Street, Manchester, M2 6AQ
Flat 9, 8 King Street, Manchester, M2 6AQ
Flat 2, 8 King Street, Manchester, M2 6AQ
Flat 8, 8 King Street, Manchester, M2 6AQ
Flat 7, 8 King Street, Manchester, M2 6AQ
Flat 6, 8 King Street, Manchester, M2 6AQ
Flat 5, 8 King Street, Manchester, M2 6AQ
Flat 4, 8 King Street, Manchester, M2 6AQ
Flat 3, 8 King Street, Manchester, M2 6AQ
Flat 1, 8 King Street, Manchester, M2 6AQ
83 Deansgate, Manchester, M3 2BW
87 Deansgate, Manchester, M3 2BW
13 Police Street, Manchester, M2 7WA
BOODLE AND DUNTHORNE LTD, Ground Floor And Basement Floor, 1 King Street, Manchester, M2 6AW
Fifth Floor, 1 King Street, Manchester, M2 6AW
4 King Street, Manchester, M2 6AQ
Suite 4, 13 Police Street, Manchester, M2 7WA
12 - 14 King Street, Manchester, M2 6AG
16 - 18 King Street, Manchester, M2 6AG
Petit Paris, 10 King Street, Manchester, M2 6AG
17 King Street, Manchester, M2 6AW
13 - 15 King Street, Manchester, M2 6AW
93 Deansgate, Manchester, M3 2BW

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
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL