Your Ref: PP-15000868
Our Ref: HPD/DSP/MS/25/144
Date: 10 June 2026

Hybrid Planning & Development Limited
Studio 11
6-8 Cole Street
London
SE1 4YH

www.hpduk.com

+44 (0)20 3633 1678
+44 (0)7802 438317
mshadforth@hpduk.com

Manchester City Council
PO Box 532
Town Hall
Manchester
M6O 2LA

Dear Sir/Madam,

RE: LISTED BUILDING CONSENT: 77 MOSLEY STREET, MANCHESTER M2 3HR

On behalf of our client, Joe & The Juice UK Limited ('the Applicant'), we are instructed to submit an application for Listed Building Consent for a new façade for Joe & The Juice at 77 Mosley Street, Manchester. The proposed signage will be new and not replace any existing signage. The signs include a display of a new 12 no. non-illuminated letters located above the entry door. The description of development is proposed as follows:

"Listed Building Consent for the Installation and display of (i) twelve individually mounted non-illuminated letters arranged to form a single fascia-style sign"

Accordingly, please find enclosed the following documents which comprise the application:

- Duly completed Planning Application Form;
- Site Location Plan at scale 1:1,250 with the site edged in red;
- Proposed Drawings by Designtime
- Planning, Design & Access Statement (this document) prepared by Hybrid Planning & Development Ltd.

Application Site and Surrounding Context

The site is located on the northern corner of the Grade II Listed Building at 77 and 77A Mosley Street, 14 and 16 Princess Street and sits right in the heart of Manchester City Centre. Mosely Street is known for numerous Listed Buildings, including former banks, offices, warehouses and classical facades dating back to the 19th century. The site is located within the George Street Conservation Area 1984.

To the west of the site is the Manchester City Library, Town Hall, St Peter's Square and Manchester Cenotaph. Mosley Street has recently been pedestrianised for the Metrolink trams linking directly to St Peter's Square and beyond. The site is also approximately a 10-minute walk from Manchester Oxford Road, Piccadilly, and Deansgate railway stations. Directly to the north of the site is Caffe Nero and other café/restaurants.

The site went through a Full Planning application in 2024 for the change of use of ground floor and basement to Class E and external alterations. The proposed Joe & The Juice associated with the listed building consent and advertising consent is located on the ground floor and basement of the site.

Planning History

The site has been subject to extensive planning history, as set out below:

- LPA Ref. 139184/LO/2024 – Internal and external alterations associated with change of use of ground floor and basement and refurbishment of building for upgraded offices including provision for a bin and bike store to the basement, updated WC facilities, secondary glazing, fire lobbies to each

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floor, new passenger lifts, plant deck to the roof and the reveal and repair of the existing shop frontage to Mosley St. Approved 18 September 2024.

- LPA Ref. 139183/FO/2024 - Change of use of ground floor and basement to Class E and external alterations associated with refurbishment of building for upgraded offices including provision for a bin and bike store to the basement, updated WC facilities, plant deck to the roof and repair of the existing shop frontage to Mosley St. Approved 18 September 2024.

- LPA Ref. 144783/LO/2025 - Listed Building Consent for the installation of 2no. internally suspended illuminated logo signs. Approved 6 May 2026.

- LPA Ref. 145211/FO/2026 - External alterations including installation of louvres. Approved 14 May 2026.

- LPA Ref. 145212/LO/2026 - Listed Building Consent for internal fitout works and external alterations
- including insertion of louvres. Approved 14 May 2026.

The most relevant application to the proposal is the Listed Building Consents (LPA Ref: 144783/LO/2025 & 145212/LO/2026), both approved in May 2026. This included the signage and fitout of the store for Joe & The Juice.

The Proposals

The proposal 12no. rail-mounted letters on the front facade for the name 'JOE & THE JUICE'. The letters will be mounted above the front entry door on the corner of the building facing Mosley Street and Princess Street.

Planning Policy Context

National Planning Policy Framework (NPPF) (2024)

The National Planning Policy Framework (NPPF), updated in December 2024, aims to strengthen local decision making and to reinforce the importance of up to date plans.

Paragraph 11 states that:

"Plans and decisions should apply a presumption in favour of sustainable development".

For decision-taking this means (**Paragraph 11**):

"Approving development proposals that accord with an up-to-date development plan without delay".

The NPPF continues that the creation of high quality, beautiful and sustainable places, is fundamental to what the planning and development process should achieve, and states at Paragraph 131, that good design is a key aspect of sustainable development, creates better places in which to live and work, and helps make development acceptable to communities.

Planning policies and decisions should ensure that developments will function well and add to the overall quality of an area, are visually attractive and sympathetic to local character and history, establish or maintain a strong sense of place, optimise the potential of the site to accommodate and sustain an appropriate mix of development and support local facilities and transport networks, and create places that are safe, inclusive and accessible which promote health and well-being, with a high standard of amenity for existing and future users.

In determining applications (Paragraph 139), great weight should be given to outstanding or innovative designs which promote high levels of sustainability or help raise the standard of design more generally in an area, so as long as they fit in with the overall form and layout of their surroundings.

The NPPF recognises that a balance needs to be struck between the preservation of the significance of a heritage asset and delivering public benefit. With regard to designated assets, Paragraph 212 states that the more important the asset, the greater the weight should be on its conservation. Distinction is drawn between those assets of highest significance and those of a lesser significance.

The NPPF identifies harm as being either substantial or less than substantial. Paragraph 214 states that where the proposal would lead to substantial harm to the significance of a designated asset consent should be refused unless the harm or loss is necessary to achieve substantial public benefit that outweighs that harm. In cases where less than substantial harm to the significance of a designated asset is anticipated, the NPPF requires that this harm should be weighed against the public benefits of the proposal.

Paragraphs 219 and 220 specifically discuss Conservation Areas; paragraph 219 states that opportunities should be sought to better reveal the significance of these assets, whilst paragraph 220 remind the reader that not all elements of a conservation area will contribute to the significance of that area; in this way assessments should take account of the relative value of the element subject to change, and its contribution.

Local Planning Policy

Places for Everyone Plan – Joint Development Plan Document, Adopted 21 March 2024
The Places for Everyone Plan (PfE 2021) provides an important opportunity to create the conditions for inclusive economic growth, provide opportunities for the provision of much-needed homes and protect and enhance the natural environment. The policies relevant to the application include:

Policy JP-Strat2 – City Centre
Policy JP-P1 – Sustainable Places
Policy JP-P2 – Heritage

Manchester Core Strategy – Development Plan Document 2012-2027, Adopted 11 July 2012
The Core Strategy was adopted by Manchester City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework and covers a period of 15 years from 2012 to 2027. It describes Manchester today and outlines the Council's vision for Manchester in 2027, along with the planning policies which will be used to deliver that vision. The policies relevant to this application include:

Policy SP1 – Spatial Principles
Policy EN1 – Design Principles and Strategic Character Areas
Policy EN3 – Heritage
Policy DM1 – Development Management
Policy CC9 – Design and Heritage

Unitary Development Plan for Manchester
The Core Strategy replaced much of the UDP, but some UDP policies are extant (remain). The following policies are relevant to the application:

Policy DC14 – Shop Fronts and Related Signs
Policy DC18 – Conservation Areas
Policy DC19 – Design and Heritage

We now turn to assess the proposals against the relevant planning policy.

PLANNING AND HERITAGE ASSESSMENT

This section seeks to address the key planning and heritage matters arising from the proposal. These issues have been identified through a review of the relevant planning policies for the site.

Principle of Development

The proposal includes 12 no. mounted non-illuminated letters on the façade. The principle of development is seen to be accepted in the area and relatively matches that in the surrounding area. The signage has been

proposed in order to advertise and provide premises to the commercial unit at 77 Mosley Street. The external sign has been proposed at the fascia level and respects the architectural form of the building and shop frontage in accordance with Policy DC14.5.

Visual Amenity

The existing building has been in a state of dereliction for many years. Enhancements and refurbishment are currently underway and nearing completion to bring the building back to a usable and attractive state. The proposed tenancy is positioned on the corner of Mosely Street and Princess Street. Over the years, the juice bar Joe & The Juice has grown with immense popularity, and providing the fascia sign will help consumers recognise the juice bar.

The sign on the refurbished building is not seen to impact the visual amenity of the listed building. Due to the location being in the city centre, Policy EN1 of the Core Strategy sets out the design principles and strategic character areas. With the building already going through a refurbishment and enhancement, the proposed signage is not seen to affect the heritage or the continued rich pattern of activity in the core area. The development has enhanced the existing and, as such, complies with Policy EN1 of the Core Strategy and Policies JP-Strat2 and JP-P1 of the DPD.

Design and Heritage

The building, as constructed, combined uses speculative home trade warehousing, offices and retail premises, with the building dating from the mid-1860s. The warehousing component was accessed to the rear of the upper floors via a double door off 16 Princess Street, while the front at Mosley Street contained offices, accessed via 79 Mosley Street. Retail premises were situated on the ground floor at 77 and adjoining 77a, later to include partial use of the basement. The building is part of the George Street Conservation Area and is considered to be a positive contributor to the special architectural and historic character.

The proposed signage does not propose any major changes to the external elements of the building. The site has gone through localised repairs and restoration of damaged fabric as necessary. The existing building has been a re-used heritage asset, and this application will help to continue the operation of a business use in this location in accordance with Policy EN3. Policy CC9 requires development in Manchester City Centre to preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments. The proposed listed building consent is not seen to affect any of the existing heritage assets.

Policy DC18 sets out the requirement for conservation areas, with the Council seeking to preserve and enhance the character of the designated conservation area by carefully considering the issues. The proposal is seen to comply with the policy as it will not cause a major change to the appearance of the existing building. The proposed advertising complies entirely with Policy EN3, CC9 and DC18 of the Local Plan.

Signage

The proposed signage has been designed in accordance with the previously approved signage strategy and would not result in any permanent alterations to the listed building. In March 2026, the Council approved a signage strategy for this unit (LPA Ref. CDN/26/0204), which identifies façade signage in the same location as that now proposed. The design has been developed having regard to the recommendations of both the landlord and planning officers.

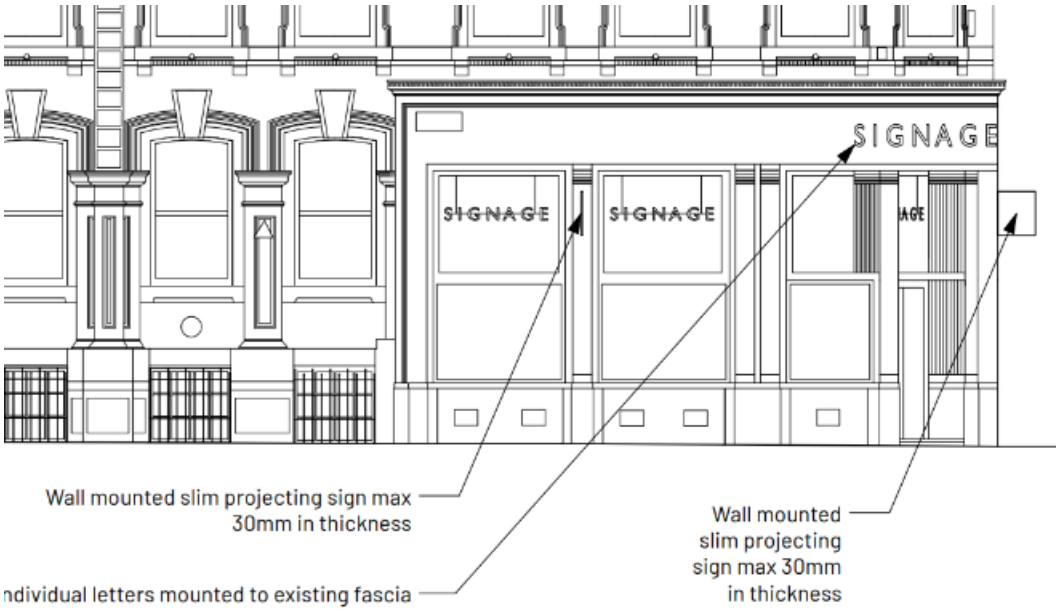


Figure 1 - Approved Signage Strategy

As such, in accordance with Policy EN1, EN3 and CC9 of the DPD and Policy DC14 and DC19 of the UDP, the advertisement encourages a high standard of design and a restrained amount of advertising in keeping with the character of the city and is proposed in an appropriate location and in proportion to the shopfront.

In our view, and in accordance with local and national planning policy, it is considered that the proposal will not diminish the visual appearance of the building or the surrounding area, contributing to Manchester City's heritage.

By virtue of the size, location and non-illumination, the proposed advertisement is considered acceptable in design, conservation and townscape terms, and therefore complies with the relevant policies.

Summary

The proposed signage is seen to be minimal and respects the heritage value of the site. The proposed application is seen to comply with the necessary policy in its entirety, including the NPPF (2024), Development Plan Document, Core Strategy and Unitary Development Plan part of the Manchester Local Pan.

Notwithstanding, we trust that the information supplied meets with your approval and is sufficient for you to consider this application favourably.

Yours faithfully,

[redacted]

Max Shadforth
PLANNER

Encs.