

Planning

Delegated Officer Report

Summary of application details

Application reference:	145587/AO/2026
Application type:	Consent to display an advertisement
Proposal:	Installation of 1no internally illuminated suspended fascia sign and 1no internally illuminated projecting sign.
Site address:	60 King Street Manchester M2 4LZ
Ward(s):	Deansgate
Date application valid:	31 March 2026
Applicant name:	Mrs Lucy Palac
Agent (if any):	
Case officer:	James Bridgman
Recommendation:	Approve
Date of recommendation:	3 June 2026

Description of site, building and/or area

This application relates to No. 60 King Street. The building is not listed, but is located in the St Anns Square conservation area and retains much of its original form and detailing at the upper levels. The building is considered to be a non-designated heritage asset by virtue of its age and architectural design.

The building forms part of the settings of a number of other listed buildings and non-designated heritage assets and makes a positive contribution. It is adjoined to the Grade II Listed 62 King Street and several other Grade II Listed buildings located on King Street.



Figure 1 – Existing Shopfront

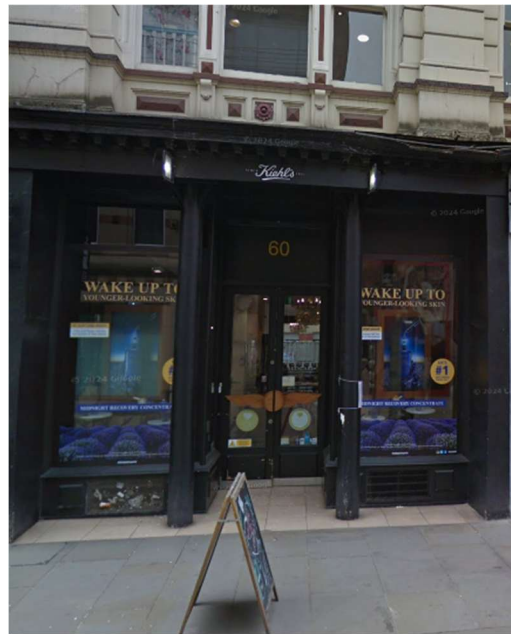


Figure 2 – Shopfront in April 2019

Description of development

Advertisement consent is sought for the installation of the 1no. internally illuminated suspended fascia sign and 1no. internally illuminated projecting sign.

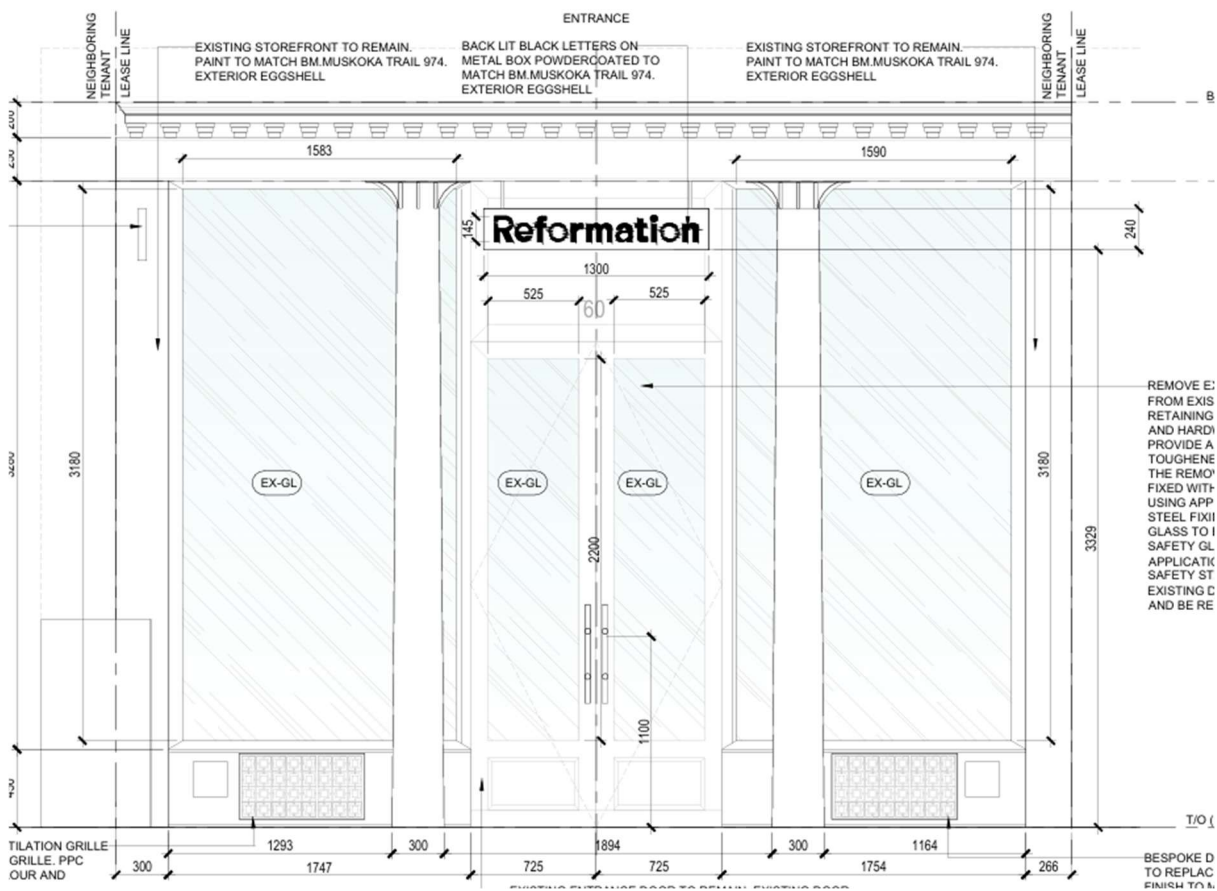


Figure 3 – Front elevation of shopfront

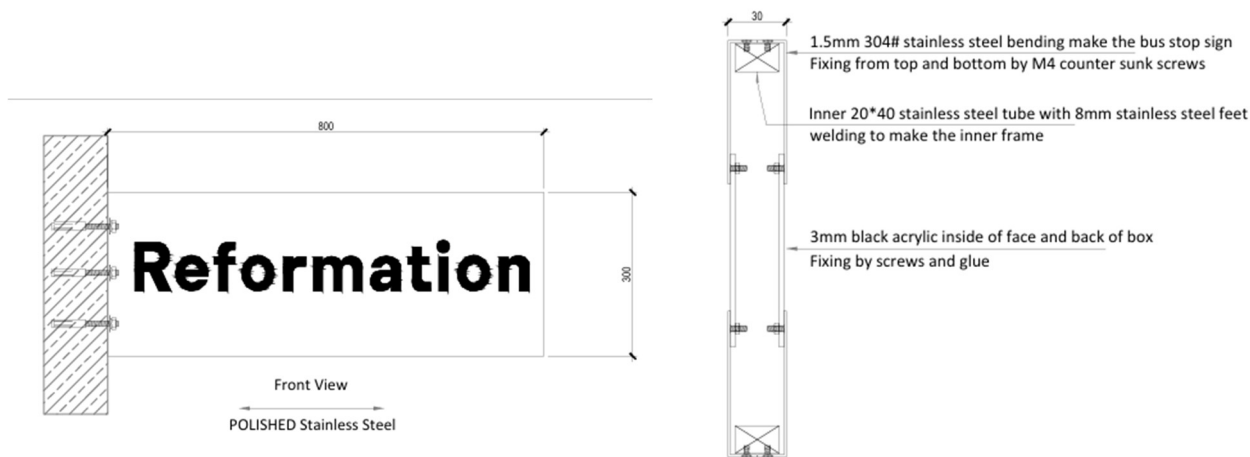


Figure 4 – Blade Sign details

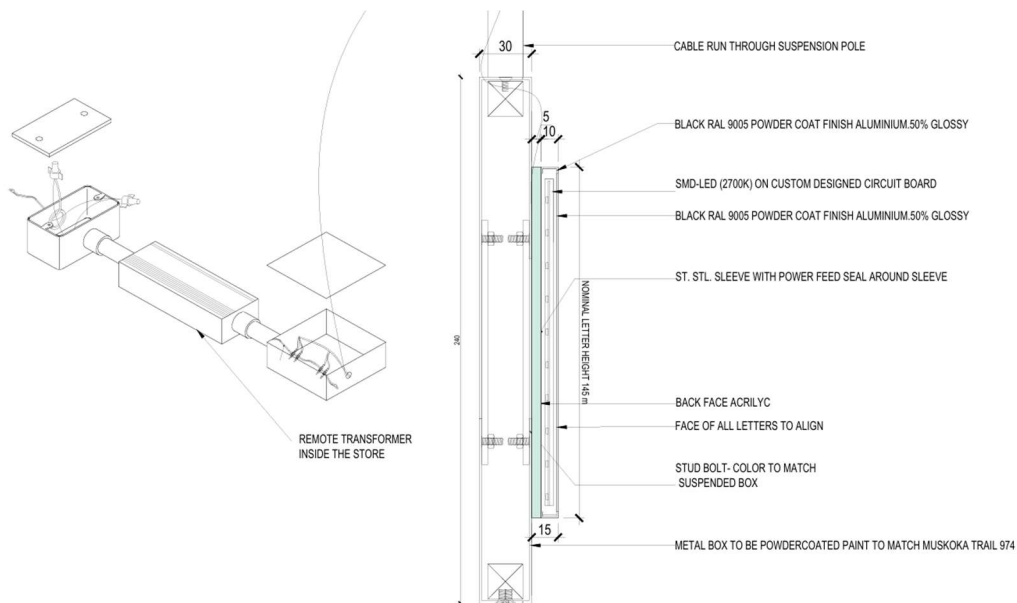
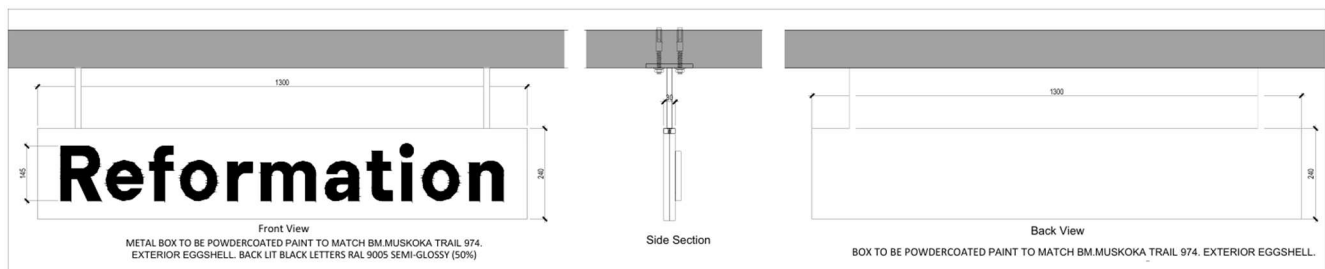


Figure 5 – Suspended Fascia sign

Relevant planning history

145586/FO/2026 - External alterations for replacement louvres, glazed panels to entrance door and external floor tile to entrance. Decision: Under consideration (alongside this application)

Consultation, notification and publicity responses

Consultations

Environmental Health advise the illuminance levels of signs is acceptable and should not exceed 300 cd/m²

Highways advise the luminance levels of the signs are acceptable and a projection over license is required for the blade sign as it projects beyond 350mm.

Notifications and publicity

Letters have also been sent out to local businesses and residents. No comments have been as part of that process.

Relevant policies

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.

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

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

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework (NPPF)

- Chapter 6 – Building a strong, competitive economy
- Chapter 7 – Ensuring the vitality of town centres
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic environment

Assessment

Amenity

60 King Street is considered to be a Non-Designated Heritage Asset (NDHA) and is within the setting of the Grade II listed buildings including 62 King Street, 54 & 56 King Street and 35 & 37 King Street.

The suspended internally illuminated sign would be sited within the recessed entrance of the unit. The back panel of the fascia sign would have a depth of 30mm and the 15mm individual letters would be fixed to the panel.

Originally this proposed sign was to have a 50mm back panel with 23mm spacing between the 25mm letters. It has been significantly reduced to minimise the bulk and appearance.

The Shopfront and Signage Design Guide states new signage should have a max depth of 30mm. In this instance including the letters fixed to the panel, the fascia sign would have a maximum depth of 45mm.

Given the signage is within the recessed entrance it would lessen any views from the side and reduce the perceived level of bulk. It is therefore considered that on this basis, the signage is acceptable and would not result in any harm to the appearance of the NDHA and the setting of nearby listed buildings.

The blade sign was amended to have a maximum depth of 30mm. It would appear slimline and would be a significant improvement over the existing projection sign on the previous unit.

Overall the design and appearance of the signage is acceptable and would contribute positively to the NDHA and would not harm the setting of nearby listed buildings.

Public Safety

The projection sign and fascia sign would be sited at high level and would not obstruct pedestrian movement along King Street.

Highways have recommended a projection over the adopted highway license is required as the blade sign would project 800mm. Details of this has been included as an informative.

The luminance levels of the signage are acceptable to Environmental Health and Highway Services. There would be a condition restricting the maximum luminance level of the signage to 300cd/m².

The signs therefore are not considered to result in any harm to the users of the highway network or to the amenity of nearby occupiers, in accordance with Policy DM1.

Recommendation: Approve

Conditions attached to this decision

- 1)
 - (a) 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.
 - (b) No advertisement shall be sited or displayed so as to:
 - i. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - (c) 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.
 - (d) 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.
 - (e) 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:
 - Proposed Exterior Elevations: A-201 Issue 06
 - Suspended Signage Details: A-801 Issue 06
 - Blade Signage Details: A-210 Issue 06

All received by the City Council as Local Planning Authority on 2 June 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.

- 3) The maximum luminance of the signage hereby approved 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 and DC18.1 of the Unitary Development Plan for the City of Manchester.

Informative

If the signage extends over the adopted highway in excess of 350mm then a Projection Over License will be required. This is to be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004.

The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk