MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	PLA-2026-000436
Application type:	Consent to display an advertisement
Proposal:	Installation of 1no non-illuminated hanging sign.
Site address:	44 King Street Manchester M2 6BA
Ward(s):	Deansgate
Date application valid:	25 June 2026
Applicant name:	Mr Minesh Solanki
Agent (if any):	Ms Stacey Whaley
Case officer:	Michael Pearson
Recommendation:	Approve
Date of recommendation:	22/07/2026

Description of site, building and/or area

The application relates to the four storey mid-terrace property at 44 King Street. The property dates from the 19th century and features a contemporary recessed ground floor shopfront that features a glazed frontage, with box fascia sign and projecting sign. Its upper floors feature original windows and a façade of painted stone. The site lies in a Class E use.

The neighbouring area forms part of the southern half of the St Anns Conservation Area. King Street itself is a prominent road within the Conservation Area, lined by a high number of commercial Victorian properties in varying café, restaurant and non-food retail uses (Class E). A high number of Grade II listed buildings neighbour the application site along King Street to the north, east and west. South King Street to the rear of the application site, is characterised by the back of house accesses to the properties that line King Street, with extraction equipment and bin storage points being present throughout.

Description of development

The application seeks advertisement consent for the installation of a single non-illuminated hanging sign.

The proposed hanging sign would be displayed at fascia level, with the sign itself having a height of 500mm, depth of 700mm and width of 30mm. Said sign is to be made of powder coated aluminium coloured black, with it then being secured by a metal bracket with a depth of 780mm.

As part of the proposed works, the non-original box fascia on site would be removed and the timber fascia underneath it would be renovated.

Relevant planning history

145198/FO/2026 - Installation of plant and louvre screen – Approved April 2026.

069519/AO/2003/C1 - Installation of externally illuminated individual letter sign at fascia level – Approved March 2004.

069517/FO/2003/C1 - Retrospective application for alterations to existing shop to facilitate re-positioning the entrance – Approved March 2004.

Consultation, notification and publicity responses

Publicity – Neighbouring properties were notified of the proposals by letter. No representations were received.

Highway Services – No objection subject to a condition relating to illumination and informatives relating to the need for a projecting license, highway hoarding and access to King Street.

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-Strat1 – Core Growth Area
- 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 EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus: City Centre and Fringe
- Policy CC4 – Visitors – Tourism, Culture and Leisure
- Policy CC9 – Design and Heritage
- Policy C10 – Leisure and the Evening Economy
- Policy EN1 – Design Principle and Strategic Characters 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
- Policy DC18 – Conservation Areas

National Planning Policy Framework (NPPF)
- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Draft National Planning Policy Framework (2025)
The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making. Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it.

Other Legislative Requirements
National Planning Practice Guidance (NPPG)
Planning (Listed Building and Conservation Areas) Act 1990

Assessment

Amenity

King Street is home to a variety of high quality individual letter signs and hanging signs, with older unauthorised and low quality signage also being present within the street scene. The proposed hanging sign is considered to be reflective of the historical significance of the neighbouring area and is thereby an appropriate design choice in this context and is thus acceptable. Planning condition would secure that said sign be non-illuminated in the interest of visual amenity and to avoid an overly large lighting bracket. As the existing box fascia is to be removed, planning condition will require the removal of the fascia on site as part of the proposed works. Subject to the aforementioned conditions, the proposal is acceptable in this regard and is in accordance with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Save Unitary Development Plan Policies DC14, DC18 and DC19, Places for Everyone Plan Policy JP-P2, the National Planning Policy Framework and National Planning Practice Guidance.

Highway Safety

The proposed sign would face out onto the public highway and would overhang it. As the proposed sign is to be non-illuminated, it is not considered it would present an unacceptable distraction/safety risk to highway users. Highway Servies do not object to the proposals subject to a condition relating to illumination and informatives relating to the need for a projecting license, highway hoarding and vehicular access to King Street. Notwithstanding this, as the sign proposed

is non-illuminated said condition will not be attached in the event of an approval. Informatives will be attached in relation to the need for a projecting license, highway hoarding and vehicle access. In light of this, the development is acceptable in this regard and accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, Places for Everyone Plan Policy JP-P2, the Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework. The application is therefore recommended for approval.

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

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:

· Location Plan (Planning Portal Reference PP-14944657v1; Received 21/05/2026)

· 038 ID-02-05: Advertisement Consent

· 038 ID-02-05: Projecting Sign (Received 21/07/2026)

Received by the City Council as Local Planning Authority on 10/07/2026, unless specified otherwise.

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 projecting sign hereby approved, shall be non-illuminated for its lifetime.

Reason – In the interest of visual amenity and the appearance and setting of the King Street Conservation Area, in accordance with Places for Everyone Plan Policy JP-P2, Core Strategy Policies SP1, EN1, EN3, CC9 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, and the National Planning Policy Framework.

4) The box fascia on site to be removed, as shown on drawing 038 ID-02-05, shall be removed as part of the approved works, and the timber fascia underneath be made good. This consent does not authorise the installation of any replacement fascia which would be subject to a separate consent.

Reason – In the interest of visual amenity and the appearance and setting of the King Street Conservation Area, in accordance with Places for Everyone Plan Policy JP-P2, Core Strategy Policies SP1, EN1, EN3, CC9 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, and the National Planning Policy Framework.

Informatives

1) The proposed projecting sign extends for a maximum of 0.7m over the adopted highway. As such, a projection over license will be required. This can be applied for online at https://manchester.civicapayforms.co.uk/Sales/EnterSaleFormDetails.aspx?create=true&saleformid=1208&saleformshortdescription=oversail2 or by emailing highwaylicences@manchester.gov.uk.

2) 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

3) The applicant should be advised that vehicular access through the bollards on to King Street will need to be applied for online via: Access to automatic bollards | Fixed, removable, automatic and lit bollards | Manchester City Council