

Planning

Delegated Officer Report

Summary of application details

Application reference:	144787/AO/2025
Application type:	Consent to display an advertisement
Proposal:	Retention of 1no. non-illuminated individual letter fascia sign.
Site address:	77 Mosley Street Manchester M2 3HR
Ward(s):	Deansgate
Date application valid:	12 June 2026
Applicant name:	Joe & The Juice
Agent (if any):	Mr Max Shadforth
Case officer:	Sam Elliott
Recommendation:	Approve
Date of recommendation:	31/07/2026

Description of site, building and/or area

The application site relates to a ground floor unit (Unit B) within the Grade II listed 77 & 77A Mosely Street – 14 & 16 Princess Street.

The building is five-storeys and has a sub-ground/ basement level at 77-79 Mosley Street. It is likely to have been speculatively constructed around 1870 by an unknown architect, and combined both warehouse, office and shop accommodation in one building, taking advantage of the three most lucrative areas of commerce during the last quarter of the 19th Century. It is built of red brick and decorated with moulded sandstone window surrounds, sill courses with a balustrade parapet at roof level in front of a pitched slate roof.

Externally the building is loosely Italianate in style, with both principal elevations, fronting Princess Street and Mosley Street, being in red brick and decorated with moulded cream stone window surrounds, sill courses and a balustrade parapet at roof level. The window arrangement and decoration across the principal elevations alternate as the building rises to third floor level.

The ground floor of No. 77 forms the curved corner of the building, and originally would have been a speculative shop unit with decorative cast iron columns and shop front. The shop, which included the adjoining No. 77a, was since the 1880's occupied by Macbeth Brothers Tailors. When originally built, the two ground floor shops were only accessed from street level, these were later joined into the office entrance (No 79 Mosley St) and the former warehouse floor (No 16 Princess St).

In 1955 the Huddersfield Building Society took over the corner shop at No. 77 and redesigned the exterior and interior of the shop in an Art Deco style, a style, although typically associated with the 1930s, was still being used following the end of the Second World War. The new internal arrangement saw a door opening between No. 77 and No. 77a being blocked, and the

Macbeth Brothers Tailors concentrating their business in the adjoining No.77a and the basement rooms beneath both shops, for which they used as fitting and tailoring rooms. The redesign and reconfiguration of the new building society premises saw the original Victorian shop front replaced by high-quality polished green granite square columns and downstands, designed in the Art Deco Style. As part of this work, the basement windows were blocked. Within this retail unit, a good example of a high quality 1950s interior decoration scheme is retained.

As such, the area of highest significance is its external elevations – particularly the articulation of the different units/ entrances that allow for an understanding and appreciation of how the building was originally used. Its architectural merit, decoration, group value and its setting within a densely packed area of similarly dated buildings, enhances the buildings significance and provides a high streetscape value. Its historical, evidential, and aesthetic values are primarily related to it being a well preserved and a good example of a speculative, combined Victorian warehouse, commercial and office development, in an area of Manchester which formed the late Victorian commercial heart of the city.

The site is within the George Street Conservation Area and adjacent to the Albert Square Conservation Area.

Within the vicinity are the Grade I listed Manchester Art Gallery; the Grade II* listed Atheneum, Town Hall Extension and Manchester War Memorial; and the Grade II listed Princess Buildings

Background

The property had been vacant since circa 2008, when it was occupied on the upper floor with offices, at ground floor with customer fronting facilities for a consultancy, a bank, and a restaurant.

Applications 139183/FO/2024 and 139184/LO/2024 were approved 18/09/2024 for the 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. Unit B, the subject of this application, was formed through these applications.

Application CDN/25/0674 later discharged Condition 22 (b) for details of reinstatement works to original shopfronts. Within this application, details of the conditions of the historic shopfront to Mosley Street was submitted, highlighting areas of disrepair. A drawing was signed off for the Mosley Street historic shopfront to no longer feature a new entrance. This elevation forms the basis of the existing permission.

Application 144973/JO/2026 sought to vary Condition 2 (Specified Plans) pursuant to the original permission 139183/FO/2024 to allow for elevational alterations to form a new accessible entrance to a basement unit along Princess Street.

Application CDN/26/0204 for the discharge of Condition 21 (Signage Strategy), seeking to establish a signage strategy for the building, was discharged 01/05/2026.

Application 144738/LO/2026 sought 2no. internal logo signs for a new commercial fitout and was approved 06/05/2026.

There were a number of unauthorised works at the site were carried out without Listed Building Consent pursuant to the fitout of the commercial unit. These included installation of partitions,

erection of plant and ducting, as well as the removal of the former louvres to the curved corner of the unit.

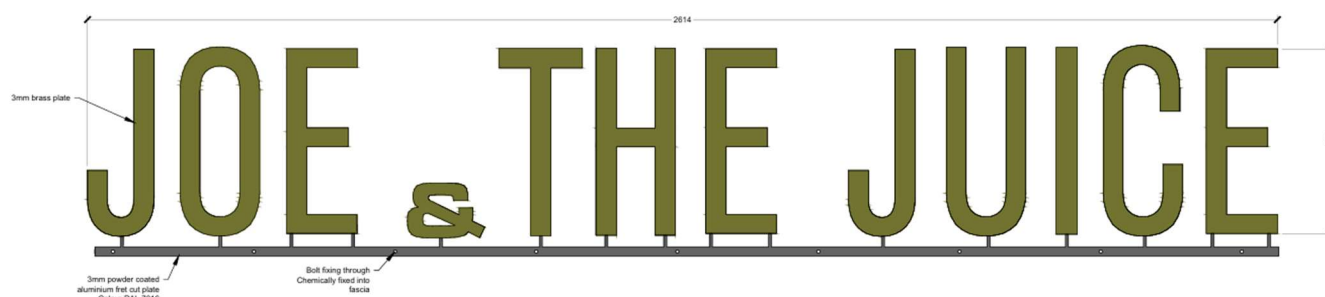
Applications 145211/FO/2026 and 145212/LO/2026 were later approved 14/05/2026 for internal fitout works and external alterations including insertion of louvres. A number of conditions remain outstanding on these applications. Notwithstanding this, the use is in operation.

Additionally, an individual letter sign has also been installed to the granite curved fascia above the entrance around the time of the use's commencement.

Description of development

Advertisement Consent is sought retrospectively for the retention of 1no. non-illuminated individual letter fascia sign.

The fascia sign is comprised of 3mm deep individual brass letters curved to fit the rounded corner fascia, 2814mm in length and 405mm in height. It is not illuminated, and fixed to the fascia via an aluminium fret cut plate in a grey colour.



This application is being considered in conjunction with PLA-2026-000654 for the retention of 1no. non-illuminated individual letter fascia sign.

Relevant planning history

Consultation, notification and publicity responses

Consultations

No consultations

Notifications and publicity

Occupiers of neighbouring buildings were notified of the proposal via notification letters. No representations have been received as a result of this publicity.

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.

The following policies are considered relevant to this application:

Places for Everyone

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

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC2 – Retail
- CC9 – Design and Heritage
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC14 – Shop Fronts and Related Signs
- DC18 – Conservation Areas
- DC19 – Listed Buildings

NPPF

- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Draft National Planning Policy Framework (NPPF) (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. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Shopfront and Signage Design Guide

Assessment

The proposed signage is legibly located above the main entrance to the unit and at fascia level. This is consistent with the approved signage locations within the approved signage strategy document 'SIGNAGE STRATEGY 77-79 MOSELY STREET REVISION A dated APRIL 2026 referenced 1995' agreed in application CDN/26/0204.

Brass has been opted for to take cues from brass features elsewhere within the frontage. It is considered that this option respects the significance of the listed building through its design and quality. This is also consistent with the agreed upon materiality within the signage strategy.

The fixing bar is also the minimum length necessary to exhibit the lettering, non-illuminated and in a grey to blend with the granite fascia, all in accordance with the approved signage strategy.

The proposed signage would therefore have an acceptable impact on the street scene, and would not be out of keeping with the setting of the Conservation Area.

In view of the above, the proposed signage is considered to be in keeping with the general characteristics of the locality as required by the Control of Advertisements Regulations 2007 and acceptable in terms of visual amenity. It is therefore compliant with Places for Everyone Policies JP-Strat2 and JP-P1; Policies SP1, CC2, EN1, and DM1 of the Core Strategy; saved Policy DC14 and DC19 of the Unitary Development Plan; Section 12 of the NPPF; as well as being in line with guidance contained within the Council's Shopfront and Signage Design Guide.

Moreover, it also is not considered that the proposal would cause any significant harm to on the significance of the Conservation Area, or the settings of the Grade I, II* and II listed assets

within the vicinity. As such, the proposed signage is considered to be acceptable in terms of the Control of Advertisements Regulations 2007 relating to historic interest; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy; Policies DC14, DC18 and DC19 of the Unitary Development Plan; and Section 16 of the NPPF.

Amenity – Residential Amenity

As per the amended plans received 10/06/2026 and 12/06/2026, there would be no external illumination.

Given this, the proposed signage is considered acceptable with respect to the impact on residential amenity and in accordance with Places for Everyone JP-P1 and Core strategy policies SP1 and DM1.

Public Safety

The sign is already installed. It does not sail over the public footway by more than 350mm and would be sited more than 2.5m from ground level.

The proposal is considered to be acceptable in terms of public safety having regard to the Control of Advertisements Regulations 2007; Places for Everyone JP-P1 and Core strategy policies SP1 and DM1.

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 policies 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.

Conclusion

The proposal is not considered to have a significant visual impact or result in harm to any nearby heritage assets. It is otherwise acceptable with respect to residential amenity and highways matters. It is therefore in accordance with Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC2, CC9, EN1, EN3 and DM1; saved UDP policies DC14, DC18 and DC19; Sections 12 and 16 of the NPPF; and guidance contained within the Shopfront and Signage Design Guide.

Recommendation:

Approve

Conditions attached to this decision

1.) Advert Mandatory

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) Approved Plans

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:

Plans

- Location Plan

received 16/12/2025

- 7042-98 Revision C

received 10/06/2026

- 7042-12 Revision M

Received 12/06/2026

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to PfE Policies JP-Strat2, JP-P1, and JP-P2; Core Strategy policies SP1, CC2, CC9, EN1, EN3, and DM1; saved UDP policies DC14, DC18 and DC19; Sections 12 and 16 of the NPPF; and guidance contained within the Shopfront and Signage Design Guide.