MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	PLA-2026-000654
Application type:	Listed building consent (Alt/Ext)
Proposal:	Listed Building Consent for 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 UK Ltd
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.

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.

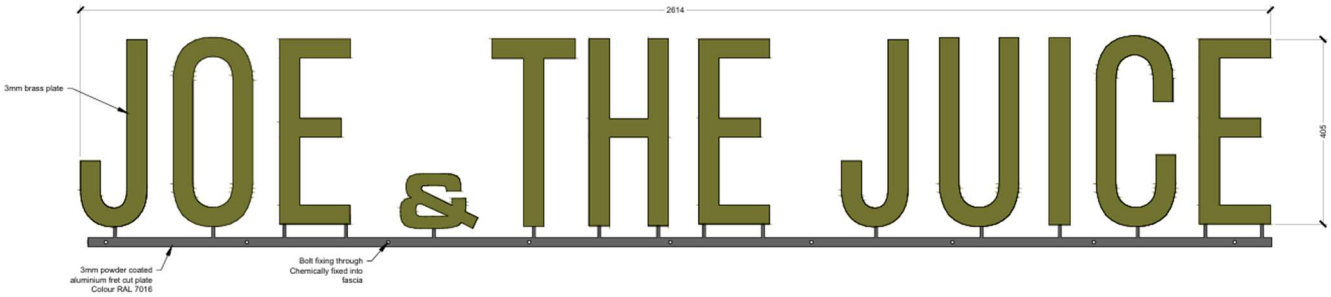
Applications 145211/FO/2026 and 145212/LO/2026 were later approved 14/05/2026 for internal fitout works and external alterations including insertion of louvres. A number of conditions remain outstanding on these applications. Notwithstanding this, the use is in operation.

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

Listed Building Consent is sought retrospectively for the retention of 1no. non-illuminated individual letter fascia sign, and for repair works to be carried out to the granite fascia.

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.





The applicant has submitted the 'Restoration Scheme for repairs to existing stone cladding upon removal of signage fixings' method statement 29/07/2026, with details for the repair of the granite cladding in the event that the sign is removed.

A second 'Restoration Scheme for repairs to existing stone cladding' method statement was submitted 31/07/2026, with details for the repair of existing signage fixings into the granite.

This application is being considered in conjunction with 144787/AO/2025 for the retention of 1no. non-illuminated individual letter fascia sign.

Consultation, notification and publicity responses

Consultations

Historic England:
No comment

Notifications and publicity

Occupiers of neighbouring buildings were notified of the proposal via notification letters, the application was advertised as affecting a listed building and the setting of a conservation area, and was also publicised in the Manchester Evening News. No representations have been received as a result of this publicity.

Relevant policies

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
- EC1 – Employment and Economic Growth in Manchester
- CC1 – Primary Economic Development Focus : City Centre and Fringe
- 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
- 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.

Listed Buildings and Conservation Areas Act 1990
- Section 16 (Decision on Application)

Shopfront and Signage Design Guide

Assessment

Impact upon the Heritage Asset

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.

There would however be harm arising from direct fixings into the granite.

In consideration of the above, there would be a low level of less than substantial harm arising from the works, though the harms have been mitigated through the scheme's design and materiality.

The applicant has submitted repair methodologies for the existing damaged granite. It is recommended in the event of an approval that a condition is required to agree a sample of the granite repair mortar or resin-based stone repair compound before repairs are carried out in accordance with these documents. Subject to an appropriate match, there would be minor positive heritage benefits in the restoration of the façade.

Assessment of Harm

As outlined above, there is a low level of less than substantial harm as a result of the signage. Harms have been mitigated through materiality and design of the sign and rack. There would be minor positive heritage benefits associated with the repairs of the granite fascia from previous signage.

Further harms would be mitigated through conditions requiring final details and samples of the granite repair mortar or resin-based stone repair compound for repairs.

In consideration of the proposal's public benefits as per the requirements of Paragraph 215 of the NPPF, and notwithstanding that there are outstanding conditions associated with applications 145211/FO/2026 and 145212/LO/2026, the proposed signage would support the operations of a viable commercial use in line with Core Strategy Policies SP1, EC1, and CC1.

As such, the less than substantial harms resulting from the works are at a level where the public benefits of facilitating the occupancy of a viable use outweigh the harm. On this basis, the proposal is considered to meet the statutory test to preserve as required by Section 16(2) of the Planning (Listed Building and Conservation Areas) Act 1990. The proposal is moreover considered to be in accordance with Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy; saved UDP policies DC14 and DC19; sections 12 and 16 of the NPPF; and the Council's Shopfront and Design Guide as they relate to the preservation and enhancement of heritage assets.

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.

Conclusion

In consideration of the above and subject to conditions, the proposed works are considered to not have an unacceptable adverse effect on the listed asset's architectural and historic character. On this basis, the proposal is considered to meet the statutory test to preserve as required by Section 16(2) of the Planning (Listed Building and Conservation Areas) Act 1990.

The proposal would also meet the requirements set out in Places for Everyone Policies JP-Strat2, JP-P1, and JP-P2; Policies SP1, EC1, CC1, CC9, EN1, EN3 and DM1 of the Core Strategy; saved UDP policies DC14 and DC19; and sections 12 and 16 of the NPPF as they relate to the sustaining, preservation and enhancement of heritage assets.

Recommendation:

Approve

Reasons for approval

1) Approved Plans and Documents

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
- 7042-98 Revision C

All received 10/06/2026

- 7042-12 Revision M

Received 12/06/2026

Documents

- The ‘Restoration Scheme for repairs to existing stone cladding upon removal of signage fixings’ method statement

Received 29/07/2026

- The ‘Restoration Scheme for repairs to existing stone cladding’ method statement

Received 31/07/2026

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, EC1, CC1, CC9, EN1, EN3, and DM1; saved UDP policies DC14 and DC19; Sections 12 and 16 of the NPPF; and Section 16 of the Listed Buildings and Conservation Areas Act 1990

2 Repairs to Existing Fascia Damage

Notwithstanding the details of Condition 2 above, within one month of the date of this consent, a physical sample of the granite repair mortar or resin-based stone repair compound detailed in the ‘Restoration Scheme for repairs to existing stone cladding’ method statement received 31/07/2026 shall be submitted to the Council as Local Planning Authority for approval.

The repair works to the granite fascia will then be carried out within 2 months of the date on which the sample was approved, in accordance with the details of the ‘Restoration Scheme for repairs to existing stone cladding’ method statement and approved sample.

Reason - In the interests of visual amenity and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building and to ensure consistency in accordance with PfE Policies JP-Strat2, JP-P1, and JP-P2; Core Strategy policies SP1, CC9, EN1, EN3, and DM1; saved UDP policies DC14 and DC19; Sections 12 and 16 of the NPPF; and Section 16 of the Listed Buildings and Conservation Areas Act 1990

3 Repairs upon Signage Removal

Notwithstanding the details of Condition 2 above, in the event that the signage hereby approved is removed, within one month of the date of its removal, a physical sample of the granite repair mortar or resin-based stone repair compound detailed in the ‘Restoration Scheme for repairs to existing stone cladding upon removal of signage fixings’ method statement received 29/07/2026 shall be submitted to the Council as Local Planning Authority for approval.

The repair works to the granite fascia will then be carried out within 2 months of the date on which the sample was approved, in accordance with the details of the ‘Restoration Scheme for

repairs to existing stone cladding upon removal of signage fixings' method statement received 29/07/2026, as well as the approved sample.

Reason - In the interests of visual amenity and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building and to ensure consistency in accordance with PfE Policies JP-Strat2, JP-P1, and JP-P2; Core Strategy policies SP1, CC9, EN1, EN3, and DM1; saved UDP policies DC14 and DC19; Sections 12 and 16 of the NPPF; and Section 16 of the Listed Buildings and Conservation Areas Act 1990