MANCHESTER CITY COUNCIL
Planning
Telephone: 0161 234 4516
planning@manchester.gov.uk
PO Box 532 Town Hall
Manchester M60 2LA

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

19-21 Basement And Ground Floor

Address Line 1

George Street

Address Line 2

Address Line 3

Manchester

Town/city

Manchester

Postcode

M1 4HE

Description of site location must be completed if postcode is not known:

Easting (x)

384171

Northing (y)

398050

Description

Applicant Details

Name/Company

Title

Mr

First name

Jason

Surname

Zheng

Company Name

JHC ESTATES LTD

Address

Address line 1

19-21 George Street

Address line 2

Address line 3

Town/City

Manchester

County

Country

GB

Postcode

M1 4HE

Are you an agent acting on behalf of the applicant?

◯ Yes
⊘ No

Applicant Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of new internally and externally illuminated shopfront signage, decorative timber-effect fascia cladding, feature canopy structure, and illuminated Shoji-style back-lit panels to the front elevation of the restaurant (following previous change of use permission Ref: 143838/FO/2025).

Proposed works include:
1. Fascia Signage: Replacement of the existing blue plastic fascia with bespoke timber-effect aluminium cladding panels, featuring an illuminated central logo box with warm static halo-lighting.

2. Feature Canopy: A Japanese traditional-style pitched canopy structure (constructed with durable timber-effect metal elements) mounted above the central entrance doorway and along the upper fascia.

3. Fascia Panels: Installation of lattice-style frame panels (Shoji-style) with soft, low-luminance warm-white backlight illumination.

4. Materials & Finish: All exterior cladding and framing elements will be constructed using durable, high-grade weather-resistant steel/aluminium with a textured timber-effect finish, providing high durability and a refined visual appearance suitable for the street scene.

5. Three ultra-slim internally illuminated LED menu frames with dark aluminium border (Warm white static backlighting, max. luminance < 300 cd/m²)

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Fascia Sign

Height:
1.3 metres

Width:
8.6 metres

Depth:
0.35 metres

What is the height from the ground to the base of the advertisement?:
3.59 metres

What is the maximum projection of the advertisement from the face of the building?:
0.35 metres

What is the maximum height of any of the individual letters and symbols?:
4.56 centimetres

What materials will the advertisement be made of?:
Timber-effect powder-coated aluminium panel with illuminated central logo box and Shoji-style lattice panels.

The colour of text and background:
Background: Timber-effect finish (natural wood tone) for fascia cladding; off-white / translucent white for Shoji-style back-lit panels. Text & Logo: Red, white, and dark charcoal/black for the central octagonal logo.

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
0.82 metres

Width:
0.52 metres

Depth:
0.05 metres

What is the height from the ground to the base of the advertisement?:
1.1 metres

What is the maximum projection of the advertisement from the face of the building?:
0.05 metres

What is the maximum height of any of the individual letters and symbols?:
1.92 centimetres

What materials will the advertisement be made of?:
Ultra-slim LED backlit menu display with dark aluminium frames

The colour of text and background:
dark grey

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Please describe each of the 'Other type(s)' of advertising proposed

Three ultra-slim internally illuminated LED menu frames with dark grey aluminium border (Warm white static backlighting, max. luminance < 300 cd/m²)
H: 520mm, W: 820mm, D: 50mm
H: 520mm, W: 820mm, D: 50mm
H: 820mm, W: 820mm, D: 50mm

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

◯ Yes
⊘ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

⊘ Yes
◯ No
◯ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

A2001b shopfront Existing and Proposed Drawings.pdf

Will the proposed advertisement(s) project over a footpath or other public highway?

◯ Yes
⊘ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/12/2026

To Date

01/12/2031

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

◯ Yes
⊘ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [ ] The agent
- [x] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [ ] Yes
- [x] No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [ ] Yes
- [x] No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- [x] Yes
- [ ] No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- [ ] Yes
- [x] No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☑ I / We agree to the outlined declaration

Signed

Jason Zheng

Date

08/10/2026