

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143663/AO/2025	
Date registered valid:	21 August 2025	
Proposal:	Installation of 2no internally illuminated projecting signs	
Address:	1 Piccadilly Gardens, Manchester, M1 1RG	
Ward(s):	Piccadilly	Ward
Applicant:	PLK Chicken Ltd	
Agent (if any):	Mr Chris Piris-Jones	
Case officer:	Sam Tel: 0161 219 Email: sam.elliott@manchester.gov.uk	Elliott 2856
Recommendation:	Approve	
Date of recommendation:	30/09/2025	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 September 2025

Standard consultations:

Printed: 27 August 2025 Expired: 17 September 2025

Neighbour notifications

Printed: 27 August 2025 Expired: 17 September 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application relates to the ground floor unit at One Piccadilly Gardens located at the building's northwestern corner. One Piccadilly Gardens has 5 levels of office space above the ground floor commercial units, with the corner unit that is the subject of this application fronting both Piccadilly and Piccadilly Gardens. The unit is immediately bounded by other units serving food, public footways to the northeast and northwest.

The building is completed in red brick, with prominent front pillars and a recessed glazed ground floor façade. One Piccadilly features a range of mounted fascia board and individual lettering signs attached to the building's in-built signage racks.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The neighbouring area lies within the heart of the City Centre and in close proximity to Piccadilly Gardens, a major open public space set against the backdrop of the City Centre's dense urban core. Given this location, One Piccadilly is seen in context with the Stevenson Square Conservation Area and to a lesser extent with the Smithfield Conservation Area.

A high number of properties in commercial Class E uses populate the surrounding area, with cafes, restaurants, shops and offices being present throughout. Neighbouring advertisements consist of a variety of fascia signs, with projecting and hanging signs being present intermittently in the vicinity.

Description of development

Advertisement Consent is sought for 2 no. internally illuminated projecting signs.

The projecting signs would be sited on the northeastern elevation and northwestern column. They would be rectangular in shape measuring 700mm x 200mm, with a depth of 30mm, and projecting a maximum of 750mm from the face of the building.

They would be internally lit with illuminance levels of 300cd/m² to exhibit the 'Popeye's graphic branding, comprised of opal-coloured face text on a pastel orange background (RAL 2003).

They would be fixed to the existing wall via togglebolts or rawbolts, with the cover plate affixed to the elevations to obscure the fixings measuring 200mm x 30mm. The plate would similarly be finished in a RAL 2003 colour.

Consultations & Notification Responses

Publicity:

Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Highways Services:

No objection.

Environmental Health:

No objection.

Metrolink:

No objection.

TFGM:

No objection.

Policy Context

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

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC1 – 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
- DC18 – Conservation Areas
- DC19 – Listed Buildings

NPPF

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

Listed Buildings and Conservation Areas Act 1990

- Sections 66 & 72

Shopfront and Signage Design Guide

Design Guide Commercial Frontages

- One Piccadilly Signage Guidelines

Issues

Amenity

As a corner unit in this location, each of the elevations would predominantly be read separately. It is not considered that by virtue of their number would the proposed signage contribute to excessive advertisement with a negative impact on the prominent public space.

The proposed projecting signs would have a 30mm depth in line with the Council's Shopfront and Signage Design Guide and are considered otherwise modest in scale, neither dominating the appearance of the building nor appear overly prominent. They would similarly be appropriate in

their siting, lining through with the centre of the windowpanes above the entrance. The proposal also matches the dimensions of projecting signage approved at the southwestern corner unit in application 142971/AO/2025. As such, the signage is considered well-integrated into the building's elevations and consistent with recently approved projecting signs across the building group.

While the proposed colour of the signage is fairly prominent, given the restrained scale of the signs, their sufficient design quality and their being limited to information required for identifying the premises, it is not considered that the design of the signage would appear extraneous to the detriment of the building or street scene.

Given the above, and considering the proposal's distance from the Smithfield and Stevenson Square Conservation Areas, the proposal is not considered to result in any significant harm to the designated heritage assets.

In view of the above, the proposed signage is considered to be acceptable in terms of amenity and compliant with Policies SP1, CC1, CC9, EN1, EN3 and DM1 of the Core Strategy, saved policies DC14 and DC18 of the Unitary Development Plan, Policies JP-P1, JP-P2 and JP-Strat2 of PfE, Sections 66 and 72 of the Listed Building and Conservation Areas Act 1990, as well as being in line with guidance contained within the NPPF, the Council's Shopfront and Signage Design Guide and the Design Guide Commercial Frontages as it relates to One Piccadilly.

Public Safety

The primary public safety concern is the illuminance of the signs. The luminance level stated in the signage detail plan is 300cd/m², which is acceptable to Local Highways Authority and Environmental Health consultees. It is not considered that there would be a danger to public safety and it is recommended that a condition relating to the maximum illuminance is included in the 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 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.

Recommendation:

Approve

Condition(s) to be attached to decision for approval

1.

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.

The development hereby approved shall be carried out in accordance with the location plan by the City Council as Local Planning Authority on 06/08/2025, and the drawings labelled 23.0085-A-DR-TD-20-253 REV L received by the City Council as Local Planning Authority on 18/09/2025.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies JP-P1, JP-P2 and JP-Strat2 of PfE, policies SP1, CC1, CC9, EN1, EN3 and DM1 of the Core Strategy, saved policies DC14, DC18 and DC19 of the Unitary Development Plan, as well as being in line with guidance contained within Sections 12 and 16 of the NPPF, the Council's Shopfront and Signage Design Guide and the Design Guide Commercial Frontages as it relates to One Piccadilly.

3.

The maximum luminance of the signage shall not exceed 300 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, and DM1 of the Manchester Core Strategy and saved policy DC14 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Seasonal Events Area, Piccadilly Gardens, Piccadilly, Manchester, M1 1LS
DATASYS LIMITED, Fifth Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Ground Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
47 Piccadilly, Manchester, M1 2AP
First Floor, 47 Piccadilly, Manchester, M1 2AP
Third Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Second Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
First Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Travelodge, 31 Piccadilly, Manchester, M1 1LU
29 Piccadilly, Manchester, M1 1LU
Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Fourth Floor, Wellington House, 39 Piccadilly, Manchester, M1 1LQ
Second Floor Rear, 47 Piccadilly, Manchester, M1 2AP
Second Floor Front, 47 Piccadilly, Manchester, M1 2AP
33 - 35 Piccadilly, Manchester, M1 1LQ
Ground Floor, 47 Piccadilly, Manchester, M1 2AP
Basement, 47 Piccadilly, Manchester, M1 2AP
Fifth Floor, 33 - 35 Piccadilly, Manchester, M1 1LQ

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: CENTRAL