

27 August 2025

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

FAO Angela Leckie

Dear Angela

No.3 Circle Square, Manchester – Retrospective Advertisement Consent Application for the Installation of New External Signage

Please find enclosed an application (the “Application”) submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the ‘Advertising Regulations’). This Application is submitted by Bruntwood Circle Square 12 Ltd (the “Applicant”).

The Application is for retrospective Advertisement Consent to install 2no. external signage to No.3 Circle Square, Manchester City Centre (the “Proposed Advertisements”). Further details are provided under “Proposed Advertisements” section of this Letter.

The Site

The Site sits at the southern edge of Manchester City Centre within the Circle Square Masterplan. It is bound by Newman Street (formerly Brancaster Road) to the north, Princess Street to the east, Cloak Street and the Mancunian Way to the south and Manchester Technology Centre to the West (the “Site”).

Background

Planning permission for No.3 Circle Square was granted on 04 November 2022 under planning permission reference 134288/FO/2022 (the “Planning Permission”). The Planning Permission provided consent for the creation of a 15-storey building with office use and ancillary flexible commercial uses, together with associated works. The description of development as stated on the decision notice for the Planning Permission (ref: 134288/FO/2022) is as follows:

“Erection of 15 storey building comprising office space (Use Class E(g)(i)) and ancillary flexible commercial uses (Use Class E), rooftop terrace, highway works, landscaping, and other associated works.”

We understand No.3 Circle Square has reached practical completion in July 2025.

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Pre-Application Consultation

This Application is submitted following pre-application engagement with the Local Planning Authority’s planning officer via email / telephone correspondence dated 6 August 2025 where the scope and format of this Application have been agreed in-principle.

Proposed Advertisements

The Application seeks retrospective permission for 2no. identical external signage (“No.3” building signs) at No.3 Circle Square, Manchester. The Proposed Advertisements will be illuminated.

The Proposed Advertisements are affixed onto No.3 Circle Square’s façades facing onto Newman Street (north façade of the Site) and Symphony Gardens (west façade of the Site) respectively. Please refer to approved Elevation Drawings of the Site (approved under Ref: 141022/NMC/2024) submitted in support of this Application for reference (Drawing Refs: CS3-BAR-03-ES-DR-A-05-0200-P05 and CS3-BAR-03-ES-DR-A-05-0201-P06).

Figure 1 below provides an illustration of the Proposed Advertisements.

Figure 1 Illustration of Proposed Advertisements



Details of the Proposed Advertisements are included within Table 1 below.

Table 1 Details of the Proposed Advertisements

Criteria	Detail
Newman Street facade (north façade of the Site)	
The dimensions of the proposed advertisements (h x w x d)	2000 x 3185 x 80 mm
Maximum height from ground to the base of the advertisements	3810 mm

Criteria	Detail
Maximum projection from building / structure	150 mm
The maximum height of any individual symbols and letters	2000 mm
The colour of the text and background	N/A
Material of the proposed sign	Built up aluminium frame, with opal acrylic face. Colour for built up aluminium frame: Interpon D2525 - Steel Bronze 1 - Metallic Matt Y2206F
Internal / External Illumination	Internal
Illumination levels (cd/ m ²)	280 cd/m ²
Static or intermittent illumination?	Static
Symphony Gardens facade (west façade of the Site)	
The dimensions of the proposed advertisements (h x w x d)	2000 x 3185 x 80 mm
Maximum height from ground to the base of the advertisements	3750 mm
Maximum projection from building / structure	150 mm
The maximum height of any individual symbols and letters	2000 mm
The colour of the text and background	N/A
Material of the proposed sign	Built up aluminium frame, with opal acrylic face. Colour for built up aluminium frame: Interpon D2525 - Steel Bronze 1 - Metallic Matt Y2206F
Internal / External Illumination	Internal

Criteria	Detail
Illumination levels (cd/ m ²)	280 cd/m ²
Static or intermittent illumination?	Static

Planning Policy Considerations

This Section sets out the key legislative requirements, local planning policies and material considerations for the Proposed Advertisements.

Legislative Requirements

Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires all advertisements to be installed subject to the following conditions:

- No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
- If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Compliance with Legislative Requirements

The Proposed Advertisements meet the five standard conditions as set out under Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as the Applicant owns the building on which the Proposed Advertisements are installed. The Proposed Advertisements have been thoughtfully designed to be complementary to the Site and cohesive with the properties within the Circle Square Masterplan Area.

The Proposed Advertisements have been carefully designed and positioned to avoid obscuring or hindering the interpretation of any official road. Their placement ensures clear visibility of all existing official signage and will not compromise the safe use of any transport mode. The Proposed Advertisements will be maintained in a condition which does not impair the visual amenity of the Site.

The height of Proposed Advertisements will be above pedestrians, therefore not impacting upon public safety. In addition, the proposed illumination to the Proposed Advertisements will help with legibility during evenings, further enhancing public safety. Illuminated signs will be illuminated at a level of 280 cd/m² which is suitable for the functional requirements of building identification.

The Proposed Advertisements will enhance the visual amenity of the Site, representing a cohesive and uniform approach to guide visitors around the Circle Square Masterplan Area. The proposed scale, colours, and materials of the Proposed Advertisements have been thoughtfully designed to take account of the architectural character of the Site.

In light of the above, it is considered that the proposed signs will not have an adverse impact on amenity or safety and are therefore in line with legislative requirements.

Relevant Planning Policy Documents and Material Considerations

- National Planning Policy Framework (NPPF) (2024, with minor updates introduced in February 2025)
- Places for Everyone Plan (2024)
- Manchester Core Strategy (2012) and addendum (2024)
- Saved policies of the Unitary Development Plan (UDP) (2006)

Relevant Policies

Paragraph 141 of the NPPF notes the importance of quality and design of advertisements in affecting the quality and character of places, emphasising on the impact of advertisements on amenity and public safety.

Manchester Core Strategy Policy DM1 'Development Management' states that development proposals should have regard to appropriate siting, layout, scale, form, massing, materials and details, considering the surrounding context, character of the area and impact of the proposals.

Manchester Core Strategy Policy SP1 'Spatial Principles' states that development in all parts of the City should make a positive contribution to neighbourhoods through the creation of well-designed places that enhance or create character whilst protecting the built environment.

UDP saved Policy DC15 'Advertisements, Hoardings and Posters' states that applications for advertisement consent should have consideration for the safety and amenity of the public. Proposals should not harm the character or architectural features of a building and should be in scale with the locality and relevant building. Proposed advertisements should be unobtrusive and should not adversely affect traffic flow or public safety.

Compliance with Planning Policy and Guidance

The principle of the Proposed Advertisements has been established throughout the lifecycle of the approved No.3 Circle Square development as they were incorporated into the approved architectural plans and drawings for No.3 Circle Square, demonstrating their integration into the overall design scheme. The Proposed Advertisements allow the entrance of the Site to be identified easily by visitors and aid wayfinding across the wider Circle Square Masterplan Area.

The Proposed Advertisements are of high-quality design, using high quality materials and colours that complement the Site. The Proposed Advertisements are housed in steel bronze aluminium to match the colour scheme of the Site, and illuminated by internal LED modules to ensure even illumination. Materials are chosen to ensure robustness and longevity of the Proposed Development, ensuring they will be kept in good condition as long as they are in situ. The chosen colour and design are simple and modern and are at a scale that is appropriate to their location.

The Proposed Advertisements are thoroughly thought out as part of the design development process to ensure undue there is no negative impact imposed to the local amenity, nor do they affect the quality and character of place.

The Proposed Advertisements are unobtrusive and does not adversely affect traffic flow / public safety.

As such, the Proposed Advertisements are in accordance with relevant legislation, planning policies, and material considerations, as outlined above.

Summary

In addition to this Covering Letter, the Application also comprises the following supporting information:

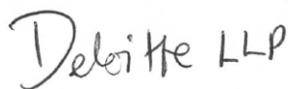
- Application Form prepared by Deloitte.
- Site Location Plan (Ref: CS3-BAR-03-XX-DR-A-05-0100-P06) prepared by Bridge Architects.
- Detailed Design Intent Drawing (Ref: L014-ASL-49-ZZ-ZZ-D-X-000001-P03) prepared by Ascot Signs Ltd.
- Approved Elevation Drawing (North and East) (Ref: CS3-BAR-03-ES-DR-A-05-0200-P05) prepared by Bridge Architects.
- Approved Elevation Drawing (South and West) (Ref: CS3-BAR-03-ES-DR-A-05-0201-P06) prepared by Bridge Architects.
- Close-up Elevation Drawing (Ref: L014-BAR-XX-01.XX-D-A-900100-CR02) prepared by Bridge Architects.
- Photograph of the Proposed Advertisements (as built) prepared by the Applicant.

This Application is submitted via the Planning Portal under reference: PP-14233418.

A fee has been paid to Manchester City Council for £168, in addition to any administrative fees by the Planning Portal, in respect of the requisite application fee.

We would be grateful if you could notify us of validation of the Application and please do not hesitate to contact my colleagues Jemma Brabrook (jbrabrook@deloitte.co.uk / 0161 455 6903) or Matthew Lam (mlam@deloitte.co.uk / 0161 455 8448).

Yours sincerely



For Deloitte LLP