

Our Ref: 25293/CPJ/tr/cvn
Your Ref: PP-14227596
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05 August 2025

Planning Department
Manchester City Council
Town Hall
Albert Square
Manchester
M2 5DB

Dear Sir / Madam,

CONSENT TO DISPLAY ADVERTISEMENTS AT ONE PICCADILLY GARDENS, MANCHESTER, M1 1RG

We write on behalf of our client, PLK Chicken UK Ltd (Trading as 'Popeyes'), to apply for advertisement consent at One Piccadilly Gardens, Manchester, M1 1RG, which has been submitted via the Planning Portal reference: PP-14227596. The application proposals seek to apply for advertisement consent for the installation of 2no. replacement projecting signs to allow for the continued occupation of the current tenant, Popeyes.

The proposal will replace the existing 3no. projecting signs that were installed at the site, following the refusal of application ref: 137201/AO/2023.

This application is supported by the following documents:

- Completed Application Form;
- Site Location Form;
- Existing External Elevations Plan (drawing no. 23.0085-A-DR-TD-20-252); and
- Proposed External Elevations Plan (drawing no. 23.0085-A-DR-TD-20-253 Rev D).

The requisite fee of £168 has been paid online, together with the £85 admin fee.

Application Site Description

The application site comprises a ground-floor corner commercial unit in Class E restaurant use, currently occupied by Popeyes, at One Piccadilly Gardens. The unit is to the northeast corner of One Piccadilly Gardens, which relates to a six-storey building comprising offices with ground floor commercial units.

The surrounding area is commercial in nature with numerous offices, shops, restaurants, and cafés nearby. The site is within the City Centre and fronts onto Piccadilly Gardens, which is a large, open and green public space. The site and its immediate context are demonstrated in **Figure 1** below.

Figure 1. Ariel view of site



The site is not statutorily or locally listed. However, the site lies adjacent to the Stevenson Square Conservation Area and Grade II listed statues of the Duke of Wellington and Queen Victoria. There are no Tree Preservation Orders on or near the site. The site is not located within Flood Risk Zones 2 or 3.

Planning History

The most recent and relevant planning history has been summarised at **Table 1** below.

Ref	Description	Decision
063523/FO/CITY2/01	Erection of 8 storey building for the following mix of uses: 2 levels of basement car parking. A1 and/or A2 and/or A3 use and/or hotel, residential or serviced apartment reception and office use at ground floor; offices on the 1st, 2nd, 3rd and 4th floors; office or residential or serviced apartments or hotel use on the 5th floor; and offices and/or restaurant or residential or serviced apartments or hotel on the 6th floor; and plant room on the 7th floor.	Granted Dec 2001
107053/FO/2014/C2	Relocation of 2no. existing doors and making good where doors have been removed with glazed infills.	Granted Nov 2014
107166/AO/2014/C2	Installation of 2no. internally illuminated fascia signs, to be fixed externally between existing brick columns, 2no. internally illuminated projecting signs and 3no. internally illuminated menu boxes, fixed internally to the shopfront glazing.	Granted Dec 2014
124447/AO/2019	One freestanding menu sign.	Granted Nov 2019
125016/FO/2019	Retrospective consent for continued use of paved area for an external seating area comprising 12 tables and 24 chairs and associated demarcation planters and screens.	Granted Nov 2019
137201/AO/2023	Installation of 4 x internally illuminated fascia signs, 3 x internally illuminated projection signs and signage to canopy.	Part Grant/Part Refused Nov 2023
137200/FO/2023	Elevational alterations to form new entrance doors and delivery window.	Refused Nov 2023

Table 1. Application site planning history

Application ref. 137201/AO/2023 approved the installation of:

- 4 no. internally illuminated fascia signs
- 3 no. awnings

And refused the installation of:

- 3 no. internally illuminated projecting signs

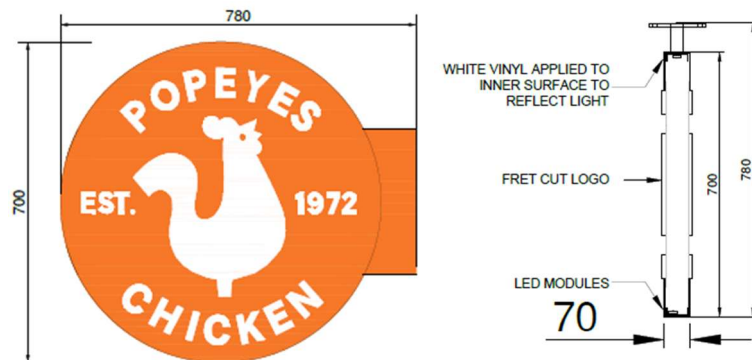
For the following reasons:

“The proposed internally illuminated projecting signage by virtue of their design, appearance and number do not respond positively to the architecture of the building. The advertisements overly thick width reinforces their inappropriateness, rendering them awkward additions within the street scene, thus being harmful to local visual amenity which is contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC15 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and National Planning Practice Guidance.”

This application therefore proposes a reduction in the number of projecting signs from three on the refused scheme to two. Additionally, alterations to the designs have been proposed to reduce the thickness of the signs by 50% from 140mm to 70mm, addressing the two previous concerns.

Application Proposals

The proposed signage is summarised below:



2 no. Projecting Signs:

- 780mm x 700mm x 70mm (reduction in depth from 140mm previously proposed)
- Internally illuminated – 250 candela per sqm
- Aluminium sign, fret cut & inlaid 10mm opal with 'tm' in face applied matt white vinyl. Finished in semi-gloss in RAL 2003.

The existing fascia and other signs remain unchanged.

Planning Policy Summary

The Manchester City Council Development Plan consists of:

- Manchester Core Strategy (2012-2027)
- Places for Everyone Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford, and Wigan (2022-2039)

- Unitary Development Plan for Manchester (1995)
- Policies Map

Manchester Core Strategy (2012-2027) replaced much of the Unitary Development Plan for Manchester (1995), however some policies remain with the most relevant to this application listed below.

Consideration must also be given to the National Planning Policy Framework (NPPF, updated December 2024), which forms a material consideration, and relevant Supplementary Planning Documents. The relevant policies and guidance from the above documents are summarised below.

NPPF (Updated December 2024)

The NPPF provides the overarching planning policy guidance for development across England. **Paragraph 39** sets out that Local Planning Authorities should approach decisions on proposed development in a positive and creative way. It states that decision-makers at every level should seek to approve applications for sustainable development where possible. **Paragraph 48** requires that applications be determined in accordance with the development plan unless material considerations indicate otherwise.

In terms of advertisements, **Paragraph 141** sets out that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Chapter 16 of the NPPF relates to 'conserving and enhancing the historic environment'. **Paragraph 210** sets out that when determining planning applications, local authorities are to take account of (amongst other things) the desirability of sustaining and enhancing the significance of heritage assets.

Manchester Core Strategy (2012-2027)

Policy SP1 'Spatial Principles' requires all development to make a positive contribution by creating well-designed places though enhancing the character and setting of an area.

Policy CC9 'Design and heritage' sets out that development in Manchester City Centre should preserve or enhance heritage assets, including listed buildings and conservation areas.

Policy EN1 'Design Principles and Strategic Character Areas' details the City centre's rich legacy which reflects the urban evolution including street pattern, listed buildings and conservation areas. The council expects developers to consider the City's heritage and positively contribute to the experience of all street levels.

Policy EN3 'Heritage' encourages development that compliments the distinct historic and heritage features of the City Centre. Proposals must be designed to preserve and enhance the historic environment, character, setting, and accessibility of areas and buildings of acknowledged importance.

Policy DM1 'Development Management' ensures all development has regard to its impact on the surrounding areas in terms of its design, scale, and appearance whilst having regard for the character of the surrounding area. Development must also have regard to its effect on amenity, including light and road safety, and must be appropriate in terms of siting, layout, scale, form, massing, materials, and detail.

Places for Everyone Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford, and Wigan (2022-2039)

Policy JP-JP2 'Heritage' sets out that proposals should positively conserve, sustain, and enhance the historic environment and their settings to reinforce Manchester's distinct character, identity, and sense of place.

Unitary Development Plan for Manchester (1995)

Policy DC15 ‘Advertisements, Hoardings, and Posters’ ensures applications for advertisements are considered in the interests of amenity and public safety. Advertisements should be assessed in the interests of its effect on visual amenity, the scope to make positive contributions to the locality, public safety, and the number of advertisements in the locality and cumulative effect on visual amenity. Also, proposals should not harm the character or architectural features of a building and must not adversely affect the flow of traffic.

Planning and Heritage Assessment

This application seeks advertisement consent for 2 no. internally illuminated projecting signs to allow for the continued occupation of the current tenant, Popeyes, to continue advertising its business. The signage will allow for Popeyes’ presence to continue to be recognised, as well as supporting its business operations within Manchester City Centre.

The planning considerations relevant to the proposals are the principle of development and the implications on surrounding character, amenity, and highways, which are addressed in turn below.

Character and Amenity

The projecting signs have been carefully considered and designed to ensure that they are appropriate in terms of siting, layout, scale, form, massing, materials, and detail, in line with Policy DM1 of the Manchester Core Strategy (2012-2027). They specifically respond to the Council’s commentary within the previously refused application (ref: 137201/AO/2023), which refused permission for the previously proposed 3no. projecting signs due to their amount and scale.

In respect of the previous scheme, the Council set out in the officer report that:

“The projecting signs erected on site are situated in the place of previously approved signage, with the exception of the rectangular projecting sign. It is considered that the principle of those projecting signs located within the place of the previously approved is acceptable. However, the siting of a third projecting sign, is considered to represent the over proliferation of projecting signage on site and is unnecessary when taking into account how the side elevation already has one projecting sign proposed. This in turn then leads to a cluttered and overly busy side elevation”.

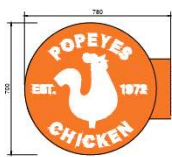
It is therefore clear that the Council supported the location of the two round projecting signs but considered that the third would result in visual clutter and an over proliferation. The concern was in respect of the rectangular projecting sign, which has been omitted from the proposals.

It further states that:

“The advertisements overly thick width reinforces their inappropriateness, rendering them awkward additions within the street scene, thus being harmful to local visual amenity”

In response, the proposals have reduced the number of projecting signs from three to two, keeping those in the previously approved locations deemed to be acceptable. Furthermore, the thickness of the retained projecting signs has been reduced from 140mm to 70mm to ensure that they are not awkward additions. They are further consistent with the wider scale (diameter) of the previously approved Byron signs. This reduction is shown below in Figure 2.

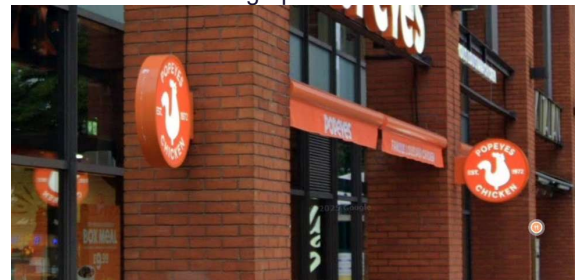
As Refused under 137201/AO/2023



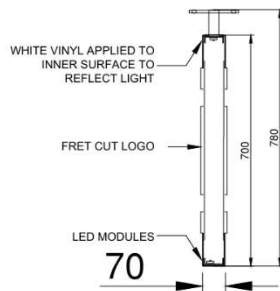
PROJECTION SIGN - SEE DETAIL 3

2NO. 700MM DIA X 140MM THK INTERNALLY ILLUMINATED PROJECTION SIGN
ALUMINIUM SIGN, FRET CUT & INLAID 10MM OPAL WITH 'TM' IN FACE
APPLIED MATT WHITE VINYL. 2NO. 50X50 ALUMINIUM BOX SECTION
ARMS WELDED TO INTERNAL VERTICAL PLATES WITHIN CARCASS AND
5MM THICK FOLDED ALUMINIUM WALL PLATE AND 2mm ALUMINIUM
CLOCKING PANELS FINISHED POWDER-COATED ORANGE RAL 2003
EXTERNALLY
LUMINANCE LEVEL - 250 CANDELA PER SQ/M

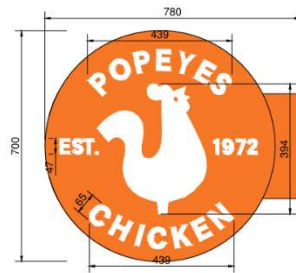
As Built Photograph – to be removed



As Proposed – reduction in thickness to 70mm



DETAIL 3 PROJECTION SIGN
SECTION
SCALE 1:10



PROJECTION SIGN SIDE ELEVATION
SCALE 1:10

Figure 2. Projecting Sign Revisions

As such, the proposals are considered to have overcome the previous reason for refusal of the previous application. The signs were further considered acceptable in all other regards, including impact on the nearby conservation area and listed structures. As a result, the character and amenity impacts of the revised signage is in accordance with Policies SP1, CC9, and EN1 of the Manchester Core Strategy (2012-2027) and Policy DC15 of the Unitary Development Plan for Manchester (1995).

Highway Safety

Policy DC15 of the Unitary Development Plan for Manchester (1995) ensures advertisement is assessed in the interests of their effect on visual amenity and on the flow of traffic.

The proposed internal illuminations of the signage will not exceed 250 candela per sqm, ensuring it is not overly prominent and that there is limited light spill, ensuring there is no adverse impact on the nearby flow of traffic. Furthermore, given the height from the ground to the base of the signage and limited projection, there would be no highway safety hazards to road users. Indeed, this was confirmed within application 137201/AO/2023.

The application should be considered acceptable in this regard.

Conclusion

This Planning Statement letter has been prepared by Firstplan on behalf of Popeyes, for a consent to display advertisements application at One Piccadilly Gardens, Manchester M1 1RG.

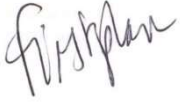
It has been demonstrated that the revised projecting signs have overcome the Council's previous reasons for refusal, regarding scale and amount. The revised signage will therefore protect the character and amenity of the City Centre area as well as preserving the architectural characteristics of the host building. In addition, there would be no highway safety issues.

The signage is therefore in accordance with the NPPF and Manchester City Council's Local Policies and supplementary planning guidance.

We therefore respectfully request that advertisement consent be granted.

We trust that the information enclosed is sufficient to enable the Council to process and determine the application. However, should you require anything further or clarification on any point, please do not hesitate to contact me.

Yours faithfully,



CHRIS PIRIS-JONES
Director