

23 March 2026

Planning Department
Manchester City Council
Town Hall
Albert Square
Manchester
PO Box 532
M602LA

Dear Emily,

Pall Mall Court, Manchester – Advertisement and Listed Building Consent Application for the Installation of External Signage

Please find enclosed an application (the “Application”) submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereby referred to as the ‘Advertising Regulations’). The application also seeks full Listed Building Consent submitted under the Planning (Listed Buildings and Conservation Areas) Act 1990. The Application is submitted by Bruntwood Pall Mall Ltd.

The application is for Advertisement and Listed Building Consent to install external signage to Pall Mall Court, Manchester City Centre (the “Proposed Advertisements”). Further details are provided under the ‘Proposed Advertisements’ section of this letter.

The Site

The Site sits within Manchester City Centre and is bound by Marsden Street to the north, Brown Street to the East, King Street to the South and Commercial Development to the west. The Site comprises the Grade II listed Pall Mall Court building.

Background

Planning Permission and Listed Building Consent (133879/FO/2022 and 133880/LO/2022) was granted on 24 October 2022 for refurbishment works including external alterations to create a new Piazza entrance and infill arcades, modifications to the King Street entrance for retail use, the construction of a single-storey rooftop office extension with an ancillary terrace, and a full refurbishment of the external façade.

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Amendment applications (S.73 and S.19) were subsequently approved in November 2025 (143486/JO/2025 and 143431/JO/2025) to formalise minor design changes, as well as discharge pre-occupation conditions.

Pre-Application Consultation

Extensive pre-application consultation has been undertaken in relation to the proposed signage strategy. It is important to note that the agreement of the proposed signage was a requirement of Condition 19 of Planning Permission reference 143486/JO/2025. As such, detailed engagement was conducted with Manchester City Council to agree a Signage Strategy and ultimately discharge this condition. This process led to the approval of the majority of the proposals under LPA ref. 143486/JO/2025, with the exception of the King Street Signage which required further design development and discussion.

As there was no equivalent signage condition included within the Listed Building Consent, the Case Officer advised that a separate Listed Building Consent and Advertisement Consent application would be required to formalise these proposals. It was however confirmed via email from the Case Officer (dated 29/19/2025) that the proposed signage (excluding the King Street element) had been reviewed and deemed acceptable by the Council.

Regarding the King Street element, significant discussions have been held post-determination of LPA ref. 14386/JO/2025, where it was advised that replacing individual letter signage with a 'tray' design was not deemed appropriate. Consequently, further design development has been undertaken to create a high-quality, bespoke solution for this specific location. It was confirmed via email (dated 12/02/26) that the proposed solution was deemed acceptable in principle by Manchester City Council.

Proposed Advertisements

The description of development for both the Listed Building Consent and Advertisement Consent are as follows:

Listed Building Consent:

"Listed Building Consent for the installation of 11 no. building signs"

Advertisement Consent:

"Advertisement Consent for the installation of 11 no. building signs"

The proposed advertisements comprise a family of signs, carefully designed to integrate with the building's architecture and the surrounding public realm, utilising the established visual identity used by Bruntwood elsewhere in the city. Key elements of the proposals include:

- **Prominent Building Identification:** Large-scale, "PALL MALL" signage will be strategically positioned on the building's elevations to replace existing signage and provide clear and impactful identification from key approaches, serving as a high-level gateway.
- **Directional and Wayfinding Signage** - A series of freestanding monolith signage and wall-mounted panels to guide pedestrians and vehicles towards the main entrances, courtyards, and other key destinations. These signs are designed to offer clear directional information and a welcoming presence.
- **Car Park and Service Area Signage:** Functional yet visually integrated signage will clearly mark car park entrances, approach routes and service areas to help ensure efficient and safe access for drivers and deliveries.
- **Information Panels** - Discreetly placed information panels will provide essential details, contributing to a seamless user experience.

All proposed signage will utilise high-quality materials and a refined design, ensuring durability, legibility, and integration with the architectural character of the listed building and its surrounding public realm. The detailed design, materials, and illumination for each sign are further elaborated within the accompanying Design Report prepared by PlaceMarque in support of this application.

For clarity, the proposed Signage Strategy is in line with that approved under LPA Ref. 143486/JO/2025, with the addition of the King Street Signage as agreed in principle with Manchester City Council through pre-application consultation.

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 advertisement strategy for Pall Mall Court has been designed to fully comply with the legislative requirements set out in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This applicant is in ownership of the building on which the proposed advertisements will be installed. The signage has been carefully positioned to ensure it will not obscure or hinder official road signs, nor will it otherwise make hazardous the use of nearby roads. It is considered there are no relevant risks to the use of, rail, waterway, or aircraft transport given the nature and location of the proposals. The design prioritises clear wayfinding for the building's users without impacting broader public safety or infrastructure.

Furthermore, the use of high-quality materials and professional installation methods, as detailed in the accompanying Design Report and the signage methodology approved under LPA ref. CDN/23/0516. This ensures that all advertisements will be maintained in a condition that preserve the visual amenity of the site and does not endanger the public. Should any advertisement require removal in the future, appropriate provisions will be made to ensure the site is left in a condition that is both safe and visually acceptable, thereby upholding the long-term integrity of the public realm.

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).
- Draft Manchester Local Plan (2025)
- Shopfront and Signage Design Guide (2025)

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 Relevant Planning Policy and Material Considerations

The proposed advertisement strategy demonstrates clear alignment with the relevant planning policy and material considerations, particularly concerning design quality, amenity and public safety. In line with Paragraph 141 of the NPPF (2024), which emphasises the importance of advertisement design in shaping the character of places, and Manchester Core Strategy Policies DM1 and SP1, the proposals have been developed

to ensure appropriate siting, scale, form, and materials. The design, as detailed in the accompanying Placemarque report, respects the architectural features of the listed building and the surrounding context, thereby making a positive contribution to the visual amenity and character of the area and enhancing the sense of place.

Furthermore, the scheme fully addresses UDP saved Policy DC15 by ensuring the advertisements are unobtrusive, in scale with the locality, and do not adversely affect traffic flow or public safety. The careful consideration of design and placement ensures that the proposals will not impact local transport infrastructure, most notably roads, or public safety.

Based upon the above the Proposed Development is considered to be wholly in compliance with the relevant policies within the Development Plan and NPPF when read as a whole.

Heritage Considerations

Significance of Pall Mall Court

Pall Mall Court is Grade II listed for its clear architectural and historic interest: a striking, high-quality example of mid-to-late 1960s office design by Brett & Pollen, which illustrates a later phase in the development of Manchester's financial quarter and the architects' intent to produce a modern, high-status headquarters. The complex's significance derives from the group value of its three principal parts and its original piazza setting, and from surviving high-value fabric and spatial qualities, notably the original brown/bronzed window system and tinted glass, lift and stair cores with distinctive mosaic and blue Staffordshire brickwork, the open-plan office plates and external paving/planter features. While later 20th-century refurbishments and some alterations (and limited public accessibility) have compromised aspects of the composition, the building nonetheless retains its essential architectural character and much of its primary aesthetic and historic significance.

Planning Policy and Material Considerations

The key material planning consideration for this application from a heritage perspective is the impact on the designated heritage asset, and therefore adherence to planning policy and material considerations regarding the historic environment.

Paragraph 210 of the NPPF (2024) states that:

"in determining applications, local planning authorities should take account of:

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- *desirability of new development making a positive contribution to local character and distinctiveness.”*

Paragraphs 212 - 215 place great weight on the conservation of designated heritage assets, emphasising the need to avoid “substantial harm” in terms of demolition, significant alteration, or compromise the setting unless that harm is clearly justified (via four specific tests) or there are substantial public benefits that outweigh that harm. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits.

Places for Everyone Policy JP-P2: Heritage sets out that reference should be made to national planning policy. It also sets out that development should ensure it is:

- 3. Integrating the conservation and enhancement of heritage assets and their settings, with creative contextual architectural responses that contribute to their significance and sense of place;*
- 4. Delivering positive benefits that sustain and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing; and*
- 5. Exploring opportunities to reduce greenhouse gas emissions that restoration of historic buildings offer*

Compliance with Heritage Policy and Material Considerations

It has been concluded that the works would result in limited instances of, “less than substantial” harm to the significance of the Pall Mall Court Building. Any harm arising from direct fixings to the historic fabric will however be substantially outweighed by the public benefits of the proposals. As set out in Deloitte’s Public Benefits Statement submitted with the original planning application (133879/FO/2022), the Pall Mall Court development will deliver over 6,300 sqm of high-quality office space, support the creation of more than 500 operational roles, improve the public realm and deliver significant sustainability upgrades across the building.

The proposed signage is integral to the building’s successful operation, providing clear wayfinding that enables the building to function effectively and thereby helps secure these

wider public benefits. Installation will follow the Signage Installation and Repair Methodology approved under CDN/25/0013 to minimise any impact on the listed fabric. On balance, the identified instances of less-than-substantial harm from the advertisements are outweighed by the public benefits that underpin the Pall Mall Court project.

Based upon the above the Proposed Development is considered to be wholly in compliance with the Development Plan and NPPF with regards to conservation and heritage when read as whole.

Summary

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

- Application Form prepared by Deloitte;
- Site Location Plan, prepared by Shepperd Robson Architects
- Advertisement Strategy Design Document, prepared by Placemarque
- Signage Methodology (as approved under CDN/23/0516), prepared by Dragonfly

This application is submitted via the Planning Portal under reference: PP-14783316 (LBC) and PP-14783144 (Advertisement Consent)

A fee has been paid to Manchester City Council for £673, 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 [REDACTED] / [REDACTED]

Kind Regards

[REDACTED]

Deloitte LLP