MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145078/AO/2026
Date registered valid:	2 February 2026
Proposal:	Installation of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.
Address:	87 Piccadilly, Manchester, M1 2DA
Ward(s):	Piccadilly Ward
Applicant:	Mr Mehmet Korkut British Doner & Philip J Davies (Holdings) PLC
Agent (if any):	Mr Russell Adams Adams Planning + Development Ltd
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	09/03/2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 23 February 2026

Standard consultations:
Printed: 6 February 2026 Expired: 27 February 2026

Neighbour notifications
Printed: 6 February 2026 Expired: 27 February 2026

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 site relates to the ground floor unit of no.87 Piccadilly, within a 4-storey mixed use building along Piccadilly. The ground floor fronts Piccadilly.

The building is predominantly in red brick, with a commercial ground floor frontage and mansard roof at the fourth floor.

Works are underway at the unit pursuant to planning permission 143708/FO/2025 to relocate the formerly centralised recessed entrance, glazing frames, as well as the bulky fascia sign tray and 3no. projecting signs.

Listed building: Not applicable

Conservation area: Stevenson Square Conservation Area 1987

Tree Preservation Order: Not applicable

Description of Area

The application site is located along Piccadilly, one of the City Centre's key active travel movement corridors through the heart of the City Centre, and is also a key route to Piccadilly Gardens for visitors and commuters arriving in Manchester via Piccadilly Train Station and London Road bus stops. As such, the site experiences a high level of daily footfall and is a highly visible location within the City Centre.

It is moreover located within the Piccadilly North neighbourhood identified in the Manchester Piccadilly Strategic Regeneration Framework (March 2018).

Given the site's central location, the application site is a short walking distance from the Northern Quarter commercial area to the north, Canal Street to the south, China Town to the southwest, St Peter's Square to the southwest and the Market Street retail area to the northwest. Against this backdrop, a high number of properties in commercial Class E and Sui Generis uses populate the surrounding area, with cafes, restaurants, shops, takeaways, and offices being present throughout.

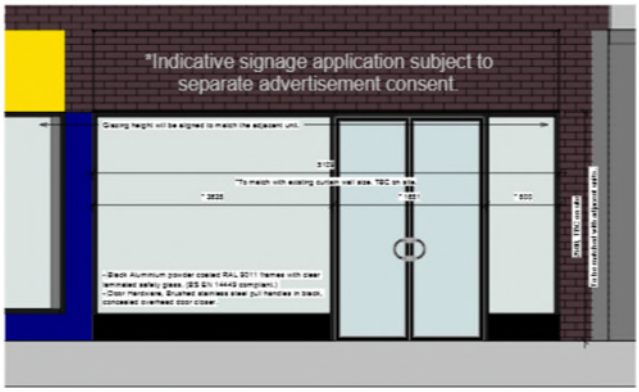
The site is also located within the Stevenson Square Conservation area, at the conservation area's outer edge on the north side of Piccadilly. Accordingly, the site is within the vicinity of a number of Grade II buildings including nos. 77-83 Piccadilly to the northwest, the Halls Buildings further northwest, the Barclays Bank to the south and the Brunswick Hotel to the southwest.

The application site is therefore located along the peripheral frontage of the Conservation Area and seen in the context of a number of heritage assets which mark the entrance and contribute positively to its setting. The significance of these buildings primarily derives from their architectural style and age, featuring high levels of ornamentation and architectural detailing.

Background

Application 143708/FO/2025 for the change of use to restaurant and takeaway (Sui Generis), alterations to shopfront, installation of heat pump and louvre was approved 16/12/2026. This application included the removal of the former bulky fascia sign board. It was understood at the time that the space to be exposed was a recessed area, featuring a concrete lintel and wooden panel, where no individual lettering could be applied directly to the façade.

Discussions were had during the course of this application regarding the Council's position that fascia signage to be pursued in any future application should be contained within this recessed signage area, that any sign tray should be recessed behind the brickwork and should also contain some element of edge detailing.

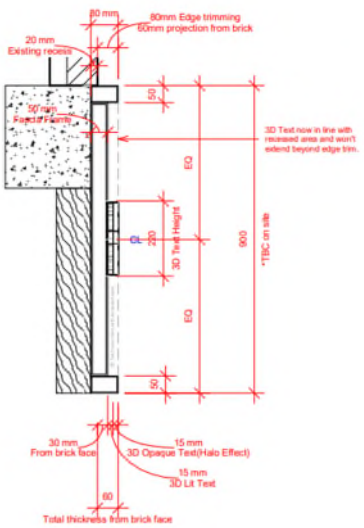


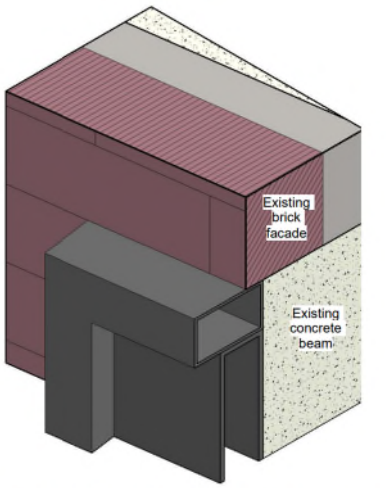
Upon the removal of the sign tray following the approval, more detailed investigation of the façade has been undertaken revealing the recessed was only 20mm deep and that there was nothing further behind the wooden panelling. These findings have informed the design of the current proposal.

Description of Development

Advertisement Consent is sought for 1 no. fascia sign to be sited on the southwestern elevation facing Piccadilly.

The sign would be sited within the recessed signage area at fascia level. It would be rectangular in shape measuring 5109mm x 900mm, projecting a total of 60mm beyond the external face of the elevation. It would have illuminance levels of 300cd/m^2 to exhibit the 'Great British Doner' branding in white text lit through an opal acrylic face, and have a RAL 9011 black aluminium background. Edge detailing would be applied to the perimeter in the same black colour to provide the appearance of depth to the signage. All fixings would be hidden, with no visible screw faces.





4 3D SECTION DETAIL - FASCIA PANEL

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, subject to condition restricting luminance levels:

- Luminance levels acceptable, subject to condition standard condition recommended to control lighting so as not to exceed 300cd/m^2
- A projection over license will be required (for originally proposed projecting sign)

Environmental Health:

No objection, condition required:

- Standard condition recommended to control lighting.

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

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC2 – Retail
- 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)

Draft National Planning Policy Framework (NPPF) (2025)

- The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

  Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Shopfront and Signage Design Guide

Manchester Piccadilly Strategic Regeneration Framework (March 2018)

Issues

Amenity – General Characteristics of the Locality and Historic Interest

Following the removal of a number of bulky fascia and projecting signs approved as part of application 143708/FO/2025, the single proposed fascia sign would represent a significant reduction in clutter over the former site condition. It is noted that a projecting sign originally proposed in this application was removed from the scheme in amended plans received following Officer feedback.

The proposed fascia sign is contained within the recessed area at fascia level most appropriate for signage, appearing proportionate in scale and well-integrated within the elevation despite the physical constraints identified during the investigations outlined in the section above.

The edge detailing would work to create a recessed illusion for the sign tray and provide definition to the perimeter of the signage. This detailing, and the individual lettering to the sign tray, would not significantly project beyond the face of the elevation.

The content of signage is moreover limited to information required for identifying the premises, with its colour pallet considered minimalist and relating to that of the shopfront approved in application 143708/FO/2025. While the aluminium materiality of the sign tray and acrylic lettering could be of higher quality, it is recognised that some backing is required to the concrete lintel and exposed timber panel. On balance, it is not considered that the design of the signage would significantly detract from the building, street scene or the settings of any heritage assets in the vicinity and acceptable with respect to Saved UDP policy DC14.5(b) and (e). It moreover represents a significant material improvement over the former condition of the frontage and the settings of those assets.

In view of the above, the proposed signage is considered to be in keeping with the general characteristics of the locality as required by the Control of Advertisements Regulations 2007 and acceptable in terms of visual amenity. It is therefore compliant with Places for Everyone Policies JP-Strat2 and JP-P1; Policies SP1, CC2, EN1, and DM1 of the Core Strategy; saved Policy DC14 of the Unitary Development Plan; as well as being in line with guidance contained within the Council's Shopfront and Signage Design Guide; Section 12 of the NPPF; as well as being in line with guidance contained within the Manchester Piccadilly Strategic Regeneration Framework (March 2018).

Given that the proposal would integrate well into the building's principal elevation, would not form an overly prominent element of signage, and represents a material improvement over the former

site condition in the setting of a number of heritage assets, it also is not considered that the proposal would cause any significant harm to on the significance of the Stevenson Square Area, or the settings of the Grade II listed assets within the vicinity. As such, the proposed signage is considered to be acceptable in terms of visual amenity and compliant with stipulations in the Control of Advertisements Regulations 2007 relating to historic interest; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy; Policies DC14, DC18 and DC19 of the Unitary Development Plan; and Section 16 of the NPPF.

Amenity – Residential Amenity

Environmental Health consultees have reviewed the luminance level stated in the application of 300cd/m^2, and are satisfied that there would be no unacceptable impact on residential amenity. The signs would be within a city centre environment where some degree of illumination is common. Given this, and subject to a condition to control the luminance levels of the signs in line with Council criteria for a city centre environment, the proposed signage is considered acceptable with respect to the impact on residential amenity and in accordance with Core strategy policies SP1 and DM1.

Public Safety

The luminance level stated in the application form is 300 cd/m^2, and Highways and Environmental Health consultees are satisfied with the stated illumination. It is not considered that there would be a danger to public safety and recommended that a condition relating to the maximum illuminance is included in the approval to ensure that 300cd/m^2 levels are not exceeded.

It is noted that the projecting sign originally proposed in this application has been removed, and Highways comments regarding headroom requirements and a Projection Over License no longer apply.

Conclusion

The proposal is not considered to have a significant visual impact or result in harm to any nearby heritage assets. It is otherwise acceptable with respect to residential amenity and highways matters. It is therefore in accordance with Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC2, CC9, EN1, EN3 and DM1; saved UDP policies DC14, DC18 and DC19; Sections 12 and 16 of the NPPF; and guidance contained within the Shopfront and Signage Design Guide and Manchester Piccadilly Strategic Regeneration Framework (March 2018).

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 polices 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 referenced A101 received 02/02/2026, as well as the following plans and documents received by the City Council as Local Planning Authority on 03/03/2026:

A201 Rev.B
A202 Rev.C

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to the requirements of the Control of Advertisements Regulations 2007, Policies JP-Strat2, JP-P1 and JP-P2 of PfE; Policies SP1, CC2, CC9, EN1, EN3, DM1 of the Core Strategy; saved Policies DC14, DC18 and DC19 of UDP; Sections 12 and 16 of the NPPF.as well as being in line with guidance contained within the Council's Shopfront and

Signage Design Guide and the Manchester Piccadilly Strategic Regeneration Framework (March 2018)

1.) Luminance

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 the requirements of the Control of Advertisements Regulations 2007, Policies JP-Strat2, JP-P1 and JP-P2 of PfE; Policies SP1, CC2, CC9, EN1, EN3, DM1 of the Core Strategy; saved Policies DC14, DC18 and DC19 of UDP; Sections 12 and 16 of the NPPF.as well as being in line with guidance contained within the Council's Shopfront and Signage Design Guide and the Manchester Piccadilly Strategic Regeneration Framework (March 2018)

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

6 - 10 Piccadilly, Manchester, M1 3AN
Murray House, 2 China Lane, Manchester, M1 2AY
89 - 91 Piccadilly, Manchester, M1 2DA
85 Piccadilly, Manchester, M1 2DA

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Stevenson Square Conservation Area 1987
Area Team Boundary - Name: CENTRAL