

Planning

Growth & Development

Delegated officer report for planning application

Application no. 145134/AO/2026
Date registered valid: 6 February 2026
Proposal: Installation of 1no. illuminated sign.
Address: Ground Floor, 24 Mount Street, Manchester, M2 3NX
Ward(s): Deansgate Ward

Applicant: Mr Anthimos Pavlidis Neko Health North Limited
Agent (if any): Mr Dimitris Mitaras Astra Signs
Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: **Approve**
Date of recommendation: **1 March 2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 18 February 2026

Standard consultations:

Printed: 16 February 2026 Expired: 9 March 2026

Neighbour notifications

Printed: 16 February 2026 Expired: 9 March 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

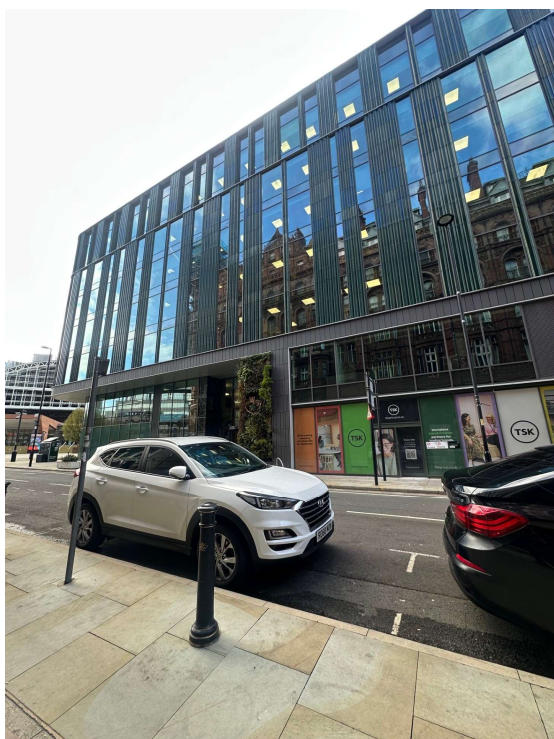
Description of site/building

Listed building: Not applicable

Conservation area: St Peters Square Conservation Area 1973

Tree Preservation Order:

The application pertains to the ground floor commercial (Class E) unit which is composed of green terracotta and glass. At present the upper floors of the site are occupied by an office use. The site is bounded by Mount Street, Windmill Street and Peter Street.



Description of area

The application site is located within the St Peter's Square Conservation area. The building is within the setting of the Grade II* Midland Hotel (image), and the site abuts Nos. 56-58 Peter Street (Grade II). Other listed structures in close proximity to the application site include Manchester Convention Centre (Grade II), Manchester Central Library (Grade II*), and the Royale Club building (Grade II).

The site falls within the heart of the City Centre, and sits between Albert Square, the Deansgate-Castlefield area, and the Oxford Street Corridor. Attractions including the Great Northern Warehouse and Bridgewater Hall are close by. The area is situated between two active tram stops and sees high levels of foot traffic along Lower Mosley Street and Peter Street.

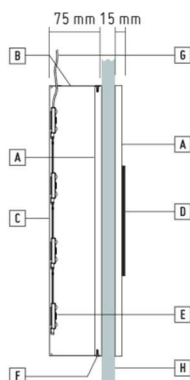
Planning History

106437/FO/2014/C1 | Demolition of London Scottish House and construction of new 17 Storey (inc ground floor) office building (Use Class B1) with ground floor uses (Class A1 (shops), A2 (financial and professional services, and B1 Office)) car parking, bicycle parking, landscaping, access and servicing arrangements and associated works. (Approved October 2014)

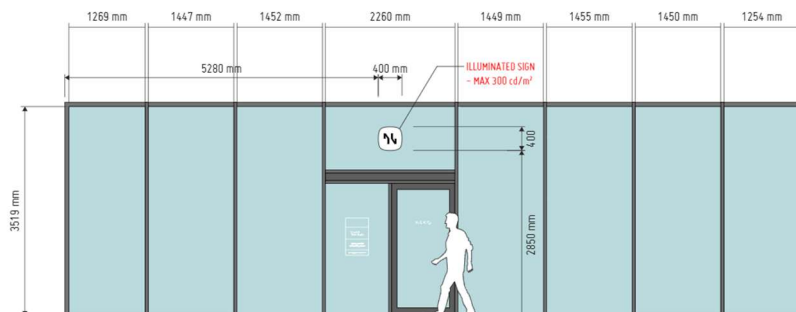
112455/FO/2016 | Partial demolition and reconfiguration of London Scottish House to create a new office building (Use Class B1) with retail uses (Use Classes A1, A3 or B1) at the ground and first floor, servicing and cycle parking, access and servicing arrangements and associated works. (Approved August 2016)

Description of development

Advertisement consent is sought for the installation of 1no. internally illuminated sign. The proposed signage would be sited at fascia level, projecting 15mm from the glazing externally and 75mm internally.



SECTION VIEW



Consultations & Notification Responses

Publicity

Consultation requests were sent to surrounding businesses and residents. No representations were received.

Highway Services – No objections. Proposed 1no. sign complies with headroom and clearance requirements, and will not project over the adopted highway, no expected adverse impact on vehicles travelling on surrounding roads.

Environmental Health – No comments or objections. The signage should be installed in accordance with the 300cd/m² illumination level stated.

Policy

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 relevant to consideration of this application within the development plan:

Places for Everyone Joint Development Framework (2024-2039)

JP-P2 Heritage

Manchester Core Strategy (2012-2027)

SP1 Spatial Principles
DM1 Development Management
EN3 Heritage

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

DC18 Conservation Area

Issues

Visual amenity and impact on the character of the Conservation Area

Policy DM1 and the Shopfront and Signage Design Guide require that proposed advertisements are commensurate in scale to their proposed locations. The proposed signage would measure 400mm in length and 198 mm in width.

DC14 states that signage should normally be positioned at fascia level, the proposed signage would be in accordance with this policy.

Policy DC14 and the Shopfront and Signage Design Guide require that proposed advertisements respect the architectural features and overall appearance of the application site. The signage would not obscure nor distort any architectural features on the building.

Policy DM1 states that materials form a consideration in all development proposals. The Shopfront and Signage Design Guide emphasises use of either high-quality modern materials or traditional in proposals of new shopfronts and signage. The proposed sign would utilise acrylic and aluminium which is considered acceptable pursuant to policy DM1.

Chapter 12 of the National Planning Policy Framework requires that when assessing design quality Local Planning Authorities consider 'will function well and add to the overall quality of the area', 'are visually attractive' and 'are sympathetic to local character and history, including the surrounding built environment and landscape setting'. The proposed sign is limited in scale and impact, as such it is considered to be an acceptable addition to the street scene that is in keeping with existing advertisements within the area.

Policy DC18 requires that potential harm to 'appearance or character' of a Conservation Area be considered in development proposals.

The site is located within the St Peter's Square Conservation Area. The area's historic character includes stone, present on the Town Hall, Central Library and Free Trade Hall, marble and terracotta present on the Midland Hotel and Nos. 56-58 Peter Street, and red brick present on the GMEX Building.

The proposed advertisement, by virtue of its scale, siting and appearance is not considered to conflict with the existing character of the area, nor detract from the views and architectural features of the GII* Midland Hotel and GII* Convention Centre which inform the application site's setting. The proposal is therefore considered acceptable pursuant to policies DC18, JP-P2 and Chapter 16 of the National Planning Policy Framework.

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) The works to which this consent relates must be begun not later than the expiration of three years beginning with the date of this consent.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as applied and modified in relation to buildings in conservation areas.

- 2) The development hereby approved shall be carried out in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority on 23 February 2026:

Drawing Pack: XE95909 V2

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and saved policies D18.1 and DC14.1.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Second Floor, 24 Mount Street, Manchester, M2 3NX
Seventh Floor, 24 Mount Street, Manchester, M2 3NX
Sixth Floor, 24 Mount Street, Manchester, M2 3NX
Fifth Floor, 24 Mount Street, Manchester, M2 3NX
Fourth Floor, 24 Mount Street, Manchester, M2 3NX
Third Floor, 24 Mount Street, Manchester, M2 3NX
First Floor, 24 Mount Street, Manchester, M2 3NX
Part Second Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Unit 1 Part Fifth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Part Fifth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Second Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Fourth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Third Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
58 Peter Street, Manchester, M2 3NQ
Midland Hotel, Peter Street, Manchester, M60 2DS
22 Mount Street, Manchester, M2 3NX
24 Mount Street, Manchester, M2 3NX
Seventh Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
St Georges House, 56 Peter Street, Manchester, M2 3NQ
PIZZAEXPRESS, Ground Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
First Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Sixth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Club Coliseum, Peter Street, Manchester, M2 3NQ

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
Conservation Area - St Peters Square Conservation Area 1973
Area Team Boundary - Name: CENTRAL