

PLANNING

GROWTH & DEVELOPMENT

DELEGATED OFFICER REPORT FOR PLANNING APPLICATION

Application no. 145238/AOH/2026

Date registered valid: 17 February 2026

Proposal: Installation 2no. internally illuminated entrance signs to front boundary.

Address: Parkway Business Centre, Princess Road, Manchester, M14 7HR

Ward(s): Whalley Range Ward

Applicant: Orbit Investments (Properties) Limited

Agent (if any): Mr Nick Scott, The Emerson Group

Case officer: Joshua Lee
Tel: 0161 219 2851
Email: joshua.lee@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 16 March 2026

APPLICATION DETAILS

Type of application:	Advertisement Hoardings Consent	
Development type:	Advertisements	
Date of site visit:	25 February 2025	
Standard consultations:	Printed: 20 February 2026	Expired: 13 March 2026
Neighbour notifications:	Printed: 20 February 2026	Expired: 13 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	
Listed building:	Not applicable	
Conservation area:	Not applicable	
Tree Preservation Order:	Not applicable	

Description of site/building

The proposal is related to 2no entrance signs for the Parkway Business Park on Princess Road at a 4 way junction with Platt Lane. The site features early 90s era low to medium rise office buildings with associated car parking and landscaping. Existing boundary treatments include metal railings with brick piers and stone caps.

Description of area

The Business Park is in mixed use area of the Whalley Range ward on Princess Road, one of the main arterial roads of the city. William Hulme Grammar School playing fields sit to the south and residential dwellinghouses sit on the opposite side of Princess Road. The area is susceptible from both fluvial and surface water flooding.

Description of development

Installation 2no. internally illuminated entrance signs to front boundary.

Built up powder coated white letter with internal LED to give halo illumination. Overall lumens would be 20580lm.

Replaces existing illuminated lettering.

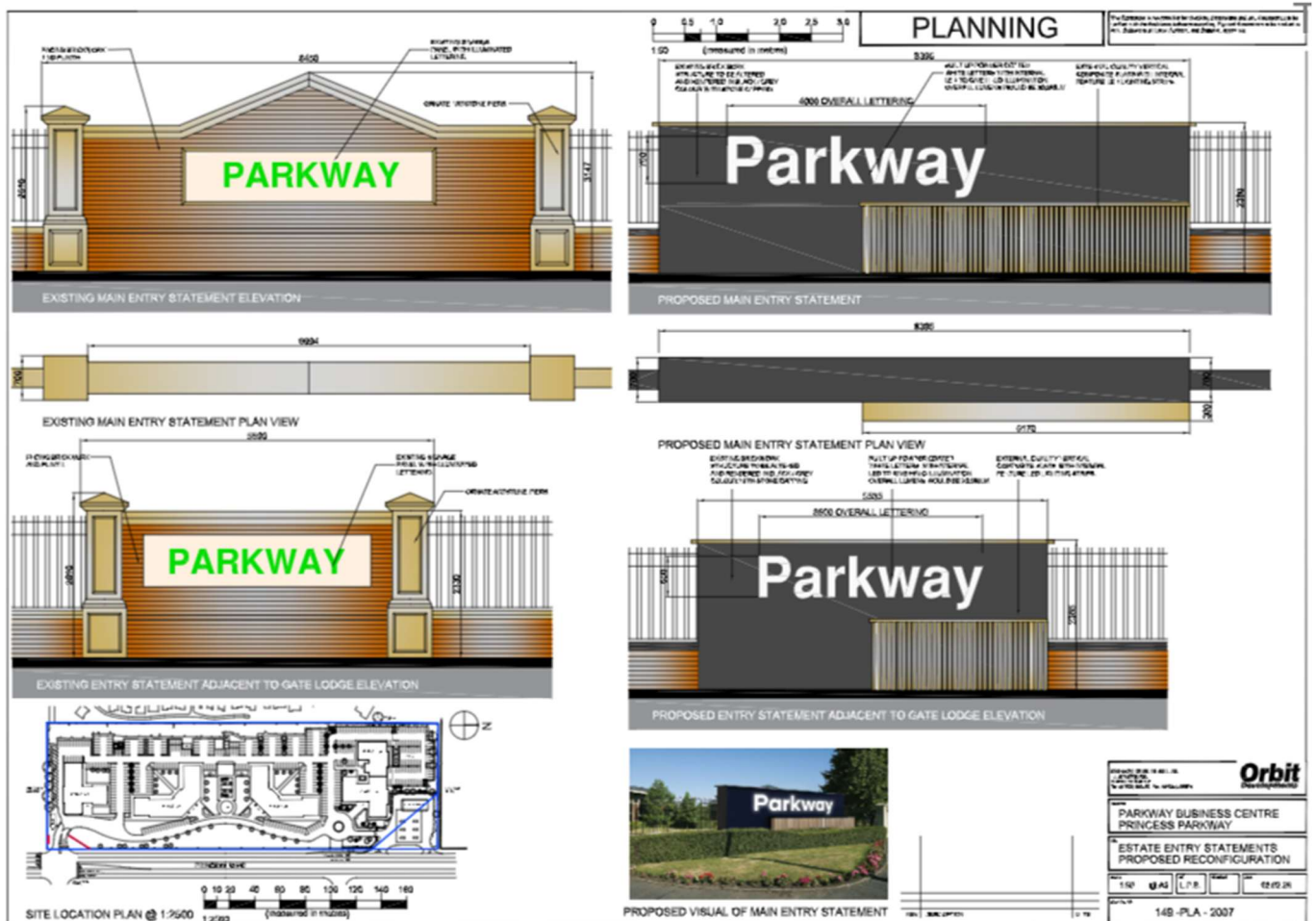


Figure 1. Existing and proposed plans

PLANNING HISTORY

075976/AOH/2005/S1

Description: Erection and display of a single internally illuminated 7.6m high totem sign

Decision: Approved 27/07/2005

051036/FO/CENTL1/96

Description: Modification to landscaping and car parking

Decision: Approved 18/12/1996

051010/FO/CENTL1/96

Description: Retrospective application for the installation of two satellite dishes/aerials on roof at rear of building

Decision: Approved 18/12/1996

050624/FO/CENTL1/96

Description: Construction of glazed entrance area to existing office building

Decision: Approved 24/10/1996

050299/FO/CENTL2/96

Description: Erection of a compound to house a standby generator to service the adjacent office building

Decision: Approved 18/12/1996

044852/FO/CENTL2/93

Description: Erection of 2no.office buildings, phase 4 is part 3/ part 4 storey and phase 5 is 3 storey, with associated parking and landscaping

Decision: Approved 14/07/1994

043138/AO/CENTL2/93

Description: 2 illuminated fascia signs

Decision: Approved 02/06/1993

039539

Description: Construction of additional car parking and new access road in connection with building 4 approved 30/11/90 under ref F35227

Decision: Approved 01/10/1991

038673

Description: Erection of an antenna on roof of building one

Decision: Approved 10/04/1991

036167

Description: Erection of single storey gatehouse (for security and estates management offices) at entrance to business park, relocation of car-parking and amended landscaping proposals.

Decision: Approved 29/03/1990

033452

RESERVED MATTERS Erection of 3 buildings with class B1, office use together with associated car parking for 244 vehicles ,service and landscaped areas, Phases 1-3 of development approved under F31793.

Decision: Approved 29/03/1990

031793

Description: Erection of 5 buildings with Class B1 office use , together with associated car parking for 367 vehicles, service and landscaped area

Decision: Approved 27/10/1988

CONSULTATION, NOTIFICATION & PUBLICITY RESPONSES

Consultations

Manchester City Council Highways Services

Manchester City Council Highways Service were consulted on this application and had no objections but recommended a number of informatives to be attached which the applicant should note.

Manchester City Council Environmental Health

Manchester City Council Environmental Health were consulted on this application and had no objection to the proposal.

Notifications

Local Residents

No representations received.

RELEVANT POLICIES

This application has been made under the Town and Country Planning (Control of Advertisements) Regulation 2007 which states that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors. (Part 1, Section 3)

In this case the relevant policies are:

- [The Manchester Core Strategy Development Plan Document 2012-2027](#)
 - Development Management and Planning Obligations
 - DM 1 - Development Management
 - Objective 1 - Spatial Principles
 - SP 1 - Spatial Principles (Partially replaced by PfE Policy JP-S 1)
 - Objective 2 - Economy and the City Centre
 - EC 1 - Employment and Economic Growth in Manchester
 - EC 2 – Existing Employment Space
 - EC 9 – South Manchester
 - Objective 6 Environment
 - EN 1 - Design Principles and Strategic Character Areas
- [Guide to development in Manchester](#) - supplementary planning document and planning guidance, April 2007
- [Extant Unitary Development Plan \(UDP\)](#) –
 - Citywide Development Control Policies
 - DC15 - Advertisements, hoardings and posters
 - Environmental Improvement and Protection
 - E3.3 – City major radial and orbital roads and rail routes.
- [Places for Everyone Plan Joint Development Plan Document 2022-2039-](#)
 - Strategy
 - JP-Strat9: Southern Areas
 - Sustainable and Resilient Places
 - JP-S1: Sustainable Development
 - Places for Jobs
 - JP-J1: Supporting Long-Term Economic Growth
 - JP-J2: Employment Sites and Premises
 - Places for People
 - JP-P1 Sustainable Places
- [National Planning Policy Framework \(NPPF\)](#) December 2024–
 - Section 2 - Achieving sustainable development
 - Section 4 – Decision-making
 - Section 6 – Building a strong, competitive economy
 - Section 12 – Achieving well-designed places
- [National Planning Policy Framework Draft for Consultation December 2025](#) - National decision-making policies
 - Chapter 3 – Decision-making policies
 - DM1: Preparing development proposals
 - DM2: Information requirements
 - DM3: Determining development proposals
 - DM6: Use of planning conditions and obligations
 - DM7: Relationship with other regulatory regimes
 - Chapter 4 - Achieving sustainable development
 - S3: Presumption in favour of sustainable development
 - S4: Principle of development within settlements
 - Chapter 7 - Building a strong, effective economy
 - E2: Meeting the need for business land and premises
 - Chapter 14 - Achieving well-designed places
 - DP3: Key principles for well-designed places
 - DP4: The Design process

- Chapter 15 - Promoting sustainable transport
 - TR6: Assessing transport impacts
- [Town and Country Planning \(Control of Advertisements\) Regulation 2007](#) –
 - Section 3 - Powers to be exercised in the interests of amenity and public safety

ASSESSMENT

Principle of development

The proposal is for two internally illuminated entrance signs at an established business park on Princess Road. Advertisement applications must be assessed only on amenity and public safety. The site already contains commercial signage, and replacing existing illuminated lettering is in keeping with the business park's character.

Saved UDP Policy DC15 supports well-designed signage that does not harm visual amenity or key routes. Core Strategy EN1 and SP1, along with Places for Everyone JP-S1 and JP-J1/J2, support development that maintains the quality and function of employment areas. National guidance in the NPPF also supports proportionate, well-integrated signage.

Given the established commercial context and the replacement nature of the signs, the principle of development is acceptable, subject to detailed assessment of amenity and safety. Detailed matters relating to amenity and public safety are considered in the assessment below as outlined in Part 1, Section 3 of the Town and Country Planning (Control of Advertisements) Regulation 2007.

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest

Parkway Business Centre is a long-established commercial site with a clear business-park identity, defined by 1990s office buildings, formal landscaping and a frontage characterised by railings, brick piers and existing commercial signage. The surrounding area includes Princess Road, a major arterial route into the city, where illuminated commercial signs are already a familiar part of the streetscape.

There are no heritage assets within or immediately adjacent to the site, and the proposal would not affect any building or feature of historic, architectural or cultural interest. The signage replaces existing illuminated lettering in broadly the same position and of a similar scale, meaning the overall contribution to the street scene would remain consistent with the established character of the locality.

Owing to the controlled halo illumination, the modest scale of the letters, and the commercial context of the site, the proposed signs would not appear intrusive, dominant, or out of keeping with the visual environment. The development therefore preserves local visual amenity and accords with saved UDP Policy DC15, Core Strategy policies EN1 and SP1, and the principles of good design set out in the NPPF.

Factors relevant to public safety

The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)

The proposed signage would be fixed securely to the frontage of the business park and would not project over the adopted highway network. As such, a Projection-Over Licence is not required. The position of the signage complies with the necessary headroom and carriageway-clearance requirements, ensuring it does not obstruct movement or compromise visibility for pedestrians, cyclists or drivers travelling along Princess Road. The halo-lit illumination is static and controlled, with luminance confirmed as not exceeding 0.01 cd/m², which Highways officers consider acceptable and not likely to cause glare or distraction. For these reasons, the development would not pose a risk to users of the highway or any other transport corridor and meets the requirement to ensure advertisements do not endanger public safety.

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; The proposed signs would not obscure, compete with or interfere with any traffic signs, signals, pedestrian-crossing indicators or wayfinding information within the vicinity. Their scale, siting and design ensure they remain visually distinct from highway signage, meaning they would not hinder the interpretation of any safety-critical information used by road users.

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.

The signage does not conflict with or obstruct any known CCTV equipment, site security devices or speed-monitoring systems in the area. The controlled halo illumination and fixed positioning ensure there is no impact on surveillance sightlines or the functioning of existing monitoring or enforcement technology.

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.

PLANNING BALANCE

Overall, the proposal represents a modest and well-integrated upgrade to existing commercial signage at an established business park. The signs would sit comfortably within the character of Princess Road and would not harm visual amenity or highway safety, in line with the Town and Country Planning (Control of Advertisements) Regulations 2007 and relevant local and national policy. No objections were received, and technical consultees raised no concerns. Taking all material considerations into account, the benefits of updated, clearly legible site identification outweigh any limited impacts, and the scheme is considered acceptable.

RECOMMENDATION: APPROVE

CONDITIONS TO BE ATTACHED TO DECISION FOR APPROVAL

1. Advertisement mandatory condition

- a. 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.
- b. 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.
- c. 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.
- d. 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.
- e. 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.

Reason - In the interests of pedestrian and highway safety, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

2. Specified plans

The development hereby approved shall be carried out in accordance with the following drawings and documents:

- a. Drawing - Existing & Proposed 17 Feb 2026 149-PLA-2007 ELEVATIONS
AND LOCATION PLAN

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

3. Luminance

In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

INFORMATIVE(S)

1. Highways licencing

The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to:
highwaylicences@manchester.gov.uk

2. Highway traffic management

The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to
highwaynetworkmanagement@manchester.gov.uk

APPENDIX 1 – LIST OF CONSULTEES & NEIGHBOURS NOTIFIED

Highway Services

Environmental Health

New Life Teeth Parkway 5, Parkway Business Centre, Princess Road, Manchester, M14 7HR

EndoCare Community Diagnostic Centre Parkway 4, Parkway Business Centre, Princess Road, Manchester, M14 7HR

Parkway 5, Parkway Business Centre, Princess Road, Manchester, M14 7HR

Parkway 2, Parkway Business Centre, Princess Road, Manchester, M14 7LU

Parkway 3, Parkway Business Centre, Princess Road, Manchester, M14 7LU

Parkway 1, Parkway Business Centre, Princess Road, Manchester, M14 7LU

Shell Princess Parkway, Princess Road, Manchester, M14 7LU

400 Platt Lane, Manchester, M14 7HJ

241 Platt Lane, Manchester, M14 7HH

398 Platt Lane, Manchester, M14 7HJ

396 Platt Lane, Manchester, M14 7HJ

394 Platt Lane, Manchester, M14 7HJ

392 Platt Lane, Manchester, M14 7HJ

390 Platt Lane, Manchester, M14 7HJ

353 Princess Road, Manchester, M14 7FR

351 Princess Road, Manchester, M14 7FR

251 Platt Lane, Manchester, M14 7HH

249 Platt Lane, Manchester, M14 7HH

247 Platt Lane, Manchester, M14 7HH

245 Platt Lane, Manchester, M14 7HH

243 Platt Lane, Manchester, M14 7HH

APPENDIX 2 – PLANNING CONSTRAINTS

Article 4 Direction - South Manchester PD Restriction - Class B1(a) To C3

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 3 (high risk) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: SOUTH AREA