

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144373/AO/2025
Date registered valid: 27 October 2025
Proposal: Installation of 1no. internally illuminated projecting sign
Address: 110 Portland Street, Manchester, M1 4RL
Ward(s): Deansgate Ward

Applicant: Teresa Ballard Genting Casino
Agent (if any): Rhys Lewis Boyer
Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 22 December 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 16 December 2025

Standard consultations:

Printed: 13 November 2025

Expired: 4 December 2025

Neighbour notifications

Printed: 13 November 2025

Expired: 4 December 2025

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: Grade II

Conservation area: George Street Conservation Area 1985

Tree Preservation Order: Not applicable

Description of building

This application relates to an unremarkable large modern building at 110 Portland Street, which is a modern red brick building with a buff stone ground floor and modern framed glazed shop fronts. It is used as a hotel with shops, bars and restaurants at ground floor. The building is adjoined and internally connected to a Grade II Listed Building at 116 to 118 Portland Street.

This listing includes two warehouses that were constructed between 1860 and 1880 as warehouses. Both buildings are three storeys with basement and attic and are constructed of red brick with sandstone dressings and a slate roof. They are designed in an Italian Renaissance style.

Description of Area

The site is within the George Street Conservation Area and adjacent the Whitworth Street Conservation Area.

There is another large red brick building of a similar age to the building subject of this application further along Portland Street, but the street scene on Portland Street between Oxford Street and Princess Street still contains mainly historic building of a similar character that are Grade II Listed.

Surrounding listed buildings include the Grade II Listed 113 to 119 Portland Street on the opposite side of the road to the site that are former manufacturers' home trade warehouses and shipping warehouses, constructed between 1860-70. The surrounding area contains a large number of other listed buildings include the Grade II listed buildings at 113 to 119 Portland Street; the Grade II Listed 127 Portland Street, 114 Portland Street and 32 Dickinson.

The surrounding area contains a variety of uses including office, hotels, retail, bars, cafes, nightclubs and restaurants uses and the Town Hall Complex.

Portland Street is a highly trafficked route from Oxford Street into the City Centre and is a particularly busy bus route with Piccadilly Gardens interchange at the end of this road.

Site History

Application referenced 143270/AOH/2025 was approved in November 2025 and allows signage at 113-119 Portland Street (Listed Entry Number: 1246957), 127-133 Portland Street (Listed Entry Number: 1246958); and Oxford Place (61 Oxford Street) (Listed Entry Number: 1246286) introducing a coherent signage proposal which is well designed and of high quality design and allows for the removal of redundant and inappropriate signs across the Cluster.

Description of Development

Advertisement consent is sought for the display of one projecting sign. The sign would be double sided and formed in aluminium with fret cut letters that would be acrylic faced. The sign would be internally illuminated.

The sign would be installed on the brickwork of the modern building, between the casino entrance and Boots store.

Listed Building Consent is not required due to the location of the sign on the opposite side of the entrance than the listed building.

The sign would replace the existing sign which is currently located on the opposite side of the entrance.

Consultations & Notification Responses

Publicity - Letters were sent to neighbouring properties. No replies were received.

Issues

Local Policy

Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application.

Policy JP-Strat2 (City Centre)
Policy JP-P1 (Sustainable Places)
Policy JP-P2 (Heritage)

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas)
Policy EN3 (Heritage)
Policy CC9 (Design and Heritage)
Policy CC10 (A Place for Everyone)
Policy SP1 (Spatial Principles)
Policy DM1 (Development Management)

The Unitary Development Plan for the City of Manchester

Saved Policy DC18.1 (Conservation Areas)
Saved Policy DC19.1 (Listed Buildings)
Saved Policy DC14 (Shop Fronts and Related Signs)

Shopfront Design Guide (2024)

National 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.

National Planning Policy Framework (NPPF)

- Chapter 7 - Ensuring the vitality of town centres
- Chapter 12 - Achieving well-designed places
- Chapter 16 - Conserving and enhancing the historic environment

Draft National Planning Policy Framework - 16th December 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.

National Planning Practice Guidance (NPPG)
Planning (Listed Buildings and Conservation Areas) Act 1990

Issues

Principle of Development

The existing building is adjoined to a listed building and is within the setting of a number of other listed buildings as described above. It was designed and constructed in materials that are in keeping with the materials of these buildings (stone and red brick) and does not distract from them due to its simple design and height. The building makes a neutral contribution to the surrounding conservation area and the setting of the nearby listed buildings.

The sign proposed is smaller than the existing sign (that would be removed) and would be located further away from the listed building reducing the impact of signage on its setting.

It is considered acceptable in principle to advertise the presence of the casino business.

Visual Amenity

The projecting sign would be 30mm in depth ensuring a slim appearance. It would be located on a featureless part of modern brickwork adjacent to the existing entrance of the casino.

The sign is in keeping with the architectural features of the building and would not be overlarge. It would also reduce clutter at the entrance due to being much smaller than the existing projecting sign and would be further along the elevation improving the impact on the listed building. A condition will require the existing sign to be removed prior to the installation of the proposed sign.

The works would therefore comply with the Core Strategy for the City of Manchester, in particular policies SP1 and DM1 and saved policy DC14 of the Unitary Development Plan and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Public Safety - No issues.

Residential Amenity -

The illumination of the sign would be limited to 250 cd/m² so as not affect the amenity of surrounding occupiers.

The works would therefore comply with the Core Strategy for the City of Manchester, in particular Policies SP1 and DM1 of the Unitary Development Plan for the City of Manchester.

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) 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 have been carried out in accordance with the following drawings and documents:

The drawings (proposed drawings only) referenced:

5601-0240101 Rev D

Received by the City Council as local planning authority on 27 October 2025

5601-024-102 Rev F

Received by the City Council as local planning authority on 17 December 2025

The emails from Boyer Planning dated 17 December 2025 and 22 December 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, SP1, CC9 and DM1 of the Core Strategy, saved policies DC14.1, DC18.1 and DC19.1 of the Unitary Development Plan.

3) The existing sign shown on the existing drawing on drawing referenced 5601-024-101 Rev D shall be permanently removed from site prior to the installation of the approved sign and prior to 31 May 2026 in accordance with the emails from Boyer Planning dated 17 December 2025 and 22 December 2025.

Reason - To reduce clutter and improve the quality of the street scene. Pursuant to policies EN1, EN3, SP1 CC9 and DM1 of the Core Strategy, saved policies DC14.1, DC18.1 and DC19.1 of the Unitary Development Plan.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Buildings Suite 1D To 1E And 2F04, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 1A To 1C, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Advertising Right JC DeCauxOutside 33 - 35, Oxford Street, Manchester, M1 4BH

Exchange Food & Drink Lounge, 102 Portland Street, Manchester, M1 4GX

The Paramount, 33 - 35 Oxford Street, Manchester, M1 4BH

Basement Suite Ba And Ground Suite Ga, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suites 2C And 2D And 2E, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 3D, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 3F, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suites 2A 2B And 3B2, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 3b1, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 1da, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 3E, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 3C, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

Buildings Suite 3A, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

31 Oxford Street, Manchester, M1 4BH

Column 11 Opposite Portland Hotel, Portland Street, Manchester, M1 3ZZ

131 Portland Street, Manchester, M1 4PY

Ground Floor And Basement Elemental, 47 Oxford Street, Manchester, M1 6EQ

47 Oxford Street, Manchester, M1 6EQ

Manchester Travel Inn Metro, 112 - 114 Portland Street, Manchester, M1 4WB

116 Portland Street, Manchester, M1 4RL

Unit 3A, 116 Portland Street, Manchester, M1 4RL

Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ

106 Portland Street, Manchester, M1 4RJ

Basement And Ground Floor, 131 Portland Street, Manchester, M1 4PY

133 Portland Street, Manchester, M1 4PY

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 - George Street Conservation Area 1985

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: CENTRAL