03 March 2026

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Head of Planning
Manchester City Council
Town Hall
Albert Square
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Our ref: EP2103
Your ref: **PP-14722704**

Dear Sir/Madam

Re: Advertisement Consent application for illuminated fascia sign and associated wall-mounted advertisements at Ground Floor, City Tower, Parker Street, Manchester M1 4BT

This application concerns the installation of a new illuminated fascia sign and two additional wall-mounted illuminated advertisements at Ground Floor, City Tower, Parker Street, Manchester.

This letter serves as the supporting statement and should be read in conjunction with the completed application forms, plans, elevation and section drawings, and photomontages submitted as part of this application.

THE SITE AND SURROUNDING AREA

The application property forms part of City Tower, a contemporary commercial building within Manchester City Centre, located within the Regional Centre and Primary Shopping Area. The building is not listed and is not situated within a conservation area.

The surrounding area is commercial in character, comprising retail, leisure and office uses. Illuminated fascia signage is typical within this part of the City Centre.

THE PROPOSAL

The application proposes the installation of new illuminated signage for "Master Bun. Pastry," comprising a main fascia sign and two additional wall-mounted advertisements.

The main fascia sign will display "Master Bun. Pastry" and will comprise individually mounted built-up letters finished in RAL 1026 (luminous yellow) coating. The background will consist of an aluminium plate with a milky white baked finish. Illumination will be provided by integrated warm LED lighting, static in operation and capped at a maximum luminance of 600 cd/m². The signage will be positioned within the defined fascia zone above the glazed shopfront and will not project beyond the structural framing of the façade.

In addition to the main fascia sign, two smaller illuminated advertisements are proposed on the wall to the right of the front entrance. These will be customised soft film light boxes. The first is a circular advertisement with a diameter of 0.42m, to be positioned 1.78m above ground level. The second is a

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rectangular advertisement measuring 1.1m in height and 0.55m in width, to be positioned 0.6m above ground level. Full dimensions, positions, and materials for all three signage elements are clearly shown on the submitted elevation and section drawings.

For clarity, this application relates solely to the display of advertisements. Any shopfront alterations will be the subject of a separate full planning application.

POLICY CONTEXT

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement applications are determined under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These Regulations make clear that the only matters to be considered are:

- The interests of amenity
- The interests of public safety

"Amenity" includes the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Public safety includes the effect of advertisements on road users and pedestrians.

Any sign larger than 0.3 square metres typically requires a formal application. Signs below $10m^2$ can be allowed maximum 600 cd/m^2 and over $10m^2$ can be allowed maximum 300 cd/m^2.

National Planning Policy Framework (NPPF) 2024

The NPPF emphasises the importance of high-quality design. **Section 12 Achieving well-designed Places** at **paragraph 131** states that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

Paragraph 135 states that, planning policies and decisions should ensure that developments are visually attractive as a result of good architecture, layout and appropriate. **Paragraph 141** notes that the quality and character of places can suffer when advertisements are poorly sited or designed.

Manchester Core Strategy (2012-2027) 2012

The Manchester Core Strategy sets out the strategic context for development in the City Centre.

Policy CC9 (Design and Heritage) requires development within the City Centre to be of the highest standard in terms of appearance with particular attention to be given to the City Centre context and character.

Policy DM1 (Development Management) requires proposals to have regard to scale, appearance, amenity and public safety.

Saved UDP Policy DC14 (Shop Fronts and Related Signs) requires shopfronts and related signs to respect the character of the building, adjoining buildings and the wider area. It expects signage to be appropriately located, proportioned and designed so as to avoid harm to the street scene. The policy places emphasis on integration with architectural features and the avoidance of visually intrusive or poorly detailed signage.

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Saved UDP Policy DC15 (Advertisements) requires advertisements to be assessed in terms of visual amenity and public safety, having regard to their scale, design, siting and illumination.

Shopfront and Signage Design Guide (SPD) 2011

The Council's Shopfront and Signage Design Guide provides detailed guidance on the design and installation of shopfronts and advertisements.

The Guide emphasises the importance of context, proportion, high quality materials, and the avoidance of clutter. It advises that signage should be contained within the fascia zone, respect the architectural framing of the building, and be designed as an integrated element of the frontage rather than as an applied addition. Illumination should be controlled (maximum 600 cd/m^2) and should not result in glare or undue prominence within the streetscape.

PLANNING ASSESSMENT

The statutory starting point is the Advertisement Regulations, which require assessment solely in the interests of amenity and public safety.

In amenity terms, the proposed signage has been carefully composed as an integrated suite. The main fascia sign is proportionate and contained within the architectural framing of the shopfront. The aluminium backing plate with milky white baked finish provides a coherent and contemporary fascia treatment appropriate to a modern commercial building. The yellow lettering delivers clarity and legibility while remaining appropriate within a vibrant City Centre streetscape.

The two smaller wall-mounted advertisements are modest in scale and positioned to create a balanced composition alongside the entrance. Their design as soft film light boxes ensures they are visually lightweight and will not result in clutter. Collectively, the proposed signage respects the character of the building and accords with the expectations of Policy DC14 and the Shopfront and Signage Design Guide.

In public safety terms, all signage is flush-mounted and does not project into the public highway. Illumination for all three advertisements is static, integrated, and capped at 600 cd/m². There are no flashing elements or moving parts. The proposal therefore gives rise to no highway or pedestrian safety concerns.

Having regard to the NPPF, the Manchester Core Strategy and the Shopfront and Signage Design Guide, the proposal satisfies both the statutory and policy requirements.

CONCLUSION

The proposed illuminated fascia sign and associated wall-mounted advertisements have been carefully designed to integrate with the host building and preserve the character of the locality. It satisfies the statutory tests of amenity and public safety set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and accords with the relevant development plan policies and supplementary guidance.

Therefore, it is requested that advertisement consent be granted.

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Yours faithfully,

[redacted]

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