

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144462/AO/2025
Date registered valid:	19 November 2025
Proposal:	Installation of 1no non-illuminated fascia sign
Address:	Manchester Business School, Booth Street West, Manchester, M15 6PB
Ward(s):	Hulme Ward
Applicant:	University of Manchester
Agent (if any):	Mr Stephen Westwell Digital Imaging Services Ltd
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	08/01/2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 November 2025

Standard consultations:

Printed: 24 November 2025

Expired: 15 December 2025

Neighbour notifications

Printed: 24 November 2025

Expired: 15 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

The application site relates to the University of Manchester's Manchester Business School and has elevations onto Higher Chatham Street, Higher Cambridge Street and Booth Street West. The Business School is 2-3 storeys and linked to the taller Hyatt House. The Business School's façades feature large multi-storey glazing panels with grey frames and coloured fins.

The existing glazed entrance pod is sited within the northeastern elevation, has a semi-circular drum shape with curved sliding double doors to the front.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The Manchester Business School is situated within the University Campus, with the Alliance Manchester Business School to the northeast, and the Humanities Bridgeford Street Building and Car Park D to the southeast. The site features an area of landscaped public realm immediately to the northeast.

Planning History

143493/FO/2025: Erection of new entrance structure. Approved 15/09/2025. At the time of writing this report, this scheme has yet to be implemented.

Description of development

Following the approval of the entrance pod in application 143493/FO/2025, advertisement Consent is now sought for 1 no. fascia sign to be sited on the entrance pod canopy.

The sign would be comprised of non-illuminated individual lettering painted in 9003 Signal White, having a height of 128mm and a depth of 35mm. The lettering would be sited on a 350mm x 2440mm aluminium tray in grey, colour matched to the pod approved in application 143493/FO/2025 and mullions of the main building and fixed to the canopy via 12no. aluminium 'L' angle fixings to the top and bottom.

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.

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

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- EN1 – Design Principles and Strategic Character Areas
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC14 – Shop Fronts and Related Signs

NPPF

- Section 12 (Achieving Well Designed Places)

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

Issues

Visual Amenity

It is considered that single entrance sign is modest in scale, appropriate in its siting within the canopy and limited to information required for identifying the premises. It is not considered that the design of the signage would appear excessive to the detriment of the building or street scene.

The white non-illuminated individual lettering would resemble a similar signage approach across the university campus. The aluminium sign tray, affixed to the aluminium entrance pod, is not considered to significantly detract from the building's appearance by virtue of its materiality and would reduce the number of direct fixings into the entrance pod. It would moreover be colour-matched to the grey of the entrance pod and the building's mullions, being consistent with the overall appearance of the building.

In view of the above, the proposed signage is considered to be acceptable in terms of visual amenity and compliant with Policies SP1, EN1, and DM1 of the Core Strategy, saved policies DC14 of the Unitary Development Plan, Policies JP-P1 and JP-Strat2 of PfE, as well as being in line with guidance contained within the NPPF and the Council's Shopfront and Signage Design Guide.

Public Safety

The signage would be non-illuminated and would comply with headroom and carriageway requirements, which is acceptable to Local Highways Authority consultees. It is not considered that there would be a danger to public safety.

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. Advert Mandatory

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. Specified Plans

The development hereby approved shall be carried out in accordance with the plans received by the City Council as Local Planning Authority on 08/01/2026:

01 Revision C

01 Revision C

03 Revision A

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies JP-P1 and JP-Strat2 of PfE, policies SP1, 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 Section 12 of the NPPF and the Council's Shopfront and Signage Design Guide.

Appendix 1 – List of consultees & neighbours notified

Highway Services

40 - 42 Higher Cambridge Street, Manchester, M15 6AN

Staybridge Suites, 30 Higher Chatham Street, Manchester, M15 6ED

Apartment 18, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 50, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 45, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 38, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 57, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 56, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 54, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 53, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 52, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 49, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 28, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 27, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 26, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 24, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 23, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 22, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 17, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 16, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 13, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 12, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 11, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 9, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 5, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 4, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 3, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 2, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 48, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 42, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 41, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 40, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 36, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 35, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 31, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 30, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 29, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 6, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 43, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 37, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 32, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 21, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 19, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 14, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 8, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 51, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 1, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Hyatt Regency Manchester, 55 Booth Street West, Manchester, M15 6PQ

Apartment 39, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

Apartment 34, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 33, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 25, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 20, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 47, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 15, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 10, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 46, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 7, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 55, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR
Apartment 44, Trinity Court, 44 Higher Cambridge Street, Manchester, M15 6AR

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

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

Flood Zone Plus Climate Change -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Area Team Boundary - Name: CENTRAL