

PLANNING

GROWTH & DEVELOPMENT

DELEGATED OFFICER REPORT FOR PLANNING APPLICATION

Application no. 145200/FO/2026

Date registered valid: 17 February 2026

Proposal: Works to existing entry statements to facilitate replacement signage

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:	Full Application Consent	
Development type:	Minor Other	
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

Works to existing entry statements to facilitate replacement signage.

Works are proposed to the existing entry statement features, by way of removal and replacement of existing capping stones; partial demolition involving the removal of approx. 10 brick courses from the larger of the two entry statements; and the rendering and cladding of the existing entry statement walls.

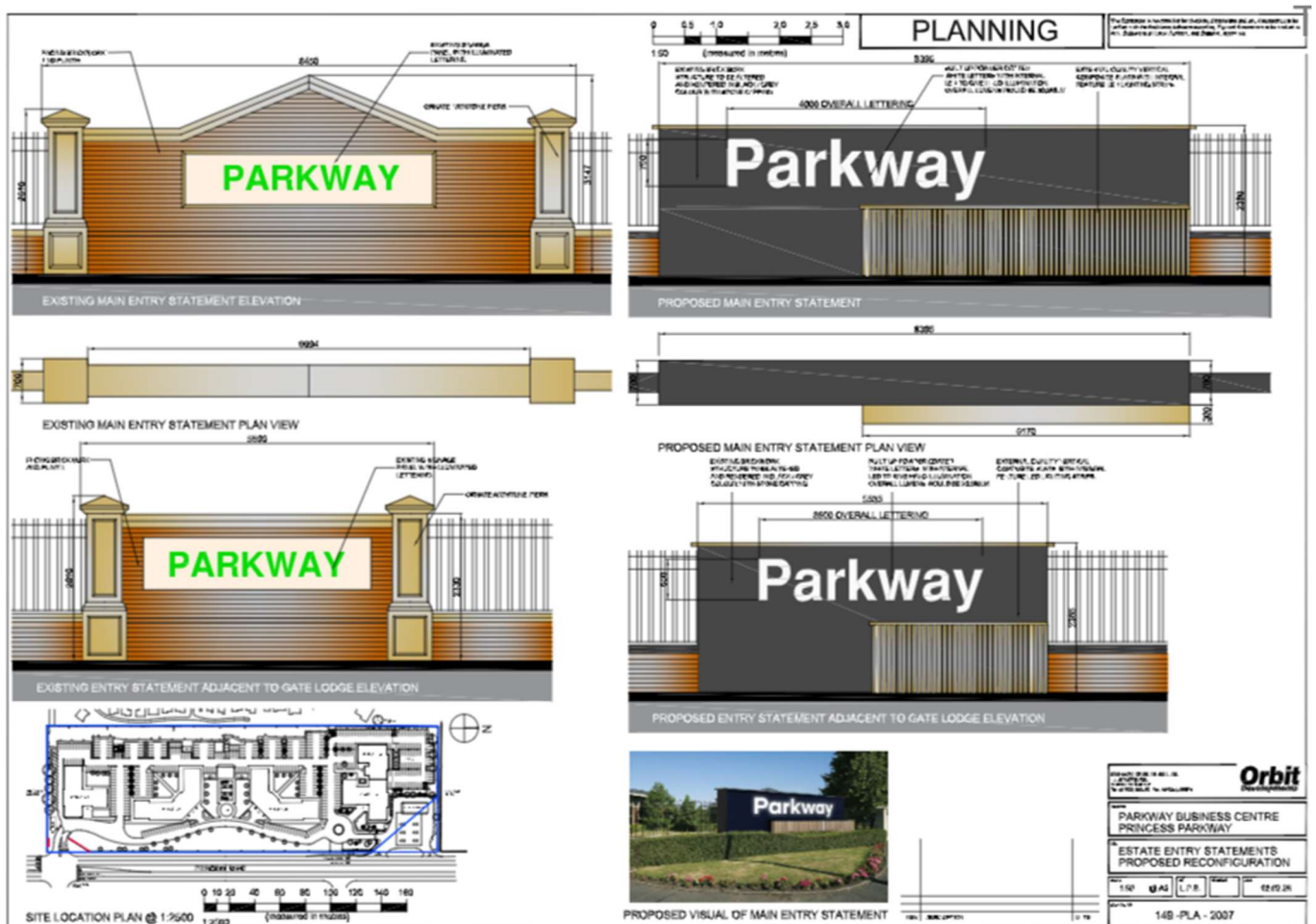


Figure 1. Existing and proposed plans

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 objections to the proposal.

Manchester City Council Flood Risk Management

Manchester City Council Flood Risk Management were consulted on this application due to the flood risk at the site but had no objections.

Notifications

Local Residents

No representations received.

RELEVANT POLICIES

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, decisions on planning applications must be made in line with the statutory development plan, unless material considerations indicate otherwise.

For Manchester, the development plan comprises:

- The Core Strategy (2012–2027)
- Saved policies of the Unitary Development Plan (UDP)
- The Places for Everyone Joint Development Plan Document (2022–2039)

These documents are considered up to date and carry substantial weight in decision-making. Supplementary Planning Documents (SPDs) and other local guidance may also be relevant.

National planning policy, including the National Planning Policy Framework (NPPF), is a material consideration and provides overarching guidance.

The Government has published a consultation draft of the NPPF, intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making. While this draft is not yet adopted, it is a material consideration.

Where applicable, the Council must give special regard to preserving the character of conservation areas and the setting of listed buildings, in line with statutory duties under the Planning (Listed Buildings and Conservation Areas) Act 1990.

The policies referenced in this report are those considered most relevant to the nature, scale and location of the proposed development as follows:

- [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
 - EN 14 – Flood Risk (partially replaced by PfE Policy JP-S 4)
- [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
 - JP-S4: Flood Risk and the Water Environment
- 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
 - Section 14 - Meeting the challenge of climate change, flooding and coastal change
- [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
 - Chapter 18 - Managing flood risk and coastal change
 - F4: Assessing flood risk for decision-making
 - F6: Development in areas at risk of flooding from rivers or the sea
 - F7: Ensuring development is safe from flooding
 - F8: Sustainable drainage systems and watercourses

ASSESSMENT

Principle of development

The proposal relates to minor works to the existing entrance statements at Parkway Business Centre to facilitate updated signage. The site is an established employment location in South Manchester, and maintaining clear, legible and well-designed site identification is an important part of supporting ongoing commercial activity.

Policy EC2 (Existing Employment Space) of the Manchester Core Strategy encourages the retention and improvement of existing employment areas to ensure they remain attractive and functional for businesses. Similarly, PfE Policies JP-J1 and JP-J2 seek to safeguard and enhance employment sites, recognising the role they play in the city-region economy. The proposed works, comprising modest alterations to brick entrance features and replacement signage, support continued occupation and investment within the Business Park and therefore align with these objectives.

The site sits on Princess Road, identified in saved UDP Policy E3.3 as a key radial route where environmental improvements, including good-quality design of boundary treatments and signage, are encouraged to enhance the visual appearance of major transport corridors. The proposed works represent

an update to existing structures and, in principle, have the potential to contribute positively to the street environment.

At a national level, the NPPF (2024) emphasises the importance of supporting economic growth (Section 6) and securing high-quality, well-designed places (Section 12). The NPPF also encourages proportionate decision-making for minor development. The scale and nature of the proposals are modest and do not intensify use of the site, introduce new built form of significance, or materially alter the established commercial character of the area.

Given the established employment use, the modest scale of the proposed alterations, and their alignment with both local and national policy objectives, the principle of development is acceptable.

Appropriate siting, layout, scale, form, massing, materials, and detail

The works affect two existing entrance statement structures whose siting and overall layout remain unchanged. The reduction in height to the larger feature and the replacement of capping stones result in only minor changes to the scale and massing, and the structures continue to sit comfortably at this wide road junction.

The proposed render and cladding introduce a simple, modern finish that fits well within the commercial character of the Business Park, where a mix of brick and contemporary panelled buildings already exists. The updated signage is proportionate and integrates cleanly into the revised structures.

Overall, the alterations are modest, suit their commercial context, and comply with Core Strategy Policies DM1 and EN1, which require development to be well-designed and appropriate to its surroundings.

Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.

The proposed alterations are limited to the two existing entrance statement structures and do not introduce any new buildings or significant massing. The works involve modest changes to height, updated capping stones, and the addition of render and cladding. These updates refresh the appearance of the entrance without increasing visual impact on Princess Road or Platt Lane.

The Business Park sits within a mixed commercial area where a variety of modern office buildings and associated signage forms the prevailing character. The updated materials and simplified design are consistent with this context and do not detract from the appearance of this main road corridor. The scale of the structures remains appropriate to their gateway function and does not create any dominant or intrusive features.

Overall, the proposals respect the established character of the area and maintain a well-kept and coherent frontage to Princess Road in line with the aims of Core Strategy Policy EN1 and the Guide to Development in Manchester.

Effects on amenity

Road Safety and Traffic Generation

The proposed works to the existing entry statements are entirely within the site's red-line boundary and do not extend onto or over the adopted highway. As such, they will not affect pedestrian routes, vehicle circulation, or the wider highway network. Manchester City Council Highways have confirmed that the proposals raise no concerns in terms of road safety or traffic generation.

During construction, any activity that may temporarily affect the public highway, such as contractor parking, waste storage, or loading/unloading, will need to be managed appropriately. Highways asked for details of construction arrangements however given the small scale and that the site is accessible from private land this was deemed onerous. The applicant is expected to agree any necessary highways licenses and traffic management arrangements with the Council (see attached informatives)

Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.

The proposal does not affect pedestrian routes or vehicle circulation into and within the site.

Vehicular access and car parking

The proposal doesn't change how vehicles access and park at the site.

Green Infrastructure including open space, both public and private

The proposal has no impact on green infrastructure.

Flood risk and drainage.

The site lies in an area susceptible to surface-water and fluvial flooding, so the Council's Flood Risk Management team were consulted. They raised no objections, noting that the works are minor, do not increase the building footprint, and will not worsen flood risk. The existing drainage arrangements remain suitable, and the impact on runoff is negligible.

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

The proposed works are modest in scale and relate solely to updating the existing entrance statements to improve legibility and appearance. They do not introduce any harmful visual, amenity, highway, or flood-risk impacts, and consultation responses confirm no objections. The scheme aligns with local and national policies that support well-designed improvements to established employment sites and enhancements along major road corridors. Weighed against the absence of any identified harm, the proposal represents a sustainable form of development and is acceptable in the planning balance.

RECOMMENDATION: APPROVE

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. The proposal is considered to be acceptable and therefore determined within a timely manner.

CONDITIONS TO BE ATTACHED TO DECISION FOR APPROVAL

1. 3-year time limit

The development must be begun not later than three years beginning with the date of this permission.

Reason - Required to be imposed by Section 91 of the Town and Country Planning Act 1990 (as amended).

2. Specified plans

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

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

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies DM 1, SP 1 and EN 1 of the Core Strategy and JP-P1 & of Places for Everyone.

3. Materials as approved on plan

The materials used in the external surfaces of the development hereby approved shall be those as specified on approved plan/drawing:

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

Reason - In order to ensure a satisfactory appearance in the interests of visual amenity in accordance with policies SP1 and DM1 of the Core Strategy and the requirements of the National Planning Policy Framework.

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

MCC Flood Risk Management

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

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
357 Princess Road, Manchester, M14 7ER
355 Princess Road, Manchester, M14 7ER
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