

THE EMERSON GROUP

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PLANNING DEPARTMENT

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13 February 2026

Our ref: NS/001-26/Planning

Dear Sir or Madam

Re: Planning Portal ref: PP-14685510

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

We are instructed by Orbit Investments (Properties) Limited to apply for planning permission under the Town and Country Planning Act 1990 (as amended) for alterations to the existing entry statement features at Parkway Business Centre; together with consent to display an advertisement at the same premises, under the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended).

The two advertisements proposed relate to a rebrand of Parkway Business Centre and to bring the premises in line with Orbit's revised design language.

The following documents comprise this application:

- Application form; and
- Estate Entry Statements Proposed Reconfiguration (inc. Location Plan) – Drawing ref: 149-PLA-2007.

The application is considered to require advertisement consent and planning permission, as minor 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, which would result in a material change in appearance.

Whilst guidance on how to prepare proposals for entry statement type features are not set out within the Council's Shopfront and signage design guide; account has been taken of the broader aims and objectives of that guidance, together with the relevant policies of the development plan. We consider that the proposal would be a significant improvement compared to the existing arrangement, and we trust that the proposal will be viewed positively considering the enhancement to the street scene that it will provide.

~ Continued Page 2 ~

We also trust that the information submitted will enable the application to be made valid at the earliest opportunity. Should you require any further information, please do not hesitate to contact me.

Yours sincerely,



Nick Scott – BA(Hons) DipTP MRTPI
Senior Planner

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