

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144677/AO/2025

Date registered valid: 9 December 2025

Proposal: Installation of 1no internally illuminated projecting sign.

Address: Ladbroke's, 2 Gateway House, Piccadilly Station Approach,
Manchester, M1 2GH

Ward(s): Piccadilly Ward

Applicant: Martyn Baddeley Ladbroke's Betting & Gaming Ltd

Agent (if any): Mrs Cristina Parron-Collar Pearce Signs

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 29 January 2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2 January 2025

Standard consultations:

Printed: 10 December 2025

Expired: 3 January 2026

Neighbour notifications

Printed: 10 December 2025

Expired: 3 January 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

Description of site/building

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of Building

The building is bounded by Piccadilly Station Approach, Piccadilly Station, Ducie Street and surface parking. It is named Gateway House and is a large multi-use building attached to Piccadilly Station. It was constructed in the 1960s and has an interesting lazy S shape. The building isn't listed and isn't considered to be a non-designated heritage asset.

The proposals relate to one of the ground floor units. There are other shop fronts on this part of the building that are mixed in appearance with varying signage quality.

Description of area

Piccadilly Station Approach is the main route between Piccadilly Station and the retail core and is an extremely busy pedestrianised thoroughfare. Piccadilly Station is Grade II listed in part, but the building is attached to the large modern non-listed part of the building. Behind Gateway House is the Ducie Street Warehouse which is Grade II Listed.

The uses along Piccadilly Station Approach include shops, supermarkets, cafes and takeaways. The upper floors of the building are in use as a hotel.

The site is not within a conservation area but is opposite the Whitworth Street Conservation Area.

Description of development

Advertisement Consent is sought for the installation of 1no. opal acrylic roundel projecting sign with a red translucent vinyl face with the letter 'L' and a circular line cut out with white support fixed to the elevation of the unit subject of this application.

Consultations & Notification Responses

Publicity – Letters were sent to surrounding occupiers.

Highway Services - Advised on the required licences and confirmed that there are no objections.

Environmental Health - Confirmed that the illumination levels are acceptable and advised they should be conditioned.

Issues

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.

Places for Everyone Plan - Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

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

The Manchester Core Strategy - Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:

- Policy SP1 - Spatial Principles
- Policy EN1 - Design Principles and Strategic Character Areas
- Policy EN3 - Heritage
- Policy DM1 - Development Management

The Unitary Development Plan for Manchester - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 - Shop Fronts and Related Signs
- Policy DC18 - Conservation Areas

National Planning Policy Framework (NPPF)

- o Chapter 6 - Building a strong, competitive economy
- o Chapter 7 - Ensuring the vitality of town centres
- o Chapter 12 - Achieving well-designed places
- o 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.

Shopfront Design Guide (2024)

National Planning Practice Guidance (NPPG)

Planning (Listed Buildings and Conservation Areas) Act 1990

Issues

Amenity

The shopfront under consideration sits within a row of retail units that form part of large building that dominates Piccadilly Station Approach.

The proposed projecting sign individual letter fascia sign would be located on the concrete elevation between the unit and the adjacent unit. It would be a slim sign with a depth of only 30mm complying with the requirements of the Shopfront Design Guide (2024). It would be located centrally next to the existing internally located fascia.

The unit is located adjacent a conservation area but is separated by this by a wide road in addition to Piccadilly Approach and is not considered to affect the character and appearance of this due to the distance and as signage is an expected feature of the shop front.

The signage would therefore comply with Advertisement Regulations and relevant sections of the development plan as listed above.

Public safety

The illumination of the projecting sign would be restricted by condition to 200cd/m² in accordance with comments made by the City Council's Highway Services and Environmental Health. The signage would not cause any distraction to pedestrians or road user which would warrant any public safety concerns or affect any residential accommodation.

The projecting sign is above 2.44m which would ensure no accidents. It would project over the pavement by 0.8m.

Conclusion

For the reasons explained above the signage proposed is acceptable and complies with all above referenced policies.

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

Article 35 Declaration

Not applicable

Conditions 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 location plan received by the City Council as local planning authority on 3 December 2025

The drawing pack referenced 30719_1-BB-R00 Rev R01 (4no. drawings) received by the City Council as local planning authority on 29 January 2026

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

Informatives

- 1) The proposed signs will not be located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Adjacent 2, Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
3 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
5 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
Barnardo's, 4 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
1 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
CAFFÈ NERO, Tower Unit A, Gateway House, Piccadilly Station Approach, Manchester, M1 2GH

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
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
Area Team Boundary - Name: CENTRAL