

Our Ref: 2025-20c

Planning – Development Management Team
Planning
Manchester City Council
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28th January 2026

SUBMITTED VIA PLANNING PORTAL

To Whom It May Concern,

RE: Advertisement Application for British Doner Restaurant & Takeaway @ 87 Piccadilly, Manchester, M1 2DA

Adams Planning + Development Ltd (APD) have been instructed to submit an advertisement application on behalf of Mehmet Korkut of British Doner and Philip J Davies (Holdings) PLC. 'The British Doner' is a new brand that brings the doner kebab culture together with the British palate. The business combines the traditional flavours of the doner kebab, born in Mesopotamia and developed in the Mediterranean, with a modern presentation specific to the British palate.

Planning permission has recently been secured for the following form of development (Ref: 143708/FO/2025) on 16th December 2025:

"Change of use to restaurant and takeaway (Sui Generis), alterations to shopfront, installation of heat pump and louvre."

This advertisement application seeks consent for:

"The erection of a replacement internally illuminated fascia sign and a new illuminated projecting sign with associated works."

This planning application is supplemented by the following information that accord with Stockport Council's validation criteria:

- 1) This Covering Letter
- 2) Planning Application Form & Certificate A
- 3) A Site Location & Block Plan (Drawing No. A101)
- 4) Existing, Demolition and Proposed Views (Drawing No. A201)
- 5) Proposed Fascia Signage Details Plan (Drawing No. A202)

Site Context

No. 87 Piccadilly is located in a prime location on Piccadilly at the heart of Manchester City Centre. The premises lies within the Stevenson Square Conservation Area that is recognised for its Victorian commercial architecture, historic public spaces like Piccadilly Gardens, and significance to Manchester's industrial and social history. The property is in the City's prime retail and commercial areas and has offices above, 'Cash Generator' retail store to the north, a Spar to the south and Back Piccadilly to the east. The premises was formerly used as a Newsagents with electric shutters and centralised front shop access with a gated rear servicing area that has direct access from Back Piccadilly.



The proposed plans illustrate that the illuminated fascia sign has been designed so that the fascia is inlaid into a recess so that the front of the fascia is flush with surrounding brick fascia of the existing building.

The fascia background is black with the 'Great British Doner' signage being surrounded by a trim that gives the signage a traditional appearance. The 'Great British Doner' lettering is white 3D illuminated lettering that sits 30mm proud of the fascia board to provide a high quality and modest appearance to the signage. The illumination level is 300 cd/m² to accord with Conservation Area standards.

Planning Policy Considerations

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 and Paragraph 2 of the National Planning Policy Framework (NPPF, December 2024) identify that decisions on planning applications *"must be made in accordance with the [development] plan unless material considerations indicate otherwise."*

The 'Development Plan' for Manchester City Council's consists of:

- The Core Strategy (2012)
- The saved policies from the Unitary Development Plan (UDP)
- Places for Everyone Joint Development Plan for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan 2022 to 2039 (Adopted 2024).

Policy CC2 'Retail' confirms that the Council will promote the growth and improvement of type of retail provision in the City Centre.

Policy CC7 encourages 'Mixed Use Development' and identifies that *"Active ground floor uses (shops, food and drink and leisure) will be appropriate in locations that have an established public function."*

Policy RC20 'Small Areas Proposals' divides the City Centre into 31 different areas in recognition that each area has their own particular character atmosphere and range of activities. One of the main objectives of the Plan is to seek to enhance this aspect of the character of the City Centre.

Policy CC 9 'Design and Heritage' identifies that Design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

With regard to Conservation Areas, the fundamentally important statutory provision is contained in s.72 (1) of the Listed Buildings Act, which states that the basic conservation area duty is as follows:

"In the exercise, with respect to any buildings or other land in a conservation area, of any powers under any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area."

Section 69 of the Act imposes a duty on local planning authorities to designate as conservation areas any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'.

Stevenson Square conservation area lies on the north-eastern edge of the city centre of Manchester. Development control in Stevenson Square is aimed at encouraging development and activity which enhances the prosperity of the area, whilst paying attention to its special architectural and visual qualities. No buildings in the area stand out as being particularly dominant,

The Unitary Development Plan Policy DC10.1 identifies that:

“In determining planning applications for developments involving the sale of food or drink for consumption on the premises, or for hot food to be consumed off the premises (whether or not other activities, such as a nightclub, are included), the Council will have regard to:

- a. the general location of the proposed development, including any reference to the area in other policies in the Plan;*
- b. the effect on the amenity of neighbouring residents;*
- c. the availability of safe and convenient arrangements for car parking and servicing;*
- d. ease of access for all, including disabled people; and*
- e. the storage and collection of refuse and litter.”*

Review of Proposals

The ground floor of the existing building that is the subject of this application is not of architectural significance. The minor alterations to the shopfront will provide an enhanced customer experience and improve the appearance of the Conservation Area. The Proposed Plans illustrate a new fascia with a flush design that was encouraged in pre-application discussions with the planning officer on the shopfront design and signage treatments. The projecting sign uses high quality folded aluminium and white vinyl lettering. The materials and colour scheme will provide an exemplary, understated finish that will set a higher standard of shopfront signage within the wider streetscene. This design approach aligns with the City Council's aims of enhancing the appearance of this main thoroughfare through the City Centre.

Accordingly, we urge Manchester City Council to approve the proposals in accordance with the presumption in favour of sustainable development.

The above documentation has been uploaded, submitted and paid for via the Planning Portal. We would be grateful if the appointed planning case officer could please contact the under-signed to review the submission once the 28-day statutory consultation timeframe has elapsed.

Yours sincerely,

