

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Refusal of Advertisement Consent

Applicant

Costa Ltd
C/o Agent

Agent (if used)

Miss Anisha Ahmed
Savills
2 Kingsway
Cardiff
CF10 3FD

Part 1 – Particulars of the application

Proposal: Installation of 2no internally illuminated projecting signs together with external vinyl.

Location: Atlas Chambers, Ship Canal House, 96 - 98 King Street, Manchester, M2 4WU

Date of application: 6 January 2026

Application number: 144061/AO/2025

Part 2 – Particulars of decision

Manchester City Council gives notice that consent for the advertisement(s) referred to in Part 1 has been **refused** in accordance with the application and plans submitted for the reason(s) listed below.

Reason(s) for decision

1) The 2no. internally illuminated projecting signs would by virtue of their design, materiality, siting, scale, massing and form constitute a low-quality form of external signage that would not be commensurate in quality to the listed status of the Grade II Atlas Chambers, unacceptably detracting from the listed building and having a detrimental impact on the Upper King Street Conservation Area. The acrylic faces and stainless-steel support structure would be of a poor material quality detracting from the impressive masonry and brass work of the building. The excessive depth of the sign would appear overly bulky, with the lollipop shape failing to correspond to the rectilinear and orthogonal architectural features of the building. The external vinyl referenced in the plans would moreover be to the detriment of the historic fabric of the listed building.

The proposed signage is therefore contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007; Section 66 and 72 of the Listed Building and Conservation Areas Act 1990; Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3, and DM1; saved UDP Policies DC14,

DC18 and DC19; Sections 12 and 16 of the National Planning Policy Framework; as well as guidance contained within the Council's Shopfront and Signage Design Guide.

Date: 17 February 2026

Signed: 

Julie Roscoe
Director of Planning
Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This decision refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.