

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144526/AO/2025

Date registered valid: 14 November 2025

Proposal: Installation of temporary 1no. illuminated logo sign and 1no. illuminated individual letter sign

Address: Temporary Marquee At Deansgate Square , Owen Street, Manchester, M15 4TQ

Ward(s): Deansgate Ward

Applicant: Ms Jude Finney The Curling Club Ltd

Agent (if any): Ms Jude Finney Showbase Ltd

Case officer: James Bridgman
Tel: 0161 219 6202
Email: james.bridgman@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 29 December 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 26 November 2025

Standard consultations:

Printed: 20 November 2025

Expired: 11 December 2025

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Posted: 26 November 2025

Expired: 18 December 2025

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

This application refers to Deansgate Square, an area of public realm adjacent to River Medlock and the towers which have commercial uses at ground floor with upper residential apartments.



Figure 1 – Proposed location of the marquee (labelled with blue star)

The site is located south of Deansgate train station and to the north of the Mancunian Way (A57). The site is within the Great Jackson Street Strategic Regeneration Framework.



Figure 2 – Image of Deansgate Square

Description of development

Advertisement consent is sought for the temporary installation of 1no. illuminated logo sign and 1no. individual letter sign.



Figure 3 – Proposed elevation showing advertisements

The logo 'CURLING CLUB' sign has a diameter of 1m and a depth of 0.1m.

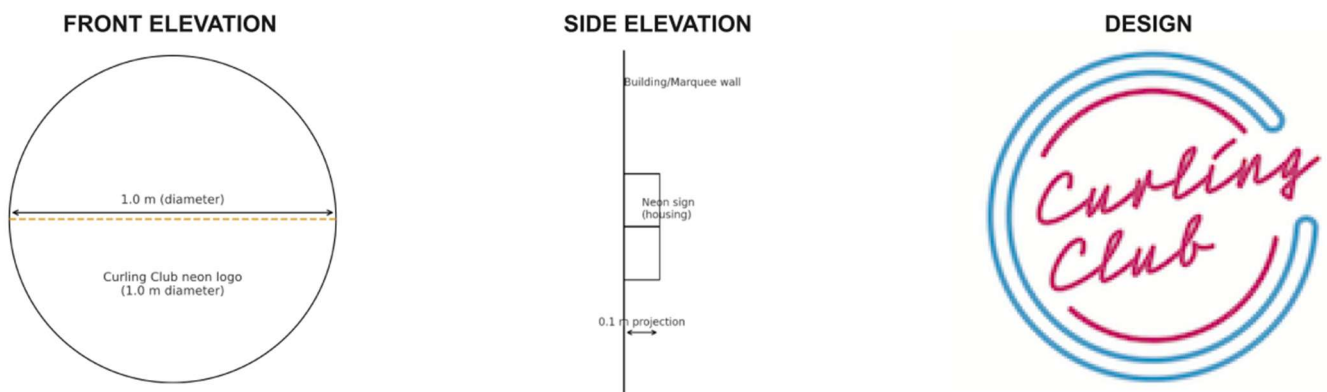


Figure 4 – Proposed logo sign

The individual letter sign has a total height of 0.75m, a width of 2.5m and a depth of 0.03m.

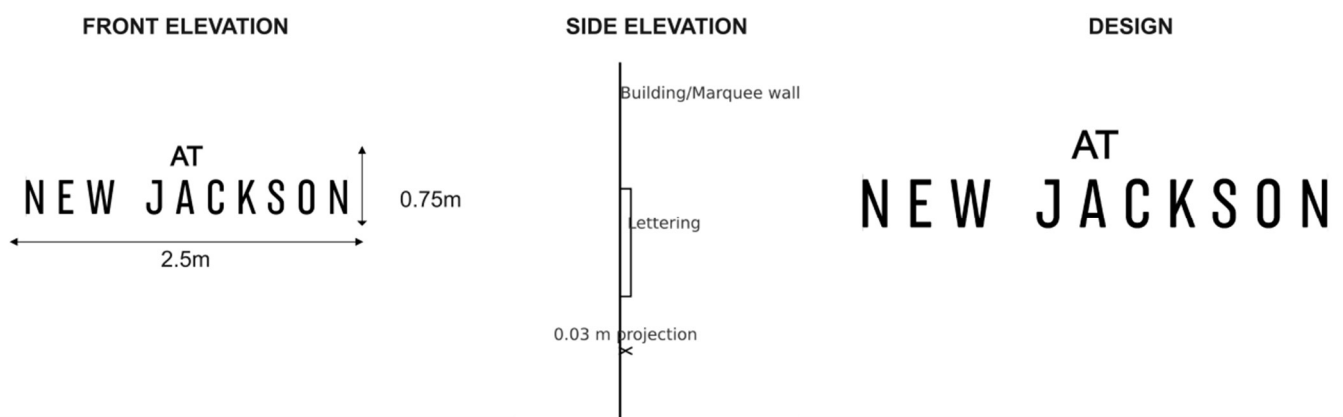


Figure 5 – Proposed individual letter sign

Consultations & Notification Responses

Highway Services advise a projection over license will not be required. The luminance levels are acceptable

Environmental Health advise the signage should be installed in accordance with the maximum luminance levels (450cd/m^2) stated in the application form.

Policy

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 CC9 – Design and Heritage
- DM1 - Development Management

National Planning Policy Framework (NPPF)

- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Shopfront Design and Signage Guide (2024)

Issues

The proposed advertisements would be fixed to the temporary structure within Deansgate Square until 28 February 2026.

Amenity

The adverts would be sited to a temporary wooden structure within Deansgate Square. The scale of the advertisements is appropriate within the context of the size of the structure and elevation. The adverts would be installed on a temporary basis.

The depth of the individual letters would be 30mm and would comply with the recommendations of the Shopfront Design and Signage. The individual letter sign is simplistic and relatively small scale that would not result in any impact on the visual appearance of the area.

Environmental Health Services have advised the luminance levels of 450cd/m² would not impact on the amenity of nearby residential occupiers. A condition should be attached restricting the maximum luminance levels of the signage.

Public Safety

The signage would be fixed to the elevation of the structure. It would not impact on pedestrian safety and would not obstruct any pedestrians.

Highway Services have advised that a projection over license is not required.

The signs would be sited approximately 70m away from the directly facing nearest road (Deansgate). Highway services have advised the luminance levels of 450cd/m² would not harm users of the highway network.

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

Condition(s) 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 be carried out in accordance with the following drawings and documents:

- Proposed Elevations and Sections: Pages 1-3

All received by the Local Planning authority on the 14 November 2025

Reason: To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and the National Planning Policy Framework.

3) The maximum luminance of the signage hereby approved shall not exceed 450 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1 and DC18.1 of the Unitary Development Plan for the City of Manchester.

4) The advertisement consent hereby granted is limited to a temporary period of time until 28 February 2026.

Reason - The advertisement hereby approved is of a temporary nature, in order to support a temporary use pursuant to Core Strategy Policies SP1, EN1 and DM1.

5) The adverts hereby permitted shall be removed by no later than 28 February 2026.

Reason - The adverts are required to be removed from site pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
Flood Zone Plus Climate Change -
Main River Consultation Zone -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL