

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

Refusal of Advertisement Consent

Applicant

Permanently Unique
ABC Building
Suite 801
Quay Street
Manchester
ME 4AE

Agent (if used)

Mr Jonathan Phillips
Bidwells LLP
Eaton House
North Hinksey Lane
Oxford
OX2 0QS

Part 1 – Particulars of the application

Proposal: Installation of 1no. internally illuminated fascia sign and 2no. internally illuminated projecting signs.

Location: 1 Goods Yard Street, Manchester, M3 3BG

Date of application: 4 February 2026

Application number: 145010/AO/2026

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 proposed canopy sign would introduce a poorly sited, overly obtrusive advertisement to a landmark building within a regeneration area with an emerging character. The signage's siting has no existing precedent and therefore is considered to have a negative impact on the amenity, and appearance of the wider application site and surrounding area. The 2no. projecting signs would be overly bulky, with a low-quality materiality that detracts from the existing character of the locality, while appearing conspicuous by virtue of its proposed depth. The signs would be contrary to the principles of the approved signage strategy and local design guidance and would fail to relate appropriately and undermine the strong architectural form and high-quality elevations of the building. The proposal would have an unduly harmful impact on the visual amenity of the building and its high quality façade which is contrary to the provision of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995), the Shopfront and Signage Design Guide (2024) and the NPPF.

Date: 31 March 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.