

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144571/AO/2025
Date registered valid:	26 November 2025
Proposal:	Installation of 1no. internally illuminated projecting sign.
Address:	Unit R3, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
Ward(s):	Piccadilly Ward
Applicant:	Mr Damian Richardson Leading Edge
Agent (if any):	
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	12/01/2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7 January 2026

Standard consultations:

Printed: 2 December 2025

Expired: 23 December 2025

Neighbour notifications

Printed: 2 December 2025

Expired: 23 December 2025

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

The application relates to Withy Grove elevation of Unit R3 at the Arndale Centre. The elevation is curved, constructed of red brick and features double height ground floor windows with grey mullions. The unit features a glass canopy extending across the entrance and adjacent window, featuring illuminated signage above in individual lettering. Windows feature internal chevron and text vinyl.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The unit is located within the Arndale Centre, within the City Centre's Primary Shopping Area and Retail Core. As such there are a number of Class E and Sui Generis uses in the vicinity, including leisure and entertainment facilities, bars, restaurants.

The site is located opposite the Shudehill Conservation Area, with the non-designated Printworks heritage asset also opposite the application site. The application site is a substantial distance from the Grade II listed Former Corn and Produce Exchange building, but can be seen in the same context from certain vantages.

Description of development

Advertisement Consent is sought for 1 no. projecting sign to be sited on the northern elevation facing Withy Grove.

The sign would be sited below the existing glass canopy and at fascia level, fixed via RAWL bolts and a based plate in RAL 9005.

It would be square in shape measuring 450mm x 450mm, with a depth of 30mm. It would be internally illuminated with illuminance levels of 110cd/m², exhibit the 'Roxy Ball Room' branding in red and white lighting through an opal acrylic face, and have a black background.

Consultations & Notification Responses

Publicity:

Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Highways Services:

No objection:

- Luminance levels acceptable
- Complies with headroom and carriageway clearance requirements
- A projection over license will be required
- Info sought on installation arrangements.
- Operatives undertaking installation / servicing / maintenance are expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions.
- Applicant is required to discuss licensing.

Environmental Health:

No objection, condition required:

- Standard condition recommended to control lighting so as not to exceed 300cd/m²

Policy Context

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.

The following policies are considered relevant to this application:

Places for Everyone

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

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC2 – Retail
- CC9 – Design and Heritage
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

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

NPPF

- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Draft National Planning Policy Framework (NPPF) (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 and Signage Design Guide

Issues

Visual Amenity

It is considered that a single projecting sign, seen together with the existing individual lettering sign above the canopy, would not create an excessive number of signs to the building.

The design of the proposed projecting sign is modest in scale and appropriate in its siting below the canopy, at fascia level and adjacent to the entrance. The sign is moreover limited to information required for identifying the premises, with its colour pallet relating to that of the existing canopy signage. It is not considered that the design of the signage would significantly detract from the building or street scene.

In view of the above, the proposed signage is considered to be acceptable in terms of visual amenity and compliant with Policies SP1, EN1, and DM1 of the Core Strategy, saved policies DC14 of the Unitary Development Plan, Policies JP-P1 and JP-Strat2 of PfE, as well as being in line with guidance contained within the NPPF and the Council's Shopfront and Signage Design Guide.

In this regard, it is considered to be in keeping with the general character of the building, complying with saved UDP Policy DC14.1 and following guidance contained within the Council's Shopfront and Signage Design Guide.

In view of the above, the proposed signage is considered to be in keeping with the general characteristics of the locality as required by the Control of Advertisements Regulations 2007 and acceptable in terms of visual amenity. It is therefore compliant with Policies SP1, CC2, EN1, and DM1 of the Core Strategy, saved Policy DC14 of the Unitary Development Plan, Policies JP-Strat 2 and JP-P1 of PfE, as well as being in line with guidance contained within the Council's Shopfront and Signage Design Guide and complying with Section 12 of the NPPF.

Impact on Heritage Assets

The design is also in-keeping with signage within the Conservation Area would is not considered to negatively impact its setting. On this basis, the proposal is considered to comply with saved UDP Policy DC18.1a as it relates to the sustaining, preservation and enhancement of Conservation Areas by virtue of (iv) the effect of signs and advertisements.

In view of the above, the proposed signage is considered to be in keeping with the Control of Advertisements Regulations 2007 as it relates to historic and architectural interest and to be acceptable in terms of its impact on heritage assets. As such it is compliant with Policies CC9 and EN3 of the Core Strategy, saved Policy DC18 of the Unitary Development Plan, and JP-P2 of PfE, as well as complying with Section 16 of the NPPF as it relates to the sustaining and enhancing of heritage assets.

Public Safety

The luminance level stated in the application form is 110 cd/m², and Highways and Environmental Health consultees are satisfied with the stated illumination. It is not considered that there would be a danger to public safety and recommended that a condition relating to the maximum illuminance is included in the approval to ensure that 300cd/m² levels are not exceeded.

The proposal also meets headroom requirements and is satisfactory in this regard. The proposal sails over the highway in excess of 350mm and would require a Projection Over License.

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. Advert Mandatory

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. Specified Plans

The development hereby approved shall be carried out in accordance with the 00000 Roxy Ball Room Arndale Centre document received by the City Council as Local Planning Authority on 12/01/2026. For the avoidance of doubt, this includes the signage details drawing on Page 1 of 4, the location plan on Page 3 of 4 and the proposed elevations drawing of Page 4 of 4.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to the requirements of the Control of Advertisements Regulations 2007, Policies P-Strat2, JP-P1 and JP-P2 of PfE, Policies SP1, CC2, CC9, EN1, EN3, and DM1 of the Core Strategy, saved Policies DC14 and DC18 of UDP, as well as being in line with guidance contained within the Council's Shopfront and Signage Design Guide and complying with Sections 12 and 16 of the NPPF.

3. Luminance

The maximum luminance of the signage shall not exceed 300 cd/m² in brightness at any time.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 902, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 803, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 703, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 701, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 602, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 504, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 501, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 305, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 303, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 205, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 203, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 106, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 103, The Works, 33 Withy Grove, Manchester, M4 2BJ
31 Withy Grove, Manchester, M4 2BJ
35 - 39 Withy Grove, Manchester, M4 2BJ
Flat 403, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 402, The Works, 33 Withy Grove, Manchester, M4 2BJ
Atana Aparthotel, 33 Withy Grove, Manchester, M4 2BJ
Flat 901, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 802, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 801, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 702, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 604, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 603, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 601, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 503, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 502, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 404, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 401, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 304, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 302, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 301, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 204, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 202, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 201, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 105, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 104, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 102, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 101, The Works, 33 Withy Grove, Manchester, M4 2BJ
29 Withy Grove, Manchester, M4 2BJ

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
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