

21 January 2026

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

FAO Angela Leckie

Dear Angela

No.3 Circle Square, Manchester – Advertisement Consent Application for the Installation of External Signage

Please find enclosed an application (the “Application”) submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the ‘Advertising Regulations’). This Application is submitted by Bruntwood Circle Square 12 Ltd (the “Applicant”).

The Application is for Advertisement Consent to install 1no. external signage to No.3 Circle Square, Manchester City Centre (the “Proposed Advertisements”). Further details are provided under “Proposed Advertisement” section of this Letter.

The Site

The Site sits at the southern edge of Manchester City Centre within the Circle Square Masterplan. It is bound by Newman Street (formerly Brancaster Road) to the north, Princess Street to the east, Cloak Street and the Mancunian Way to the south and Manchester Technology Centre to the West (the “Site”).

Background

Planning Permission was granted on 04 November 2022, reference 134288/FO/2022 (the “Planning Permission”) for No.3 Circle Square to create a 15-storey building with office use and ancillary flexible commercial uses, together with associated works. The description of development as stated on the decision notice for the Planning Permission (ref: 134288/FO/2022) reads:

“Erection of 15 storey building comprising office space (Use Class E(g)(i)) and ancillary flexible commercial uses (Use Class E), rooftop terrace, highway works, landscaping, and other associated works.”

No.3 Circle Square has reached practical completion in July 2025.

Pre-Application Consultation

This Application is submitted following pre-application engagement with the Local Planning Authority's planning officer via a virtual meeting held on 21 October 2025.

Subsequent to this meeting, the case officer raised a comment via email emphasising the necessity for any advertisement proposals to adhere to principles set out by the approved site-wide signage strategy (under reference CDN/25/0119).

The Proposed Advertisement under this Application have been designed in direct response to comment raised and demonstrate adherence to the approved signage strategy.

Proposed Advertisement

The Application seeks permission for 1no. external signage at the Site which relates to an incoming occupier to the building.

The extent of the Proposed Advertisement limits to commercial unit 3 of the Site, which was recently converted into reception space for the incoming occupier under planning permission Ref: 141022/NMC/2024. The Proposed Advertisement face onto Symphony Gardens (west façade of the Site).

The Proposed Advertisement comprises 1no. projecting illuminated sign (Proposed sign 2 on drawing ref: CS3-BAR-03-ES-DR-A-05-0910-P01) faces onto Symphony Gardens.

Location of the Proposed Advertisement is included within elevation drawing Ref: CS3-BAR-03-ES-DR-A-05-0910-P01 prepared by Bridge Architects, submitted in support of this Application.

Table 1 Details of the Proposed Advertisements

Criteria	Proposed Sign 2
The dimensions of the proposed advertisements (h x w x d)	600 mm x 600 mm x 40 mm
Maximum height from ground to the base of the advertisements	2975 mm
Maximum projection from building / structure	690mm
The maximum height of any individual symbols and letters	70 mm
The colour of the text and background	Text: OPAL 050 Background: Interpron D2525 - Steel Bronze - Metallic Matt Y2206F
Material of the proposed sign	Aluminium box with opal acrylic face
Internal / External Illumination	Internal

Criteria	Proposed Sign 2
Illumination levels (cd/ m ²)	200 cd/m ²
Static or intermittent illumination?	Static

Planning Policy Considerations

This Section sets out the key legislative requirements, local planning policies and material considerations for the Proposed Advertisements.

Legislative Requirements

Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires all advertisements to be installed subject to the following conditions:

- No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
- If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Compliance with Legislative Requirements

The Proposed Advertisement meet the five standard conditions as set out under Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as the Applicant owns the building on which the Proposed Advertisements are installed. The Proposed Advertisement has been thoughtfully designed to be complementary to the Site and cohesive with the properties within the Circle Square Masterplan Area.

The Proposed Advertisement has been carefully designed and positioned to avoid obscuring or hindering the interpretation of any official road, rail, waterway or aircraft signs. Their placement ensures clear visibility of all existing official signage and will not compromise the safety of transport users / pedestrians. The Proposed Advertisement will also be maintained in a condition which does not impair the visual amenity of the Site.

In addition, the proposed illumination to the Proposed Advertisement will help with legibility during evenings, further enhancing public safety. The Proposed Advertisement will be illuminated at a level (as outlined within Table 1 of this Letter) which would be suitable for the functional requirements of building identification.

The Proposed Advertisement will enhance the visual amenity of the Site, representing a cohesive and uniform approach to guide visitors around the Circle Square Masterplan Area. The proposed scale, colours, and materials of the Proposed Advertisement have been thoughtfully designed to take account of the architectural character of the Site.

In light of the above, it is considered that the Proposed Advertisement will not have an adverse impact on amenity or safety and are therefore in line with legislative requirements.

Relevant Planning Policy Documents and Material Considerations

- National Planning Policy Framework (NPPF) (2024, with minor updates introduced in February 2025).
- Places for Everyone Plan (2024).
- Manchester Core Strategy (2012) and addendum (2024).
- Saved policies of the Unitary Development Plan (UDP) (2006).
- Draft Manchester Local Plan (2025)¹.

Relevant Planning Policies and Material Considerations

Paragraph 141 of the NPPF notes the importance of quality and design of advertisements in affecting the quality and character of places, emphasising on the impact of advertisements on amenity and public safety.

Manchester Core Strategy Policy DM1 'Development Management' states that development proposals should have regard to appropriate siting, layout, scale, form, massing, materials and details, considering the surrounding context, character of the area and impact of the proposals.

Manchester Core Strategy Policy SP1 'Spatial Principles' states that development in all parts of the City should make a positive contribution to neighbourhoods through the creation of well-designed places that enhance or create character whilst protecting the built environment.

UDP saved Policy DC15 'Advertisements, Hoardings and Posters' states that applications for advertisement consent should have consideration for the safety and amenity of the public. Proposals should not harm the character or architectural features of a building and should be in scale with the locality and relevant building. Proposed advertisements should be unobtrusive and should not adversely affect traffic flow or public safety.

Draft Manchester Local Plan Policy DM6 'Advertisements' states that advertisements attached to buildings must comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, with a primary focus on maintaining amenity and ensuring public safety.

Compliance with Planning Policy and Guidance

The Proposed Advertisement has been specifically designed for an incoming occupier at No.3 Circle Square, clearly marking out their dedicated entrance and reception area. This would facilitate wayfinding and overall legibility for the wider Circle Square Masterplan Area, particular with the proposed illumination to the Proposed Advertisement which further enhance legibility.

¹ The Draft Manchester Local Plan (2025) is at Regulation 18 consultation stage at the time this Letter is written. Given its current status as draft and at Regulation 18 stage, it is of very limited weight as a material consideration.

The Proposed Advertisement is of high-quality design, using high quality materials and colours that complement the Site. Materials are chosen to ensure robustness and longevity of the Proposed Advertisement, ensuring it will be kept in good condition as long as it is in situ. The chosen colours and modern designs are at a scale appropriate to their respective locations on the building, ensuring they are unobtrusive and appropriate in scale relative to the locality and the existing building.

The Proposed Advertisement is thoroughly thought out as part of the design development process to ensure undue there is no negative impact imposed to the local amenity, nor do they affect the quality and character of place. The Proposed Advertisement will be illuminated at a level (as outlined within Table 1 of this Letter) which would be suitable for the functional requirements of building identification.

As aforementioned, the Proposed Advertisement remains in full compliance with the guiding principles for the Site within the approved signage strategy (approved under condition discharge application ref: CDN/25/0119), in particular with “scenario 2” which allows the followings:

- An illuminated internally suspended primary signage.
- **An illuminated bus stop projecting signage (the Proposed Advertisement).**
- A vinyl applied manifestation.

The Proposed Advertisement is unobtrusive and does not adversely affect traffic flow / public safety.

As such, the Proposed Advertisement is in accordance with relevant legislation, planning policies, and material considerations, as outlined above.

Summary

In addition to this Covering Letter, the Application also comprises the following supporting information:

- Application Form prepared by Deloitte.
- Site Location Plan (Ref: CS3-BAR-03-XX-DR-A-05-0100-P06) prepared by Bridge Architects.
- Suite of detailed drawings of the Proposed Advertisement prepared by Dyson Signs.
- Elevation drawing (include the Proposed Advertisement) (Ref: CS3-BAR-03-ES-DR-A-05-0910-P01) prepared by Bridge Architects.

This Application is submitted via the Planning Portal under reference: PP-14473647.

A fee has been paid to Manchester City Council for £168, in addition to any administrative fees by the Planning Portal, in respect of the requisite application fee.

We would be grateful if you could notify us of validation of the Application and please do not hesitate to contact my colleagues Jemma Brabrook (jbrabrook@deloitte.co.uk / 0161 455 6903) or Matthew Lam (mlam@deloitte.co.uk / 0161 455 8448).

Yours sincerely

Deloitte LLP

For Deloitte LLP

Encl.