

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144962/AO/2026

Date registered valid: 15 January 2026

Proposal: Installation of 1no. internally illuminated projection signs.

Address: No.3 Circle Square , Land Bounded By Princess Street, Newman Street (Formerly Brancaster Road) And Cloak Street

Ward(s): Deansgate Ward

Applicant: Bruntwood Circle Square 12 Ltd

Agent (if any): Mr John Cooper Deloitte LLP

Case officer: Lea
Tel: 0161 227
Email: lea.joseph@manchester.gov.uk Joseph
3644

Recommendation: APPROVE

Date of recommendation:16.02.2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 23 January 2026

Standard consultations:

Printed: 21 January 2026 Expired: 11 February 2026

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Printed: 21 January 2026 Expired: 18 February 2026

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:

Tree Preservation Order:

The application site pertains to No.3 Circle Square, a thirteen-storey building, composed of red brick. District arches at ground floor are 'carved out' of the brickwork to allow for the entrances. Commercial units are visible at Newman Street. The site is primarily used as an office building but has Class E flexibility for commercial uses. The building was conceived as a net zero development, with an entrance frontage on to the Symphony Gardens public realm. The applicant site relates to the main entrance on Loverose Way.

Description of area

The site forms part of Circle Square, a new development of clustered buildings. Uses vary and include offices, shops, restaurants, bars, and purpose-built student accommodation. Circle Square was master planned, as such there is a complementary appearance amongst the buildings and landscaping throughout. People can be seen, resting, lingering and socialising in the Square. The area's strong sense of place is also informed by the pedestrian atmosphere in adjacent Oxford Street and the presence of higher educational facilities around Oxford Road.

143907/AO/2025 | Installation of 2no. internally illuminated building signs. (Approved November 2025.)

Consultations & Notification Responses

Highway Services – No objections. Headroom clearance is acceptable, luminance level of 200cd/m² is acceptable.

Environmental Health – No objections. signage should remain at the illuminance level of 200cd/m² should be adhered to.

Policy

Saved Unitary Development Plans

DC14 Shopfronts and Related Signs

Manchester Core Strategy (2012-2027)

DM1 Development Management

SP1 Spatial Principles

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework

Chapter 12 – Achieving well-designed places

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.

Issues

Visual Amenity

Policy DC14 and the Shopfront and Signage Design Guide requires that proposed advertisements respect the architectural features and overall appearance of the application site. Policy DM1 and the Shopfront and Signage Design Guide require that proposed advertisements are commensurate in scale to their proposed locations. The Shopfront and Signage Design Guide requires that proposals install only 'the minimum' signage required to identify their building. For larger developments the Design Guide encourages the creation of a signage strategy to enable a coherent, high quality advertisement environment.

A signage strategy was approved for the site in 2024. It sets out that for the application site (Unit 3) one projecting sign is allowed, it requires this sign is located at the doorway and specifies the appearance and scale considered acceptable. The proposed 1no. projecting sign would meet the requirements set out in the signage strategy.

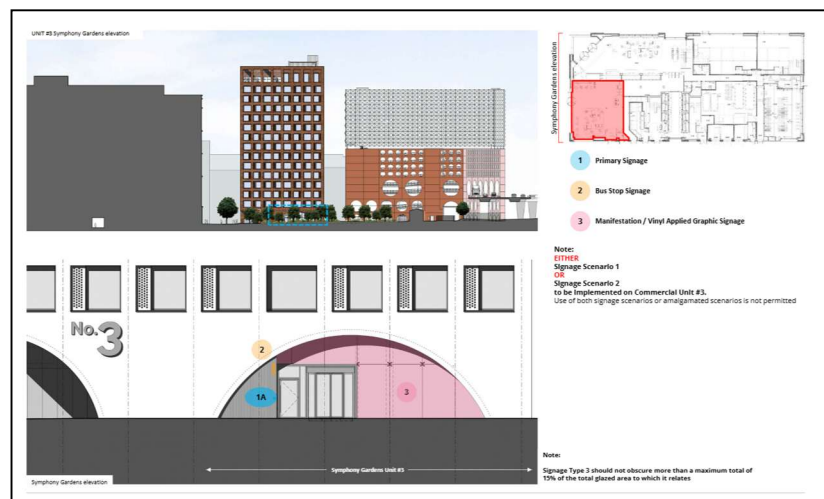


Image of approved signage zones as per design guide

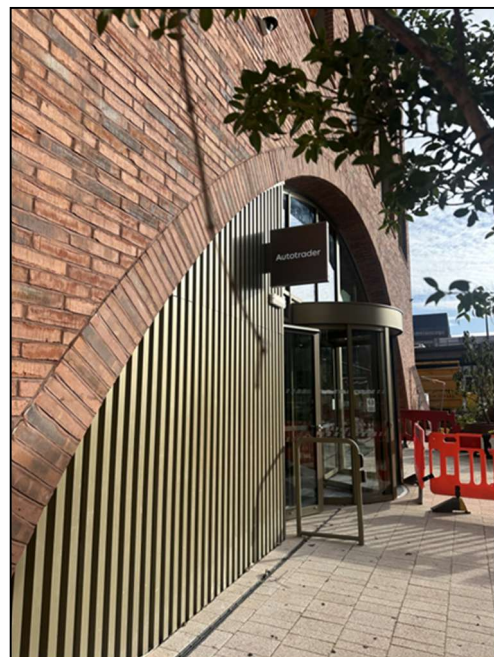


Image of projecting sign in situ

Policy DM1 states that materials form a consideration in all development proposals. The Shopfront and Signage Design Guide emphasises use of either high-quality modern materials or traditional in proposals of new shopfronts and signage. The proposed projecting sign will have the Design Guide's prescribed scale, appearance, siting and materiality. The bronze colour proposed is a shade match to the application site's materials, thereby reducing the obtrusiveness of the building signage and allowing the development to be subservient to the main structure and its architectural details. In situ the signage is subtle and does not dominate views of the building facade, it does not negatively impact the character or appearance of the application site, nor the surrounding landscaping and buildings.

As no fascia is present on the unit the siting is acceptable under policy DC14.

Public Safety

The proposed illumination level of 200cd/m² is considered to be acceptable pursuant to policy DM1. There are no other public safety concerns associated with this application.

Conclusion

In totality, the proposal is considered to be well-designed addition to the site, that would adopt the design principles outlined in the Signage Strategy for the unit. The proposed signage design would not negatively interface with the surrounding environment. Given these details the projecting sign is in accordance with the Shopfront and Signage Design Guide, the National Planning Policy Framework, Saved Unitary Development plan policy DC14, Manchester Core Strategy policies SP1 and DM1.

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 maximum luminance of the signage shall not exceed 200 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

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Flood Zones Type 2 (low to medium risk) -
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) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL