

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144105/AO/2025

Date registered valid: 30 September 2025

Proposal: Installation of 1no. illuminated totem signs, 1no. illuminated planter sign and 1no. plaque sign

Address: Rammon House, 1 Portugal Street East, Manchester, M1 2WX

Ward(s): Piccadilly Ward

Applicant: Mr Richard Goodwin Olympian Homes

Agent (if any): Mr Joseph Mills Day Architectural Ltd

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

Recommendation: **Approve**

Date of recommendation: **24 November 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 7 October 2025 Expired: 28 October 2025

Neighbour notifications

No neighbour notifications have been printed and sent.

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

Listed building: Not applicable

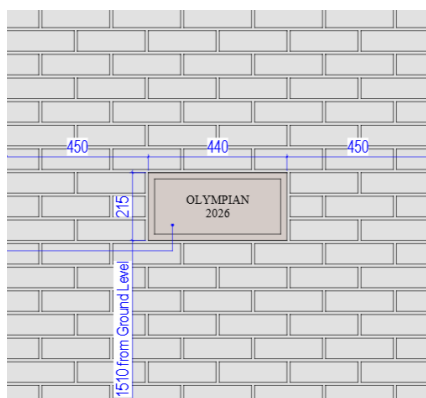
Conservation area:

Tree Preservation Order:

Description of area

Description of development

Advertisement consent is sought for installation of 1no. internally illuminated totem signs, 1no. internally illuminated planter sign and 1no. non-illuminated plaque sign.



Signage 4 - Carved Portland Stone Gray Keystone Elevation
1:2



Planning History

121099/FO/2018 | Construction of two residential buildings (Use Class C3) comprising Block 1 (29 storeys) (224 apartments) Block 2 (23 storeys) (264 apartments) with a linked central podium, to deliver 488 units, shared amenity space, 27 car parking spaces, 492 cycle spaces, landscaping (including new public park) , lighting, highways and associated works following demolition of existing buildings and structures. (Approved December 2019)

Consultations & Notification Responses

Highway Services – No objections. Proposed maximum illuminance level of 350cd/m2 is considered acceptable.

Environmental Health – No objections. Proposed maximum illuminance level of 350cd/m2 is considered acceptable.

Metrolink – No objections. *By virtue of the scale of the proposed signage an informative on Working Safely Near Metrolink has been requested to be attached to an approval decision.*

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.

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy (2012-2027)

DM1 Development Management

SP1 Spatial Principles

Saved Unitary Development Plan Policies

DC15 Advertisements, Hoardings and Posters

Other Material Considerations:

National Planning Policy Framework

Chapter 12 Achieving well-designed places

Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The Shopfront and Signage Design Guide (2024)

Issues

Visual Amenity

Policy DC15 requires that siting and positioning of advertisements are considered for their potential impact on visual amenity. Further, the policy mandates consideration of the impact of signage proposals on the visual amenity of the wider area with regard to 'obtrusiveness' of signage and its impact on residential amenity. Policy DM1 requires consideration is given to siting, scale, form, detail and amenity when assessing development proposals.



Three signs total are proposed in order to identify the site.

The proposed plaque sign would measure 215mm in length by 440mm in width and would be composed of Portland stone. The sign would be a subtle addition with a similar appearance to the grey brickwork of the host buildings. The proposed siting would not obscure or harm the architectural features of the host building. The plaque sign would not project nor be illuminated, thus the sign is not considered to adversely impact visual amenity of the host building or area, it's siting, scale and materials are complementary to the site and would not be overly dominant. Therefore, the proposed plaque sign is considered to be acceptable pursuant to policies DM1 and DC15.

A Corten totem sign would be located at the rear entry point. The totem is considered to be composed of a high-quality material in accordance with the Shopfront and Signage Design Guide. As a free-standing sign, the architectural character of the building would be preserved by its siting. The proposed scale of the signage is considered to be commensurate to its proposed location within the development's landscaped area's in close proximity to a 29-storey building, the overall appearance would add visual interest to the street scene of the development. Given the proposed materials, siting, appearance and details the advertisement is considered to be acceptable pursuant to policies DM1, SP1 and DC15.

The proposed 'planter' sign would also be composed of Portland stone. This sign would be sited at the main entry point to the development site upon its completion and be free-standing. The appearance of the proposed sign is visually interesting and it's materiality is not considered to be overly dominant nor out of character with the site or area. The proposed scale of the signage is considered to be commensurate to its siting at the development's main entry point in close proximity to a 23-storey building. On this basis the proposed sign is acceptable pursuant to policies DM1, SP1 and DC15.



Public Safety

The proposed illumination level of 350cd/m² is considered to be acceptable. There are no other public safety concerns for this application.

Conclusion

Three signs are proposed for the Fairfax development at 1 Portugal Street East. Two large free-standing signs would be sited at the front and rear entry points of the development. One plaque sign will be sited within the brickwork of block A. The no.1 sign proposed to be sited on the

building would be subtle in appearance and therefore would not dominate the host building. In totality the signage scheme is well-designed, effectively integrating signage within the development's public realm that would be of high-quality and appearance, that enhances the visual amenity and visual interest on the site without compromising the architectural character of the host development. The scheme of signage is therefore in accordance with policies DM1, SP1, the Shopfront and Signage Design Guide and the National Planning Policy Framework Chapter 12.

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 350 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 DC15 of the Unitary Development Plan for the City of Manchester.

- 3) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing: Signage Package (Received 20 November 2025)

Drawing: 90-003 (Received 30 September 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 saved policy DC15 of Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester
High Speed Two (HS2) Limited
Metrolink

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
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
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
Area Team Boundary - Name: CENTRAL