

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145424/AO/2026	
Date registered valid:	2 April 2026	
Proposal:	Installation of 1no internally illuminated fascia sign.	
Address:	Ground Floor, Multistorey Car Park , 1 Chatham Street, Manchester , M1 3AY	
Ward(s):	Piccadilly	Ward
Applicant:	Enterprise Rent-A-Car UK Ltd	
Agent (if any):	Mr Chris Dodds Planning Prospects Ltd	
Case officer:	Sam Tel: 0161 219 Email: sam.elliott@manchester.gov.uk	Elliott 2856
Recommendation:	Approve	
Date of recommendation:	14/05/2026	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 13 April 2026

Standard consultations:

Printed: 13 April 2026

Expired: 5 May 2026

Neighbour notifications

Printed: 13 April 2026

Expired: 5 May 2026

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 site forms part of the ground floor of a multistorey car park (MSCP) accessed and egressed from Chatham Street. Between the car park's access and egress on Chatham Street, there is an underutilised ground floor office which currently has no active frontage on Chatham Street. Currently, this office space has a yellow and grey panel clad frontage.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site is located along Chatham Street. It is adjacent to Piccadilly which forms a key route to Piccadilly Gardens for visitors and commuters arriving in Manchester via Piccadilly Train Station and London Road bus stops.

It is moreover located within the Piccadilly North neighbourhood identified in the Manchester Piccadilly Strategic Regeneration Framework (March 2018).

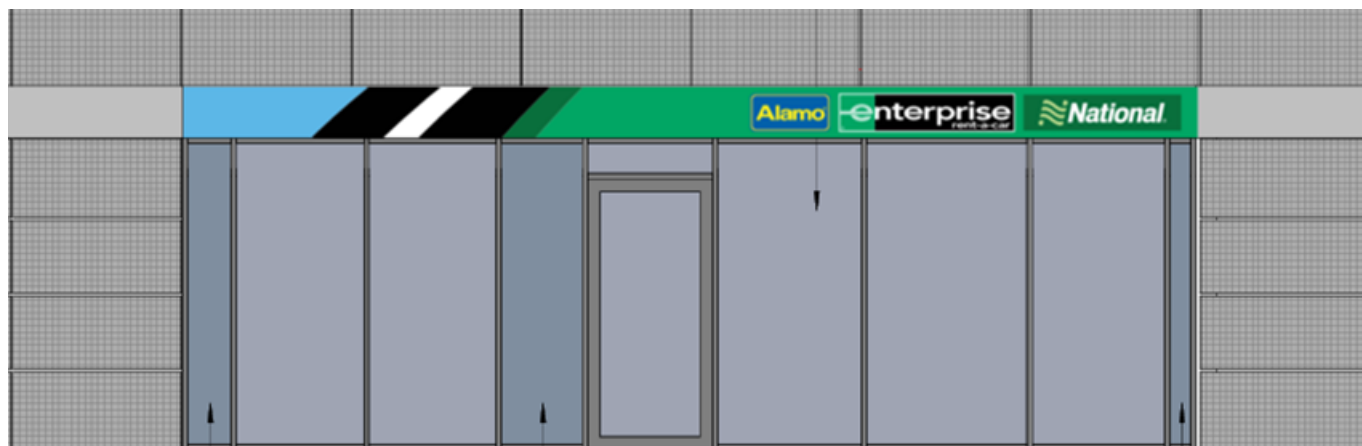
The site location has views to the Stevenson Square Conservation area, at the conservation area's outer edge on the north side of Piccadilly. It is directly opposite the Grade II Barclays Bank and from some positions seen together with the Grade II Brunswick Hotel. The significance of these buildings primarily derives from their architectural style and age, featuring high levels of ornamentation and architectural detailing.

Planning History

Planning permission for the MSCP was granted in June 1996, along with the conversion of the (former) neighbouring Grand Hotel to form 65 residential apartments and a restaurant (under reference 049620/FO/CITY2/96); and again in June 1997, albeit this time alongside the conversion and extension of the (former) neighbouring Grand Hotel to form 97 apartments and restaurant (under reference 051632/FO/CITY2/97).

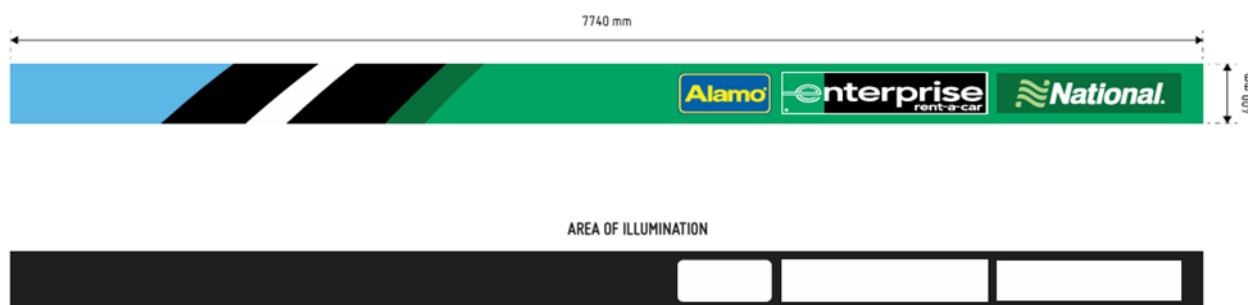
Description of Development

Advertisement consent is sought for new fascia signage. This application is being considered in conjunction with 145423/FO/2026 for the installation of 1no internally illuminated fascia sign.



The proposed sign would be sited within the concrete bulkhead above the shopfront proposed in application.

It would measure 7,740 x 400mm and feature the Alamo, enterprise and National vinyl graphics through an illuminated fascia band. The area of illumination would be restricted to the logos, with luminance levels of 600 cd/m².



An existing Enterprise sign would be removed, as per correspondence dated 14/05/2026.



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.

MCC Highways Services:

No objections:

- No Projecting Over License required.
- Luminance levels acceptable.
- Sufficient Headroom clearance.
- Detail of Construction or fit-out arrangement requested.
- Advise that any requirements for licensing, hoarding / scaffolding and any associated temporary traffic management arrangements will need discussion and agreement with MCC Highways Services.

MCC Environmental Health:

No objection, subject to condition:

- Scheme to be conditioned in line with stated 600cd/m² luminance levels

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-C5 – Streets for All
- JP-P1 – Sustainable Places
- JP-P2 – Heritage

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC1 – City Centre and Fringe
- CC9 – Design and Heritage
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- T1 – Sustainable Transport
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC14 – Shop Fronts and Related Signs
- DC18 – Conservation Areas
- DC19 – Listed Buildings
- DC22 – Footpath Protection

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.

Listed Buildings and Conservation Areas Act 1990

- Section 66 (General duty as respects listed buildings in exercise of planning functions)
- Section 72 (General duty as respects conservation areas in exercise of planning functions)

Shopfront and Signage Design Guide

- 6.3 (Signage)

Issues

Amenity – General Characteristics of the Locality and Historic Interest

While the façade does not feature a distinct fascia, the proposed advertisement would be sited above the shopfront within the bulkhead which reads as the natural fascia area for signage. As per amended plans received 11/05/2026, the signage would be sited entirely within the bulkhead and not exceed its height, as well as not extending any further than the shopfront. The proposal would therefore be acceptable in scale and appropriate in its siting, in line with guidance contained within the Council's Shopfront and Signage Design Guide.

The returns would be in a black RAL9005 providing some edge definition. There is not a prevalence of advertisement along Chatham Street and the proposal would remove an existing Enterprise sign associated with the unit's operation. As such, it is not considered that the proposal would result in an excessive degree of advertisement clutter.

Given the above, the Council considers the proposal to have an acceptable impact on visual amenity. For these reasons, the proposal is not considered to have an unacceptable impact on the listed building opposite. It is noted that the proposal accompanies planning application 145423/FO/2026 which would replace distinctly modern cladding to a car park with a more visually appealing active glazed frontage.

Additionally, given the site's position in relation to the Conservation Area it is not considered to have an unacceptable impact.

Subject to condition, the proposal is considered to be in accordance with the Control of Advertisements Regulations 2007 and acceptable in terms of visual amenity. It is therefore compliant with Places for Everyone Policies JP-Strat2, JP-P1 and JP-P2 of PfE; Policies SP1, CC9, EN1, EN3, DM1 of the Core Strategy; saved Policies DC14, DC18 and DC19 of UDP; Sections 66 and 72 of the Listed Buildings and Conservation Areas Act 1990; Sections 12 and 16 of the NPPF; and the Council's Shopfront and Signage Design Guide.

Amenity – Residential Amenity

MCC Environmental Health consultees have reviewed the application and have raised no concern with regards to any impacts on residential amenity. Environmental Health recommend a condition to ensure the scheme is carried out in accordance with the stated 600cd/m² luminance levels.

The proposed signage is considered acceptable with respect to the impact on residential amenity and in accordance with Core strategy policies SP1 and DM1.

Public Safety

The signage would not project more than 350mm over the highway, and would be compliant with the 2.5m minimum headroom clearance. MCC Highways Services and Environmental Health have reviewed the application and raised no concern with respect to public safety.

MCC Highways Services have requested that the applicant contacts the Event and Traffic Management Team to discuss matters relating to the development, and it is recommended that an informative is added to any approval to this effect. They also request further detail is sought for installation arrangements, however given the scope of the application this is not deemed necessary.

As such, the proposal is considered acceptable with respect to Places for Everyone policies JP-C5 and JP-P1; Core Strategy Policies SP1, T1 and DM1; and Saved UDP Policy DC22.

Conclusion

The proposal is not considered to have a significant visual impact or result in harm to any nearby heritage assets. It is otherwise acceptable with respect to residential amenity and highways matters. It is therefore in accordance with the Control of Advertisements Regulations 2007; Places for Everyone Policies JP-Strat2, JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3, T1 and DM1; saved UDP policies DC14, DC18, DC19 DC22; Sections 66 and 72 of the Listed Buildings and Conservation Areas Act 1990; Sections 12 and 16 of the NPPF; and the Council's Shopfront and Signage Design Guide.

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 development hereby approved shall be carried out in accordance with the following plans and documents received by the City Council as Local Planning Authority on

13/03/2026:

- Location Plan
- Covering Letter prepared by planningprospects dated 12 March 2026

11/05/2026:

- 46699 Manchester Multi Brand (Chatham Street) Revision v5 [Signage Detail Package pages 1-2]

14/05/2026:

- 25037-1002-Sign

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to the requirements of the the Control of Advertisements Regulations 2007; Places for Everyone Policies JP-Strat2, JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3, T1 and DM1; saved UDP policies DC14, DC18, DC19 DC22; Sections 66 and 72 of the Listed Buildings and Conservation Areas Act 1990; Sections 12 and 16 of the NPPF; and the Council's Shopfront and Signage Design Guide.

3)

The maximum luminance of the signage shall not exceed 600 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 of the Unitary Development Plan for the City of Manchester.

4)

The 1no. existing Enterprise signage sited on the building's southeast elevation shall be removed in accordance with correspondence received 14/05/2026.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

6 - 10 Piccadilly, Manchester, M1 3AN
12A Piccadilly, Manchester, M1 3AN
7 Chatham Street, Manchester, M1 3AY
12 Piccadilly, Manchester, M1 3AN

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 (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL