AVISON YOUNG

11 York Street
Manchester
M2 2AW, United Kingdom
T: +44 161 228 1001
avisonyoung.com

Our Ref: 04C500209
Your Ref: PP-14901428

14 May 2026

Emily Booth
Manchester City Council
Floor 6, Town Hall Extension
Albert Square
P.O Box 532,
Manchester,
M60 2LA

**CONSENT TO DISPLAY AN ADVERTISEMENT - 4 ANGEL SQUARE - OFFICE DEVELOPMENT CONSENTED UNDER PLANNING PERMISSION REF: 143415/JO/2025**

On behalf of our client, Bank of New York Mellon Corporation (the Applicant), please find enclosed an application seeking advertisement consent for the erection of three advertisements at 4 Angel Square, NOMA.

A consent to display an advertisement application has been submitted online via the Planning Portal and a payment of £265.00 has been made on submission of the application (PP-14901428).

**SIGNAGE PROPOSALS**

This application seeks consent for three individual signs that advertises the Bank of New York's brand ("BNY") at the entrance to their office building at 4 Angel Square, NOMA. Specific details of the signage proposed are set out in the Overbury Design Pack submitted with this application and in the application form.

Two "BNY" signs of the same size and appearance are to be located either side of the main entrance turnstile doors, as indicated below. The third "BNY" sign is positioned above the main entrance. The signs will be internally illuminated and the font and design is trademarked to the Bank's brand.

Avison Young (UK) Limited registered in England and Wales number 6382509. Registered office, 3 Brindleyplace, Birmingham B1 2JB. Regulated by RICS

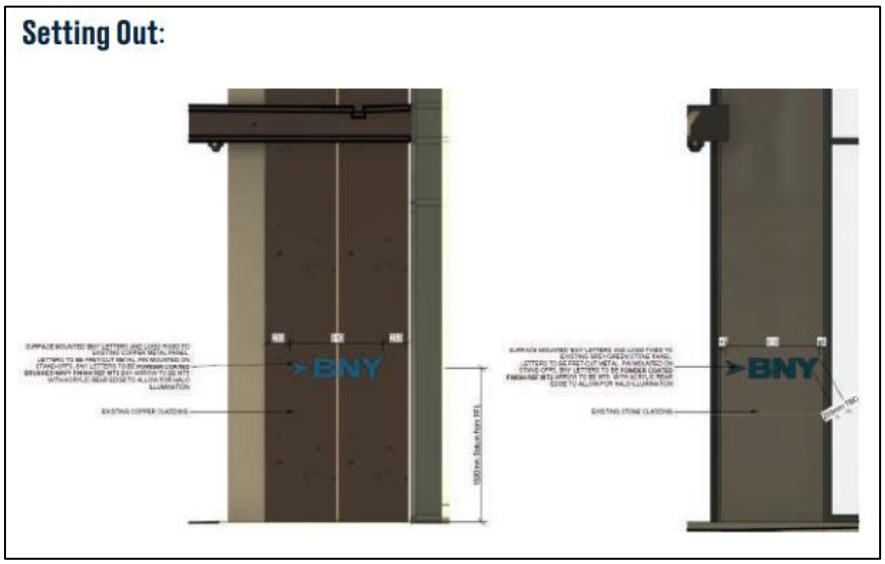



*Figure 1: Signs 1 and 2*




*Figure 2: Sign 3*

**SIGNAGE STRATEGY (CONDITION 28)**

The latest decision notice for the building's construction and occupation, a Section 73 application submitted by the same Applicant (app ref: 143415/JO/2025) requires any proposed signage accords with the approved Signage Strategy noted under condition 28:

> "*The signage strategy for the entire building detailed within the Signage Framework received by the City Council, as Local Planning Authority, on the March 2023 shall be implemented and used to inform the signage at the building which should be the subject of separate advertisement applications*."

The Signage Strategy approved includes details of proposed positioning for external signage. It is noted that the proposed signage in this application accords with these locations, as indicated

below in Figures 3 and 4, with one sign positioned above the main entrance and two others positioned either side of the main entrance to the building.

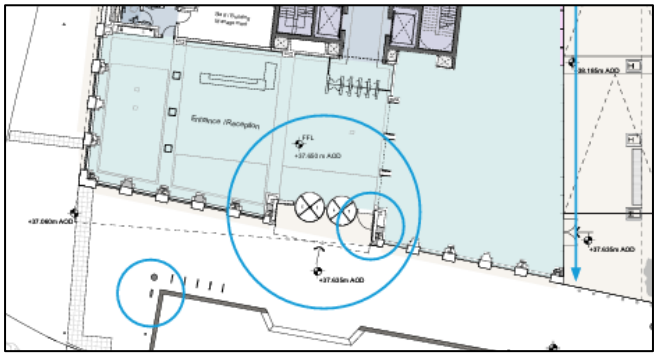


*Figure 3: Extract of Approved Signage Strategy showing possible locations for external signage*

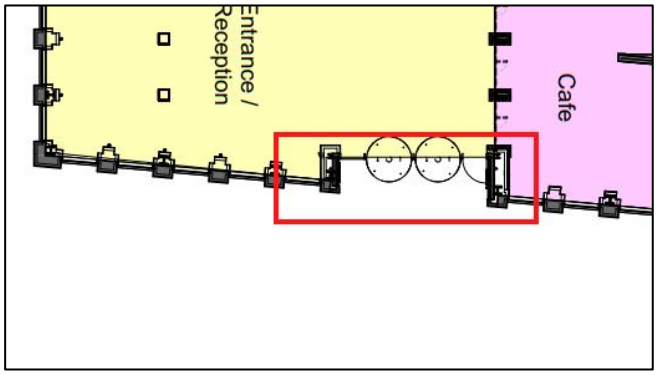



*Figure 4: Extract of Location Plan for the Proposed Signage*

**PLANNING POLICY CONTEXT**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires applications for planning permission to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Statutory Development Plan against which this application should be determined comprises the Manchester Core Strategy (2012), saved policies of the Unitary Development Plan, the Places for Everyone Joint Development Plan (2024), and the National Planning Policy Framework (NPPF, 2024). Supplementary guidance is provided by the Shopfronts and Signage Design Guide SPD.

**Manchester Core Strategy 2012**

*Policy CC9 – Design and Heritage*

Development in the City Centre must be of the highest design standard and preserve or enhance designated heritage assets, including listed buildings and conservation areas.

*Policy EN1 – Design Principles*

Requires proposals to respect local character and enhance the city's visual environment.

*Policy EN3 – Heritage*

Development affecting listed buildings must conserve or enhance their significance.

*Policy DM1 – Development Management*

Requires proposals to demonstrate high-quality design, protect amenity, and ensure safety.

**Places for Everyone Joint Development Plan (2024)**

*Policy JP-P1 – Sustainable Places*

Development should respect the character and identity of the locality in terms of design, siting, size, scale, and materials.

*Policy JP-P2 – Heritage*

Requires positive management of heritage assets and protection of elements contributing to Greater Manchester's distinctive identity.

**Shopfronts and Signage Design Guide SPD**

Proposals for advertisement consent will be supported where they accord with the following principles:

- The proposal would not be detrimental to amenity or safety by reason of design, size, position, materials, or illumination.
- The proposal is not out of keeping with the style or character of the building or its surroundings.
- The cumulative impact of advertisements would not harm the character of the building or locality.
- On listed buildings, signage must be temporary, reversible, and avoid obscuring architectural features.
- Illuminated advertisements are generally resisted in conservation areas and on listed buildings.

**National Planning Policy Framework (NPPF) 2024**

Paragraph 141 states that 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.

## Planning Assessment

Manchester Core Strategy Policies CC9 and EN3 require development to preserve or enhance heritage assets and ensure that proposals do not harm their setting or architectural features. The Shopfronts and Signage Design Guide SPD provide supplementary guidance for advertisements

on listed buildings, stating that signage should be temporary, reversible, and avoid obscuring significant architectural detailing such as cornices, pilasters, or decorative stonework. It also advises that illuminated signage is generally resisted in conservation areas and on listed buildings to protect visual amenity and heritage significance.

The proposed signage fully aligns with these requirements. The proposed signage is not within a Conservation Area or on a listed building, however we've addressed Heritage Policies as there are a number of listed buildings in close proximity to the building. That said, the signage will not cause harm to the surrounding area and is considered acceptable in visual amenity terms. Public safety is safeguarded through secure attachment to the building, and the banners do not project over highways or impede pedestrian movement. The cumulative impact is limited and will not result in clutter or dominance within the streetscape. The proposal is therefore in accordance with Manchester Core Strategy Policies CC9, EN1, EN3 and DM1, Places for Everyone Policies JP-P1 and JP-P2, the Shopfronts and Signage Design Guide SPD, and Paragraph 141 of the NPPF (2024).

**SUMMARY**

I trust the information provided within this submission is sufficient to validate and determine the application within or ahead of the target determination timescales. If you have any queries, please do not hesitate to contact me on the details provided below.

Yours sincerely,

[redacted]

[redacted]