

Planning

Growth & Development

Delegated officer report for planning application

Application no. 145246/AO/2026

Date registered valid: 13 March 2026

Proposal: Installation of 1no. internally illuminated individual letter signage.

Address: Unit E2A, City Tower, Piccadilly Plaza, Manchester, M1 4AJ

Ward(s): Deansgate Ward

Applicant: Master Bun

Agent (if any): Murshed Ahmed, Edgeplan Limited

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 05 May 2026

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 08 April 2026

Standard consultations:

Printed: 18 March 2026 Expired: 10 April 2026

Neighbour notifications

Printed: 18 March 2026 Expired: 10 April 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/Area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

This application relates to Unit E2a within City Towers, Piccadilly Plaza, fronting onto Parker Street and the Piccadilly interchange.

City Tower is a commercial building within Manchester City Centre, located within the Regional Centre and Primary Shopping Area.

The surrounding area is predominantly mixed commercial in character.

The site is not within a conservation area, nor within the setting of any listed buildings.

Description of Development

The proposal seeks advertisement consent for the installation of 1no. internally illuminated individual letter signage.

Relevant Site History

120734/AO/2018 - Installation of 1no. illuminated, individual letter fascia sign consisting of individual letters / logo fixed directly to the existing building fabric, and the display of the premises name and logo on demarcation barriers around the external seating area to the front of the premises.

Approved October 2018

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.

Highway Services - Requested that a condition be attached to control luminance levels.

Environmental Health – Requested that a condition be attached to control luminance levels.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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.

Places for Everyone Plan - Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-Strat2 - City Centre
- Policy JP-P1 - Sustainable Places

The **Manchester Core Strategy - Development Plan Document 2012-2027 ("the Core Strategy")** was adopted by the City Council on the 11th of July 2012:

- Policy SP1 - Spatial Principles
- Policy EN1 - Design Principles and Strategic Character Areas
- Policy DM1 - Development Management

The **Unitary Development Plan for Manchester** - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 - Shop Fronts and Related Signs

National Planning Policy Framework (NPPF) (2024)

- 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.

Shopfront and Signage Design Guide (2024)

The shopfronts and signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor eaves, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

Issues

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

Principle of the Proposal

The principle of the proposal is considered to be acceptable in this case. Fascia level signage is considered to be an appropriate means of providing wayfinding to and providing advertising for a premises.

Visual Amenity

The proposal consists of individual letter signage, situated above the door at fascia level, mounted on aluminium rail with concealed fixings.

The signage is not considered to be bulky and is proportional in size, complimenting the overall building instead of detracting from it. The use of individual letter signage is more in keeping with the signage found elsewhere on the units on the building.

There is a precedent for having approved signage in the current location. Previous signage has been fixed directly into the building. By having the signage attached to rails, this will prevent new fixings being required directly into the building fabric for any further signage on this building. A reduction in the amount of fixings into the façade will improve the appearance of the building.

On this basis the sign is considered to be in accordance with the provisions laid out in the Town and Country Planning (Control of Advertisements) Regulations 2007 Places for Everyone JP-Strat2 and JP-P1, Core Strategy policies SP1 and DM1, UDP policy DC14, the Shopfront and Signage Design Guide, and sections of the NPPF.

Public Safety

The luminance levels of the signage will be controlled at 600cd/m², which is within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

No projection over licence is required due to there being no projection over the adopted highway.

Overall, there are no public safety concerns with the proposed signage.

On this basis the sign is considered to be in accordance with the provisions Core Strategy policies SP1 and DM1.

Conclusion

Given the above, the proposal is considered to be consistent with Places for Everyone JP-Strat2, JP-P1 and JP-P2, Core Strategy policies SP1, DM1, EN3 and CC9 and UDP policies DC14, DC18, DC19 and the Shopfront and Signage Design Guide and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).

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 drawings and documents received by the City Council as Local Planning Authority on 03 March 2026:

- Location Plan V2

And received by the City Council as Local Planning Authority on 06 May 2026:

- Signage Proposed Elevation No Louvres EL-02A

Reason - In the interests of visual and residential amenity pursuant to policies JP-P1 and JP-P2 of Places for Everyone, SP1 and DM1 of the Manchester Core Strategy and saved policy DC14.1 of the Unitary Development Plan for the City of Manchester.

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 JP-P1 and JP-P2 of Places for Everyone, 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

Unit 3, 39 - 41 Piccadilly Plaza, Manchester, M1 4AJ
Unit 2, 39 - 41 Piccadilly Plaza, Manchester, M1 4AJ
35 - 36 Piccadilly Plaza, Manchester, M1 4AJ
Unit E, 35 - 36 Piccadilly Plaza, Manchester, M1 4AJ
Unit 8, City Tower, Piccadilly Plaza, Manchester, M1 4AJ
Forrest Media Ltd, City Screen, Piccadilly Plaza, Manchester, M1 4BT
37 Piccadilly Plaza, Manchester, M1 4AJ
38 Piccadilly Plaza, Manchester, M1 4AJ
39 - 41 Piccadilly Plaza, Manchester, M1 4AJ

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
Area Team Boundary - Name: CENTRAL