MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Refusal of Advertisement Consent

Part 1 – Particulars of the application

Proposal:

Installation of 1no. internally illuminated logo sign.

Location:

Unit E2A City Tower Piccadilly Plaza Manchester M1 4AJ

Application reference:

PLA-2026-000580

Applicant:

Master Bun

Date of application:

03 June 2026

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part 1 are **refused** in accordance with the application and plans submitted for the reasons listed below.

Reason(s) for decision

1) The proposed advertisement by virtue of its location, design, appearance and proportions would fail to respond positively to the building and local environment. It would form a poorly designed, obtrusive, and incongruous feature on the building which would have an unduly harmful impact on the visual amenity, character and setting of the building within which it is located and the street scene of Parker Street and would reduce the impact of the improvements made to the building. The proposal is contrary to Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, CC9, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1, DC14.5 and DC18.1 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF.

Date: 29 July 2026

Signed:

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This decision refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

1. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

   The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/appeal-decision-consent-display-advertisement. The Inspectorate will publish details of your appeal on the internet. Alternatively, if you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.