Euan Kellie PROPERTY SOLUTIONS

Neo
9 Charlotte Street
Manchester
M1 4ET

www.euankellie.co.uk

Development Management
Manchester City Council
Floor 6 Town Hall Extension
Albert Square
Manchester
M60 2LA

Our Ref: EKPS/260709

Submitted via the Planning Portal
(Reference PP-15124023)

6 August 2026

For the attention of Ciara Gettinby

Dear Sir or Madam,

Application for Advertisement Consent: Bar Dos, Unit 3, One Port Street, Manchester M1 2EQ

On behalf of our client, Bar Dos ("the Applicant"), I am pleased to confirm the submission of an application for advertisement consent for:

> ***"The erection of illuminated external projecting signage at Unit 3, One Port Street"***

The application was submitted today via the Planning Portal (PP-15124023)).

Supporting Plans and Documents

The application comprises:

- Application Form and Relevant Fee
- Site Location Plan
- Proposed Signage Details prepared by xsign

Site Location

The application site ("the Site") comprises Unit 3 at the One Port Street development and this application seeks Advertisement Consent for new projecting signage to sit above the entrance to the establishment, which is located on Great Ancoats Street.

Great Ancoats Street is a vibrant route within the city centre, between the Northern Quarter and Ancoats, and had a range of different residential and commercial uses fronting onto it, including some historic buildings.

The Proposed Development

This application proposes a single illuminated projecting sign comprising the Applicant's logo. Details of the signage are provided within the accompanying Proposed Signage Details produced by xsign.

Euan Kellie Property Solutions is the trading name of Euan Kellie Property Solutions Limited.
Registered Company Number: 08510332. VAT Number: 166 1177 09.

Regulated by RICS

In summary, this application seeks advertisement consent for an illuminated projecting sign in aluminium depicting the Bar Dos logo to be located above the entrance to Unit 3 (located on Great Ancoats Street) to the building known as One Port Street.

Relevant Planning Applications

Manchester City Council ("MCC") granted planning permission for One Port Street under planning permission ref. 132489/FO/2021 which was subsequently amended by a number of Non-Material Amendments.

Condition 39 of the planning permission ref. 132489/FO/2021 requires submission of a signage strategy, as follows:

"39) Prior to the first occupation of the development, a signage strategy for the entire buildings shall be submitted for approval in writing by the City Council, as Local Planning Authority. The signage strategy will include timescales for implementation. The approved strategy shall then be implemented for the development and used to inform any future advertisement applications for the building."

This condition was subsequently discharged under application ref. CDN/25/0785 on 29 October 2025.

Relevant Policy Considerations

Manchester's Development Plan comprises of the Manchester Core Strategy adopted in 2012 and Places for Everyone adopted in 2024.

Relevant policies of the adopted Manchester Core Strategy include:

- **Policy CC 9** requires the design of new buildings to be of the highest standard in terms of appearance and function, and any new development in the City Centre to preserve or enhance designated heritage assets, including listed buildings and conservation area.

- **Policy DM 1** requires all new development to have regard for surrounding areas in terms of the design, scale and appearance, effects on amenity (i.e. light, noise and road safety), existing environmental conditions, accessibility and built heritage.

- **Policy EN 1** expects new development to take opportunities to enhance the overall image of the City.

- **Policy EN 3** encourages new developments to complement and take advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

- **Policy SP 1** requires new development to enhance or create character, protect and enhance the built and natural environment, minimise emissions and ensure efficient use of natural resources.

Relevant policies of the adopted 'Places for Everyone' sub-regional plan include:

- **Policy JP-P1** requires development, where appropriate, to conserve and enhance the historic environment, respect the character and identity of the locality in terms of design, siting, size, scale and materials used, and be visually stimulating and high-quality in design, including the use of durable, robust materials that weather well and are easily maintained.

- **Policy JP-P2** requires the positive management of heritage, and particular consideration to be given to the protection of the significance of key elements of the historic environment which contribute to Greater Manchester's distinctive identity and sense of place.

In addition to the above, **Paragraph 141** of the National Planning Policy Framework ("NPPF") confirms that the quality and character of places can suffer when advertisements are poorly located and designed. It also confirms that signage should be simple, efficient and effective, and subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

MCC's 'Shopfront and Signage Design Guide' also states, in relation to projecting signage:

> ***Where considered acceptable on account of location and impact, new projecting signage should:***
>
> - ***have a minimum ground clearance of 2.4m and 0.5m clearance from the edge of the carriageway;***
> - ***be limited to 0.75m2 in area;***
> - ***be limited to one per shopfront and/or frontage;***
> - ***be positioned at fascia level."***

Section 12 of MCC's 'Guide to Development' which provides guidance in relation to the 'City Centre' states the following in relation to 'Development Quality':

> ***"building fronts and associated signage"... "are all elements which influence the visual appearance of the City Centre, and their detailed design will be important in enhancing the quality of the environment."***

Planning Policy Appraisal

Given the limited scope and nature of the proposed signage, the assessment against local and national planning policy and material considerations is limited.

Visual Amenity and Good Design

The proposed signage is in line with the approved signage strategy for One Port Street under application ref. CDN/25/0785. It is a suitable size for its context and is located between the two entrance doors at fascia level, in line with MCC's 'Shopfront and Signage Design Guide'. It is therefore considered appropriate in the commercial nature of the Site and wider setting.

The proposed signage is of a high quality, has regard for the surrounding environment, will enhance the overall image of the building, will complement and enhance the design of the building, in line with relevant Development Plan policies and the Guide to Development.

The proposed signage is considered to be simple, effective and efficient, and therefore compliant with the requirements of the NPPF (Para. 141).

Public Safety

The proposed location of the signage is arranged so not to be to the detriment of public safety. It will not cause obstruction nor distraction.

The illumination of the signage is typically limited to a low level (maximum 300cd/m2) and therefore will not pose a public safety threat.

Summary

To conclude, the proposed fascia signage is intended to form an advertisement on a business premises and to promote safety and efficient ease of movement for pedestrians visiting the proposed bar. The proposed signage, which is typical of other similar establishments, is considered wholly appropriate and suitable at the proposed site and location and is not deemed to constitute clutter or be to the detriment of amenity nor public safety.

As a result, the proposals are compliant with the Development Plan, specifically Core Strategy Policies C9, DM1, EN1, EN3, SP1, Places for Everyone Policies JP-S1, JP-S2, JP-P1, JP-P2 and Paragraph 141 of the NPPF.

We would be grateful if you could confirm receipt of this advertisement consent application and confirm in writing that it has been successfully registered and validated.

Kind regards

[redacted]

Ellie Philcox
Director
[redacted]

Enc: Terms of Engagement

Our Terms of Engagements can also be viewed on our website: https://euankellie.co.uk/s/EKPS-Terms-of-Engagement-06082024.pdf