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:

Retention of 1no. LED advertisement screen, 1no. fascia sign and 1no. vinyl sign.

Location:

53 PICCADILLY MANCHESTER M1 2AP

Application reference:

PLA-2026-000197

Applicant:

Mr Mubarak Bax

Date of application:

24 July 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 1no. LED sign, 1no. vinyl sign and 1no. fascia sign due to their siting, scale, appearance, materiality and means of illumination form obtrusive, incongruous features to the listed building. The signage obscures architectural features to the building, forms clutter with other signage on the building and introduces a style and quality of signage which is not in keeping nor responds positively to the character and appearance of the building. The signage would affect the special significance of the listed building and has resulted in an unduly harmful impact on its character and visual amenity together with that of the conservation area and immediate street scene. The signs are contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, policy JP-P2 of Places for Everyone, Policies SP1, EN1, EN3, and DM1 of the Manchester Core Strategy (2012), Saved policies DC14, DC18 and DC19 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework (2026) and Shopfront and Signage Design Guide (2024).

Date: 16 September 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.