

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143564/AO/2025		
Date registered valid:	8 August 2025		
Proposal:	Installation of 1no non-illuminated fascia sign.		
Address:	All Saints Campus, Oxford Road, Manchester, M15 6BH		
Ward(s):	Hulme		Ward
Applicant:	Mr Jonathan Baker MMU		
Agent (if any):	Mr Mike Bamford DAY Architectural		
Case officer:	Lea		Joseph
	Tel: 0161 227		3644
	Email: lea.joseph@manchester.gov.uk		
Recommendation:	Approve		
Date of recommendation:	29 September 2025		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 August 2025

Standard consultations:

Printed: 14 August 2025 Expired: 5 September 2025

Neighbour notifications

Printed: 14 August 2025 Expired: 5 September 2025

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/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

The Manchester Metropolitan University Business and Law building is at Northeast of the All-Saint's campus. The site is composed of a modernist seven-storey building with a square form and wall-to-wall glazing framed in aluminium. This building was conceived as a 'landmark' centrepiece of the 2000s redevelopment of the campus and designed by John McAslan and Partners. The larger building in the extension, completed in 2008 and designed by Feilden Clegg Bradley Studios. It is composed of grey concrete cladding, ribbon windows and a distinct façade of light refracting and partially fritted glazing (088508/FO/2008/C1).

The building is at the centre of a connected trio, further East there is the red brick modernist All Saints Library. Within the campus environment these building's distinct modernist form and style create a strong sense of place.



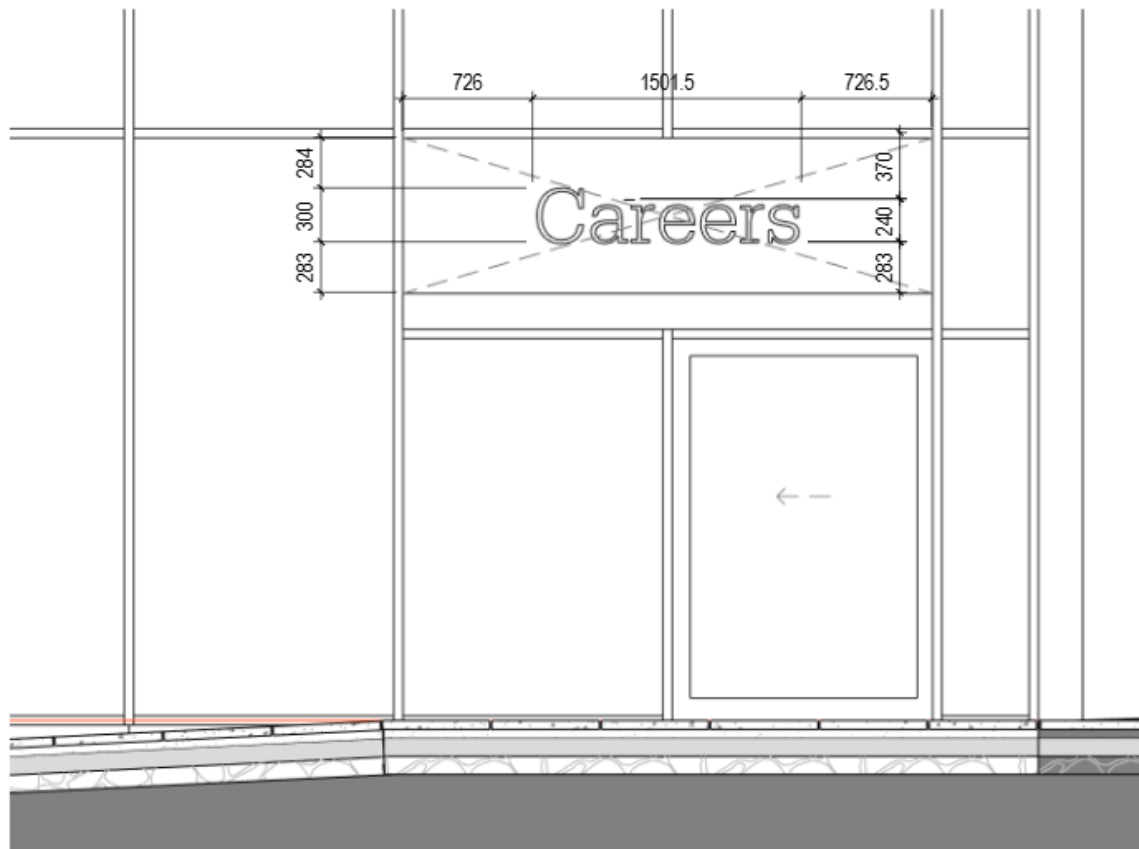
Image of 2001 Law Building (right) and 2008 extension (left) developments. Source: Flickr

Description of area

Located within the busy Higher Educational Corridor, the All-Saints campus consists of educational facilities and ancillary buildings. The campus borders the University of Manchester Campus and the Northern School of Ballet. Affiliated services including Manchester Technology Centre, Sugden Sports Centre and Manchester Aquatics Centre. Hotel, restaurant, grocery and bar uses are located nearby to the site. The Bellhouse (Grade II), St. Augustine's Church (Grade II) and the Ormond Building (Grade II) are within view of the primary elevation on Lower Ormond Street. All Saint's Park sits in close proximity to the site. The proposal would impact an internal elevation of the University campus at Lower Osmond Street. Oxford Road borders the building to the East.

Description of development

Planning permission is sought for the installation of a non-illuminated individual letter sign. The signage would consist of white acrylic letters and be mounted on existing glazing above the elevation's entry way.



Planning History

143348/FO/2025 | Elevational alterations to create new entrance. Approved September 2025.

135352/AO/2022 | Installation of 1 no. individual letter vinyl sign

136560/AO/2023 | Installation of 1 x internally illuminated individual letter and logo sign, and 1 x externally applied individual letter vinyl window sign at Sandra Burslem Building. (Approved May 2023)

138727/AO/2023 | Installation of 2no. sets non-illuminated individual letter sign, 1no. non-illuminated logo sign and 1no. non-illuminated plaque sign at Sandra Burslem Building. (Approved March 2023)

136560/AO/2023 | Installation of 4no. external non-illuminated individual letter signs and 2 no. logos, and 2no plaque signs at Business and Law Building. (Approved December 2023)

Consultations & Notification Responses

Highway Services – No objections. The sign complies with headroom and carriageway clearance requirements, no projection over license is required.

Policy

The following policies are relevant to consideration of this application:

Town and Country Planning (Control of Advertisements) Regulations 2007

The 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.

Manchester Core Strategy (2012-2027)

SP1 Spatial Principles

EN1 Design Principles and Strategic Character Areas

Saved Unitary Development Plan Policy

DC14 Shopfronts and Related Signs

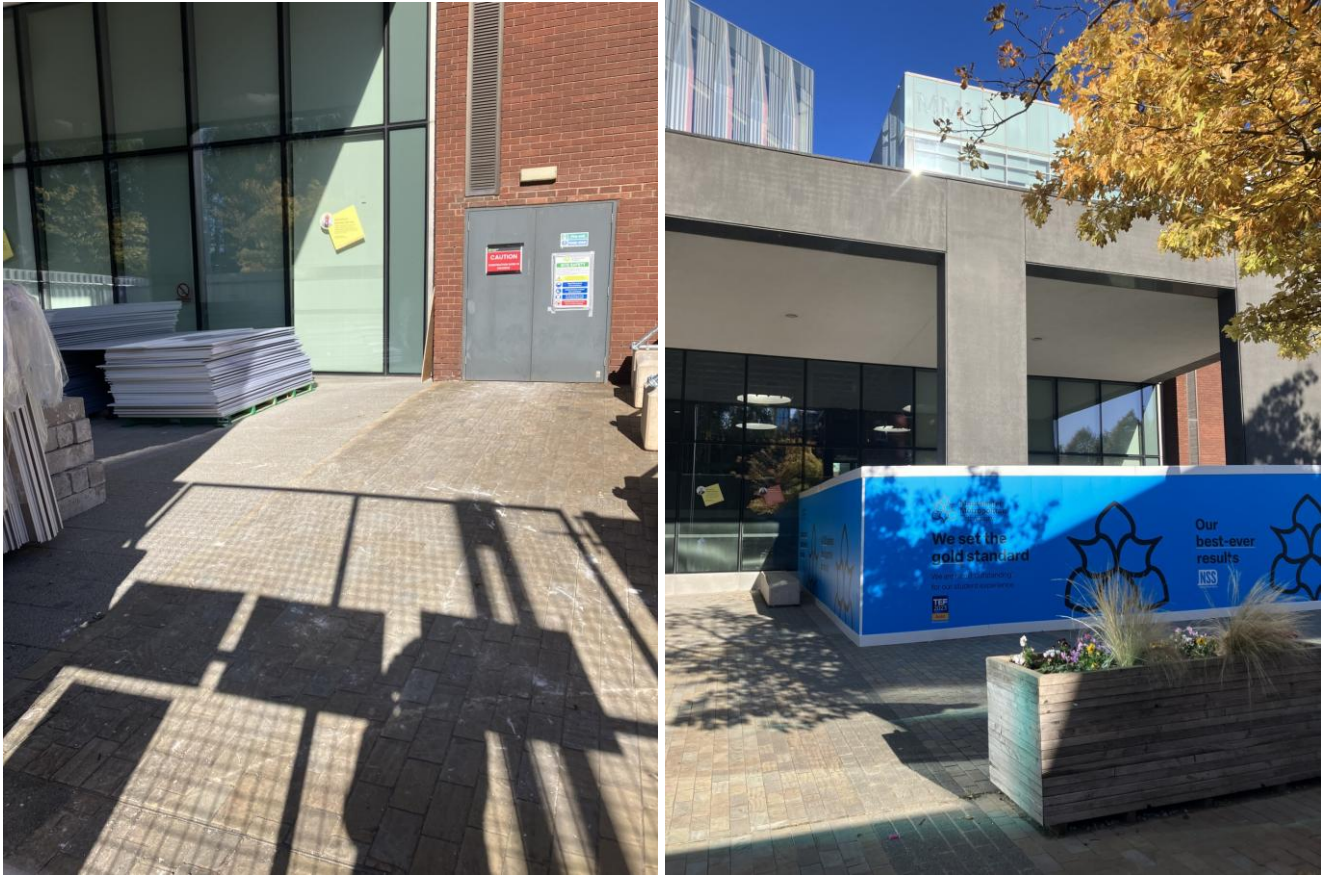
National Planning Policy Framework (2024)

Paragraph 141 states:

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.

Shopfront and Signage Design Guide (2024)

Issues



Visual Amenity

The proposed signage design is simple and minimal. The direct siting on the glazing, rather than an aluminium panel, would be unobtrusive and in-keeping with existing signage across the All-Saint's Campus. Further the quantity of signage is the minimum required to identify the premises. For these reasons, the proposal meets the requirements of the Shopfront and Signage Design Guide.

Policy SP1 requires that new developments in the City are well-designed, protect the built environment and enhance character. The Shopfront and Signage Design Guide further requires that new signage be 'aligned with features, elements and detailing' and have minimal projection. The scale of the signage is commensurate to the building, measuring 1.5m in width and 0.3m in height, the signage would project 0.01 meters from the building. The individual letters would allow for visibility into the building and protect the architectural expression of the site. As such, the proposal meets the requirements of DC14.5, Shopfront and Signage Design Guide and policy SP1.

In totality, the proposal is considered to be a sympathetically designed proposal with a well-considered appearance, materiality and siting. Given the above the proposal is acceptable, pursuant to Town and Country Planning (Control of Advertisements) Regulations 2007, the Shopfront and Signage Design Guide, Core Strategy policies SP1, EN1 and saved Unitary Development Plan Policy DC14.

Public Safety

There is no illumination proposed for this signage. Thus, there are no public safety issues associated with the proposal.

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 OR Reasons for recommendation to refuse

- 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:

Drawing: DAY-XX-XX-DR-A-71-1020 (Received 28 July 2025)

Correspondence: Signage details (Received 17 September 2025)

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and saved Unitary Development Plan policy DC14.

Appendix 1 – List of consultees & neighbours notified

Highway Services

John Dalton Building, Chester Street, Manchester, M1 5GD

St Augustines, Lower Chatham Street, Manchester, M15 6BY

St Augustines Presbytery, Lower Ormond Street, Hulme, Manchester, M15 6BW

Clitheroe House, Lower Chatham Street, Manchester, M15 6BY

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

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL