MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142733/AO/2025
Date registered valid:	16 April 2025
Proposal:	Installation of 1no. externally illuminated fascia sign and 1no. internally illuminated projecting sign.
Address:	24 Oldham Street, Manchester, M1 1JN
Ward(s):	Piccadilly Ward
Applicant:	Nudie Jeans UK Ltd
Agent (if any):	Mr Dominic Page Newmark Gerald Eve LLP
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**09/06/2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 29/04/2025.

Standard consultations:
Printed: 28 April 2025 Expired: 20 May 2025

Neighbour notifications
Printed: 28 April 2025 Expired: 20 May 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: Stevenson Square Conservation Area 1987

Tree Preservation Order:

Description of area

The application site relates to a 5-storey mixed use building located at 24 Oldham Street, with the unit that is the subject of this application fronting Oldham Street. The unit is immediately bounded by a bar to the northeast, a restaurant to the southwest and a public footway to the northwest.

The building features recessed fenestration framed by a dark grey metal cladding. The ground floor unit shares a protruding fascia board with the adjoining unit and the applicant's half is currently painted in white. The shopfront also features white side panels with graffiti murals and white UPVC frames. Existing signage consists of 1 no. projecting sign and 1 no. fascia sign with individual lettering applied to the fascia.

The building is at the periphery of the Stevenson Square Conservation Area and fronts on to the Smithfield Conservation Area. The site is also in proximity to the Grade II-listed Castle Hotel and no. 105 Oldham Street further down Oldham Street.

The site is also within the mixed-use Northern Quarter area, with surrounding uses including residential apartments, drinking establishments, cafes and commercial shops.

Description of development

Advertisement Consent is sought for 1 no. fascia sign and 1 no. projecting sign to be sited on the northwestern elevation facing Portland Street.

The existing fascia board and side panels would be repainted in indigo with a the 'Nudie Jeans Co' branding hand-painted in white to the fascia. The hand-painted sign would have a maximum height of 380mm and a width of 3m. The fascia sign would be externally illuminated by an LED strip shining upwards towards the branding, having a luminance level of 400 cd/m^2.

The projecting sign would be rectangular in shape measuring 600mm x 400mm, with a depth of 30mm. It would project a maximum of 700mm from the face of the building. It would be similarly exhibit the 'Nudie Jeans Co' branding in orange and white on a black background, framed in an indigo powder coated aluminium frame. It would be internally illuminated with a concealed LED strip, having a luminance level of 400 cd/m^2. The strip channel would be concealed with an indigo powder coated aluminium frame.

Consultations & Notification Responses

Publicity
The application was advertised through neighbour notification letters. No responses were received.

Highway Services
The applicant submitted amended drawing SA00 Revision 05 to clarify luminance levels of 400 cd/m^2 for each sign. Subsequently confirmed this to be acceptable.
Submitted signage complies with headroom and carriageway clearance requirements.
The proposed projecting signage extends 700mm over the adopted highway, requiring a Projection Over License. This will be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004.
Requested detail for construction or fit-out arrangements.
Applicant is required to discuss and agree licensing, hoarding scaffolding, skips with MCC's Highways Licensing Team.
Applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team.

Environmental Health
Initially queried the 1cd/m^2 luminance levels stated in the application form. The applicant submitted amended drawing SA00 Revision 05 to clarify luminance levels of 400 cd/m^2 for each sign. Subsequently confirmed this to be acceptable.

Policy Context
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.

The following policies are considered relevant to this application:

The Adopted Core Strategy for the City of Manchester
- CC9 – Design and Heritage
- DM1 – Development Management
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- SP1 – Spatial Principles

The Unitary Development Plan for the City of Manchester
- DC14 – Shop Fronts and Related Signs
- DC18 – Conservation Areas
- DC19.1 – Listed Buildings

Places for Everyone
- JP-P1 – Sustainable Places
- JP-P2 – Heritage

NPPF
- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Listed Buildings and Conservation Areas Act 1990
- Sections 66 & 72

Visual Amenity

Constituent to the character of Oldham Street is the diverse range of colours on display across the continuous façade of its eastern side, as well as contrasting painted frames within the ground floor units. The proposed indigo colouration of the painted fascia and side boards is considered to be in keeping with the vibrancy of the street scene and would result in a unified design. The protruding fascia would still allow for articulation and distinction of the building's architectural features. The shopfront's frames would remain in white as existing, correlating to the white branding within the fascia.

With respect to the proposed painted lettering on the fascia, it would be appropriately sited, lining through with the centre of the fascia. It is considered appropriate in scale, sufficiently minimalist and limited to information required for identifying the premises. The proposed lumination levels are not considered excessively bright in terms of their visual impact on the street scene. The proposed signage is therefore considered to be in keeping with the architectural features of the

building, sufficiently integrated into the elevation, and the design of the signage would not appear extraneous to the detriment of the building or streetscene as such.

With respect to the proposed projecting sign, it would have a 30mm depth in line with the guidance contained in the Council's Shopfront and Signage Design Guide, and is otherwise considered modest in scale. It would be sited above the fenestration and the branding is similarly minimalist such that it would not appear detrimental to the street scene.

It is also noted that the existing shopfront features sideboards with a graffiti mural design, which would not be in line with the guidance contained in the Council's Shopfront and Signage Design Guide. Given the more minimal and unified design approach, as well as the removal of the mural elements, the proposal is considered to reduce advertisement clutter and improve the appearance of the street scene in an area of high amenity value in the Northern Quarter.

In view of the above, the proposed shopfront and associated signage are considered to be acceptable in terms of visual amenity and compliant with Policies DM1, EN1 and SP1 of the Core Strategy, Policy DC14 of the Unitary Development Plan, Policy JP-P1 of PfE, as well as being in line with guidance contained within the NPPF and the Council's Shopfront and Signage Design Guide.

Heritage

Given the above, it is considered that the proposed works would not cause harm to the settings of the Stevenson Square Conservation Area, the adjacent Smithfield Conservation Area or those of the Grade II-listed buildings along Oldham Street.

While there is no harm identified with the proposal and therefore no requirement to weigh harms against discernible public benefits as per NPPF paragraph 215, it is noted that the removal of graffiti elements and a darker non-white finish discouraging graffiti would be beneficial to the setting of the conservation areas. The proposed works would furthermore enable the unit to continue to be put to viable use, contributing to the economic vitality of the conservation areas.

The proposed shopfront and signage would therefore be acceptable with respect to Manchester Core Strategy policies CC9, EN1 and EN3, UDP Policy DC18 (a) and (d), and PfE policy JP-P2 where they relate to heritage, as well as complying with Sections 66 and 72 of the Listed Buildings and Conservation Areas Act 1990 in relation to preservation and enhancement, as well as Sections 12 and 16 of the National Planning Policy Framework.

Public Safety

The primary public safety concern is the illuminance of the signs. The applicant submitted amended drawing SA00 Revision 05 to clarify luminance levels of 400 cd/m^2 for each sign. Subsequently, Environmental Health and Highways confirmed this to be acceptable. It is not considered that there would be a danger to public safety, and a condition relating to the maximum illuminance is recommended in the case of an approval.

Highways further noted that the proposed projecting signage would extend 700mm over the adopted highway, and would require a Projection Over License. Additionally, the applicant's requirement to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips, as well as temporary traffic and pedestrian management was noted. It is recommended that informatives be added in the case of an approval highlighting the applicant's obligation in these regards. Submitted signage complies with headroom and carriageway clearance requirements.

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 polices 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

Article 35 Declaration

Condition(s) to be attached to decision for approval

1 Advert Mandatory Condition

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 Specified Plans

The development hereby approved shall be carried out in accordance with the following amended drawings received 06/06/2025:

A200B Revision: 05
SA00 Revision: 05
SA01 Revision: 05
SA02 Revision: 05

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Core Strategy policies CC9, DM1, EN1, EN3 and SP1; UDP policies DC14, DC18 and DC19, PfE Policies JP-P1 and JP-P2; Sections 12 and 16 of the NPPF; as well as Sections 66 & 72 of the Listed Buildings and Conservation Areas Act 1990.

3 Luminance

The maximum luminance of the signage shall not exceed 400 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies 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

Flat 316, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Breakout Manchester, 51 Church Street, Manchester, M4 1PD
Flat 213, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 7, Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
Serviced Apartment 1, Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
Flat 401, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 317, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 319, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
59 - 61 Oldham Street, Manchester, M1 1JR
53 Oldham Street, Manchester, M1 1JR
Flat 211, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
55 - 57 Oldham Street, Manchester, M1 1JR
Flat 8, 24 Oldham Street, Manchester, M1 1JN
Flat 302, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
38 - 40 Tib Street, Manchester, M4 1LA
Flat 311, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 122, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 104, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 108, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
SUPERSTORE NQ LTD, Unit G18, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 110, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 111, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 307, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 223, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 305, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 10, 24 Oldham Street, Manchester, M1 1JN
Flat 14, 24 Oldham Street, Manchester, M1 1JN
Unit G22, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 4, Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
Flat 3, Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
29 - 30 Oldham Street, Manchester, M1 1JG
Magma, 24 Oldham Street, Manchester, M1 1JN
Flat 9, 24 Oldham Street, Manchester, M1 1JN
Flat 402, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 116, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 105, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 117, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
53 Church Street, Manchester, M4 1PD
Units G20 To G21, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 202, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 126, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 112, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 309, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 301, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 209, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 1, 24 Oldham Street, Manchester, M1 1JN
Flat 323, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 208, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 320, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA

Flat 306, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
57 Church Street, Manchester, M4 1PD
55 Church Street, Manchester, M4 1PD
North Tea Power LLP, 36 Tib Street, Manchester, M4 1LA
Flat 308, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 124, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 101, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 118, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 222, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 121, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 216, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 4, 24 Oldham Street, Manchester, M1 1JN
Flat 3, 24 Oldham Street, Manchester, M1 1JN
G1, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
65 - 67 Oldham Street, Manchester, M1 1JR
Flat 113, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 125, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 103, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Serviced Apartment 2, Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
Flat 304, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 310, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 102, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 207, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 324, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 321, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 221, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 204, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Advertising Right BT Inlink Outside 59, Oldham Street, Manchester, M1 1JR
Flat 205, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 109, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 303, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
59 Church Street, Manchester, M4 1PD
34 Tib Street, Manchester, M4 1LA
Flat 403, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 107, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 106, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 226, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 215, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 123, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 313, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 219, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 12, 24 Oldham Street, Manchester, M1 1JN
Flat 5, Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
Ground Floor, 29 - 30 Oldham Street, Manchester, M1 1JG
26 Oldham Street, Manchester, M1 1JN
Flat 218, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 119, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 315, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 322, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 225, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 312, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 203, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 325, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 114, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA

Flat 217, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Unit G19, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
49 Oldham Street, Manchester, M1 1JR
Flat 11, 24 Oldham Street, Manchester, M1 1JN
22 Oldham Street, Manchester, M1 1JN
Basement And Ground Floor, 18 Oldham Street, Manchester, M1 1JN
Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
Flat 6, Dale Street Chambers, 1 Dale Street, Manchester, M1 1JA
Flat 201, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
51 Oldham Street, Manchester, M1 1JR
Flat 120, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 220, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 212, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 206, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 224, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
61 Church Street, Manchester, M4 1PD
Flat 210, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 318, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 214, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 115, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 314, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 404, Smithfield Buildings, 44 Tib Street, Manchester, M4 1LA
Flat 5, 24 Oldham Street, Manchester, M1 1JN
Flat 6, 24 Oldham Street, Manchester, M1 1JN
Flat 7, 24 Oldham Street, Manchester, M1 1JN
Flat 2, 24 Oldham Street, Manchester, M1 1JN
20 Oldham Street, Manchester, M1 1JN
18 Oldham Street, Manchester, M1 1JN
28 - 30 Oldham Street, Manchester, M1 1JN

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
Conservation Area - Stevenson Square Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL