MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145050/AO/2026
Date registered valid:	18 February 2026
Proposal:	Installation of 1no. new externally illuminated hanging signs.
Address:	Old Wellington Inn Courtyard, 4 Cathedral Gates, Manchester, M3 1SW
Ward(s):	Deansgate Ward
Applicant:	Mitchells & Butlers PLC
Agent (if any):	Mr Mark Adams ARC Design Associates
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Approve**
Date of recommendation:	**8 March 2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 March 2026

Standard consultations:
Printed: 26 February 2026 Expired: 19 March 2026

Neighbour notifications
Printed: 26 February 2026 Expired: 19 March 2026

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: Cathedral Conservation Area 1972

Tree Preservation Order:

The application pertains the rear of The Old Wellington Inn, A Tudor style, timber framed building The Old Wellington is considered to be Manchester's oldest pub. The three-storey building is Grade II listed for its traditional timber framed construction. Originally erected in the 16th century the building structure and interior details constitute the only surviving example of timber framing techniques in 16th and 17th century Manchester. The building has been demolished and rebuilt on multiple occasions, which limits it's significance.

The Old Wellington and Sinclair's Oyster Bar are separate buildings but feature a modern stone extension which connects the two historic buildings.

Image of rear of application site, original structure is visible on the left, modern stone extension is visible on the right.

Description of area

The site is located within the Exchange Square area. The area is defined by a high concentration of Class E uses, primarily retail, food and beverage and leisure uses. Printworks and the Arndale Shopping Centre are nearby. The site is within the Cathedra Conservation Area. Listed buildings including the Corn Exchange (Grade II), Mynshulls House (Grade II), and Victoria Bridge (Grade II) and the Cathedral Church of St Mary (Grade I), are nearby to the site.

Description of development

Advertisement consent is sought for the installation of 1no. externally illuminated sign to the modern extension at the rear of the application site. The appearance of the signage would be identical to existing projecting signage present at the site.

Planning History

074227/AO/2004/C1 | 2 no. non-illuminated signs and 1 no. illuminated menu sign to existing gallow sign post. (Approved February 2004)

078849/AO/2006/C1 | Installation of 2no individual letter fascia signs, 1 no. externally illuminated projecting sign, 1 no. 'A' board, and 1 no. entrance sign painted directly onto fascia. (Split Decision issued June 2006)

084458/AO/2007/C1 | Redecoration and signwriting to existing fascia. (Approved March 2008)

112632/AO/2016 | Advertisement consent for 2 No. swing signs to replace existing, re-signwrite existing fascia board wording, and new signwriting to existing fascia board. (Approved June 2018)

Consultations & Notification Responses

Publicity

Letters have also been sent out to local businesses and residents. No representations have been received.

Highway Services – No objections. No expected impact on the highway, a Projection Over License would be required.

Environmental Health – No objections. External illumination should be installed so as not to exceed 300cd/m2.

Policy

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 relevant to consideration of this application within the development plan:

Manchester Core Strategy (2012-2027)
DM1 Development Management
SP1 Spatial Principles

Saved Unitary Development Plan Policies
DC14 Shopfronts and Related Signs

Other Material Considerations:

National Planning Policy Framework
Chapter 12 Achieving well designed places

Shopfront and Signage Design Guide (2024)

Issues

Visual Amenity

Policy DC14 and the Shopfront and Signage Design Guide require that proposed advertisements respect the architectural features and overall appearance of the application site.

The 1no. sign would be sited on a modern addition the building, and the stone ornamentation present on the extension would not be obscured by the proposed siting, and the scale of the signage would not negatively interface with the nearby timber framing and features. The sign would measure 1.2m in height, including lighting, 1m in width which is considered to be commensurate in scale to the wider site.

Policy DM1 states that materials form a consideration in all development proposals. The Shopfront and Signage Desing Guide emphasises use of either high-quality modern materials or traditional in proposals of new shopfronts and signage.

The proposed materiality of an aluminium sign would be identical to the existing projecting signs; the materials would therefore paper in character with the wider site and meet the requirements of the Shopfront and Signage Design Guide.

The Shopfront and Signage Design Guide requires that proposals install only 'the minimum' signage required to identify their building.

There is currently no advertising present on the elevation though the Cathedral Yard footpath which has a moderate level of footfall due to its proximity to the Grade I Cathedral, the National Football Museum and Victoria Station. A such the quantum of signage proposed is considered to be acceptable.

Given the acceptability of the 1no. projecting sign's siting, scale, materials and appearance the proposal should be approved pursuant to policies DM1, SP1, DC14 and Chapter 12 of the NPPF.

Public Safety

The signage would be installed with a luminance level of x which is considered acceptable. There are no other public safety concerns associated with the development.

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

Condition(s) to be attached to decision for approval

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: 3117-LB06 Rev A (Received 19 March 2026)
Drawing: 3117/LB02 Rev A (Received 19 March 2026)
Drawing: 3117/LB04 Rev A (Received 19 March 2026)
Drawing (Location Plan): 3117/LB03 (Received 28 January 2026)

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.

3) The maximum luminance of the signage shall not exceed 300 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 policies DC14.1, DC18.1, and DC19.1 of the Unitary Development Plan for the City of Manchester.

Informatives

1) The projecting signs will project over the adopted highway network in excess of 350mm, therefore they will require a Projection over License. This will be funded at the applicant's expense and is obtainable via Contact Manchester on 0161 234 5004.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Sinclairs Oyster Bar, 2 Cathedral Gates, Manchester, M3 1SW
Old Wellington Inn, 4 Cathedral Gates, Manchester, M3 1SW
4 - 8 Cateaton Street, Manchester, M3 1SQ
Mitre Hotel, 1 - 3 Cathedral Gates, Manchester, M3 1SW
Manchester Cathedral, Victoria Street, Manchester, M3 1SX
Top Flat, 6 Cateaton Street, Manchester, M3 1SQ

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 - Cathedral Conservation Area 1972
Area Team Boundary - Name: CENTRAL