

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145219/AO/2026		
Date registered valid:	18 February 2026		
Proposal:	Installation of 1no. fascia sign and 1no. projecting sign.		
Address:	44 Oxford Street, Manchester, M1 5EJ		
Ward(s):	Deansgate		Ward
Applicant:	Liora Baron Chopstix Stores Ltd		
Agent (if any):	Mr Max Scott Hyphen		
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: 13 March 2026

Standard consultations:

Printed: 23 February 2026 Expired: 16 March 2026

Neighbour notifications

Printed: 23 February 2026 Expired: 16 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:

Tree Preservation Order:

The advertisement consent pertains to a seven-storey mixed use building. The upper storeys are used as a carpark. The ground floor has a commercial use, with three other units neighbouring the application site. The building is composed of red brick with a decorative white stone band across each storey. The site is unique corner building, bordering Oxford Street and Great Bridgewater Street. The site is also bounded by Isabelle Street.

The application site faces Oxford Street, the application has a large stone detail sited above the fascia line, which distinguishes it from the other units.

Description of area

The Oxford Street area of Manchester is an active area of a highly commercial character. Pedestrian, automobiles and busses are present. Various Class E restaurants, shops, cafes and bars are present. The area is well connected to the Oxford Road Educational Corridor, St. Peter's Square, Chinatown and Piccadilly. Multiple listed buildings provide character to the area including St James Building (Grade II), No61 Oxford Street (Grade II), Canada House (Grade II) and the Grade II* Churchgate House which is adjacent to the application site and is pictured above.



Description of development

Advertisement consent is sought for the installation of 1no. internally fascia sign, consisting of individual letters on an aluminium board, and 1no. internally illuminated projecting sign to be located on the brickwork.



Consultations & Notification Responses

Publicity

Letters were sent to surrounding residents and businesses; no representations have been received.

Highway Services – No objections. No proposed impacts on highway/footway accessibility. A Projection Over License would be required for the proposed 1no. projecting sign.

Environmental Health – No objections. All signage should be installed in accordance with the proposed 350cd/m2 illumination level.

Planning History

047473/DR/CMDC/95 | Renewal of planning permission 045192 (Renewal of outline planning consent 043130 for the erection of a multi-storey car park with restaurant and bar) (Approved May 1995)

107469/AO/2014/C1 | Installation of 1no. individual letter, internally illuminated fascia sign, 1no. illuminated projecting sign and internally applied information vinyls to glazing. (Approved March 2015)

114206/AO/2016 | Installation of two Fascia Panels and One Projecting sign. (Approved December 2016)

145218/FO/2026 | Installation of entrance door. (Approved in conjunction with this application)

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:

Places for Everyone Joint Development Plan (2024-2039)

Manchester Core Strategy (2012-2027)

SP1 Spatial Principles

DM1 Development Management

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

Other Material Considerations:

The Shopfront and Signage Design Guide (Adopted 2024)

National Planning Policy Framework (2024)

Chapter 12 Achieving well designed places

Draft National Planning Policy Framework (NPPF) (2025)

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Issues

Visual Amenity

Chapter 12 of the National Planning Policy Framework requires that when assessing design quality Local Planning Authorities consider 'will function well and add to the overall quality of the area', 'are visually attractive' and 'are sympathetic to local character and history, including the surrounding built environment and landscape setting'

The proposed 1no. fascia sign would be composed of an alumina fascia board in black, with individual letters and a small graphic. The use of individual letters is acceptable under the requirements of the Shopfront and Signage Design Guide; the overall scheme is considered to be in character with the surrounding advertising environment.

Generally, as is set out in Section 6.3 of the Design Guide, the Local Planning Authority would not support the installation of new aluminium fascia boards. However, in this context, due to internal partitions between units part of the stone 'fascia' above the application site, belongs to

the adjacent unit. This has been the case since 2014, when an approval for the part-fascia at the adjacent unit was issued (107469/AO/2014/C1), and later an identical siting was approved for the current tenant (114206/AO/2016).



Image of application site, and adjacent unit which occupies part of the fascia.

Given this context, the use of an aluminium fascia board was considered acceptable, as individual letters would appear incongruous when abutting a fascia panel. The proposed fascia panel would have an identical black colouration, which would minimise the distinction between the panels. In light of these details the proposed fascia panel is considered to be acceptable, as it enhances the amenity of the application site.

Policy DM1 and the Shopfront and Signage Design Guide require that proposed advertisements are commensurate in scale to their proposed locations. The proposed signage would measure is considered to be commensurate to the proportions of the wider shopfront.

The proposed projecting sign would be aligned with the fascia panel, and the sign of the adjacent unit, as is required by policy DC14. The sign's depth would be 30mm, which is acceptable under the requirements of the Shopfront and Signage Design Guide.

Policy DM1 states that materials form a consideration in all development proposals. The Shopfront and Signage Design Guide emphasises use of either high-quality modern materials or traditional in proposals of new shopfronts and signage. The use of aluminium for the projecting and fascia sign's is considered to be acceptable pursuant to the Design Guide.

Public Safety

Signage would be installed with the stated illuminance level of 350cd/m². As such there are no public safety concerns associated with the proposal, pursuant to policies DC14 and DM1.

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

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, received by Manchester City Council as the Local Planning Authority on 31 March 2026:

- Drawing: 9987-HYP-ZZ-00-D-A-200 P7
- Drawing: 9987-HYP-ZZ-00-D-A-500 P4
- Drawing: 9987-HYP-ZZ-00-D-A-501 P4

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 policy DC14.

3) The maximum luminance of the signage shall not exceed 350 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 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

TESCO Express, Unit A, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
PIZZAEXPRESS, Unit B, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Bundobust, 61 - 73 Oxford Street, Manchester, M1 6EQ
Eighth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6FQ
Fifth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Temple Of Convenience, 100 Great Bridgewater Street, Manchester, M1 5JW
46 Oxford Street, Manchester, M1 5EJ
48 Oxford Street, Manchester, M1 5EJ
50 Oxford Street, Manchester, M1 5EJ
Seventh Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Sixth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Suite 9, 67 - 73 Oxford Street, Manchester, M1 6EQ
Basement, 67 - 73 Oxford Street, Manchester, M1 6EQ
1 Chepstow Street, Manchester, M1 5FW
61 Oxford Street, Manchester, M1 6EQ
Ground Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
Third Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
Fourth Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
36 - 38 Oxford Street, Manchester, M1 5EJ
Basement, St James Building, 61 - 65 Oxford Street, Manchester, M1 6EQ
67 - 73 Oxford Street, Manchester, M1 6EQ
William Hill, 40 - 42 Oxford Street, Manchester, M1 5EJ
61 - 65 Oxford Street, Manchester, M1 6EQ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL