MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144793/AO/2025
Date registered valid:	5 January 2026
Proposal:	Installation of 2no internally illuminated fascia signs, 2no internally illuminated projecting signs and 1no non-illuminated plaque sign.
Address:	44 Oxford Street, Manchester, M1 5EJ
Ward(s):	Deansgate Ward
Applicant:	Mr Andy Pye Burger King
Agent (if any):	Mr Paul Upson L&G Signs Ltd
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Approve**
Date of recommendation:	**26 January 2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7 January 2026

Standard consultations:
Printed: 7 January 2026 Expired: 28 January 2026

Neighbour notifications
Printed: 7 January 2026 Expired: 28 January 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.

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 no.2 individual letter signs, no.2 projecting signs and no.1 non-illuminated sign. The individual letter signs would be positioned at fascia level, on a rail that matches the colour of the building fabric. Projecting signs would be positioned on each ‘fascia’, the no.1 door sign would be sited at the service entryway to the site.



Detail

Images of proposed projecting and individual letter signage.



Planning History

068020/AO/2003/C3 | Illuminated and non-illuminated fascia signage, and 2 no. illuminated projecting signs. Refused June 2003.

068674/AO/2003/C3 | Individually lettered halo lit signage at fascia level and above. Approved July 2003.

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.

111162/AO/2016/C1 | Fascia sign. Approved March 2016.

114206/AO/2016 |Two Fascia Panels and One Projecting sign. Approved December 2016.

115147/AO/2017 | Illuminated projecting sign. Approved April 2017.

122623/AO/2019 | Installation of LED Illuminated information board. Approved June 2019.

Consultations & Notification Responses

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

Highway Services – No objections. Proposed signage would meet headroom and carriageway requirements. Requested an informative regarding a Projection Over License be added.

Environmental Health – No comments or objections. Signage should be installed in accordance with the proposed illuminance levels (300cd/m^2).

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.

Saved Unitary Development Plan Policy
DC14 Shopfronts and Related Signs

Manchester Core Strategy (2012-2027)
SP1 Spatial Principles
DM1 Development Management
EN1 Design Principles and Strategic Character Areas

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

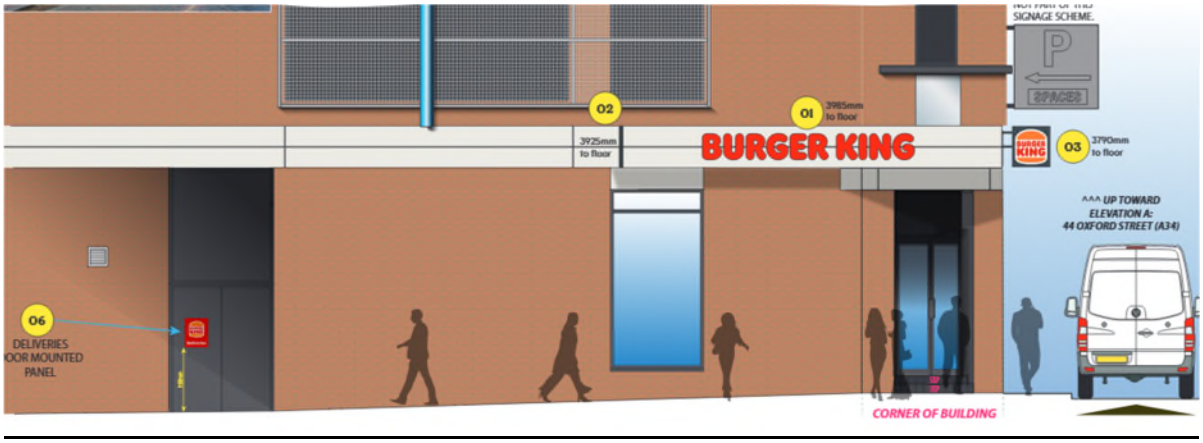
National Planning Policy Framework (2024)
Chapter 12 Achieving well-designed places

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.

Issues

Visual Amenity

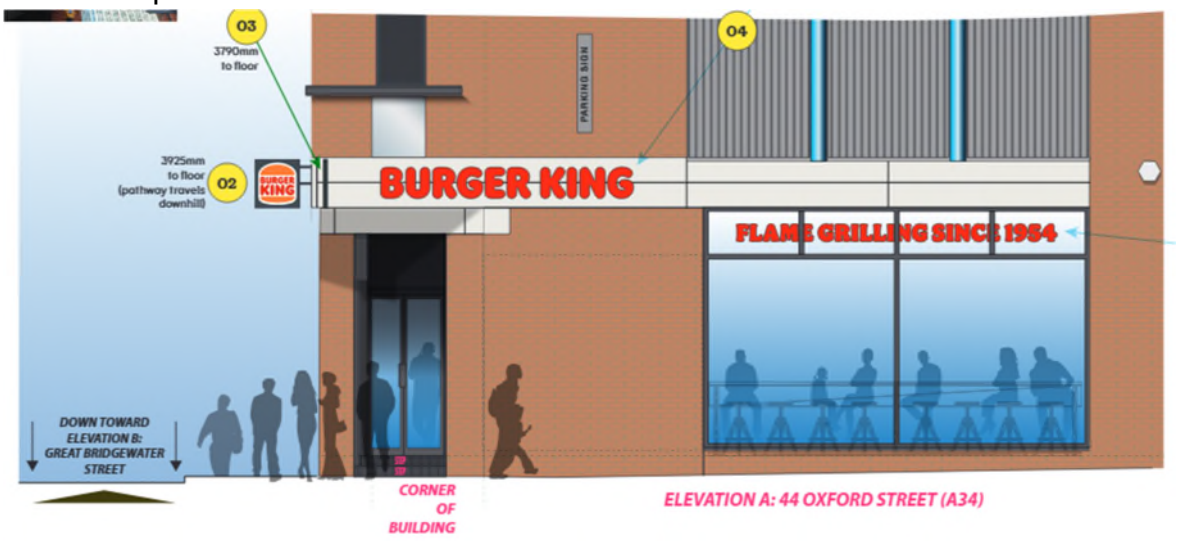


Proposed Great Bridgwater Street elevation.

DM1 requires consideration of siting, scale, materials, and details on all development proposals.

All proposed signage is well-sited. In accordance with policy DC14 the 2no. individual letter signs and 2no. projecting signs are positioned at fascia level. One individual letter sign would be sited on the Oxford Street elevation; another would be sited on the Great Bridgewater Street elevation. The Shopfront and Signage Design Guide and policy DC14 also state that signage should respect the architectural form of the building, and not obscure architectural features or details. The use of individual letter signage would not obscure the decorative band of stone that wraps around the application site.

The Shopfront and Signage Design Guide requires that one projecting sign is proposed per building elevation. Proposed projecting signs would measure 40mm in depth which is considered to be acceptable.



Proposed Oxford Street elevation

The proposed no.1 non-illuminated sign would denote the service and deliveries entrance, as a non-illuminated addition of a simple materiality the signage is not considered to be dominant in the streetscape, nor to negatively interface with the adjacent Grade II* listed building.

In addition to the guidance on material in policy DM1, The Shopfront and Signage Desing Guide emphasises use of either high-quality modern or traditional materials in proposals of new shopfronts and signage. The proposed signage would consist of aluminium frames and acrylic faces which is considered to be acceptable.

In totality the proposed signage is considered to be in character with the commercial character of the area, the advertisements would not be obtrusive in the streetscape nor detrimental to the setting of the nearby listed buildings. As such the proposal is therefore acceptable, pursuant to Unitary Development Plan policy DC14, Core Strategy Policies SP1, DM1 and EN1, the Shopfront and Signage Design Guide.

Public Safety

Proposed signage illumination levels are acceptable at 300cd/m2. There are no further public safety concerns associated with this application.

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 received by the City Council as Local Planning Authority on 26 January 2026:

   Drawing Pack (8x): 14116 Rev. 12

   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, 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

William Hill, 40 - 42 Oxford Street, Manchester, M1 5EJ
Window Display 3, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Third Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Window Display 2, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Eighth Floor, St James Buildings, 79 Oxford Street, Manchester, M1 6FQ
PIZZAEXPRESS, Unit B, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
67 - 73 Oxford Street, Manchester, M1 6EQ
46 Oxford Street, Manchester, M1 5EJ
Chambers Suite 3b2, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PY
47 Oxford Street, Manchester, M1 6EQ
Fourth Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
83 Oxford Street, Manchester, M1 6EG
St James Court, Oxford Street, Manchester, M1 6FQ
First Floor Suite 7, St James Court, Oxford Street, Manchester, M1 6FQ
Suite 1, St James Court, Oxford Street, Manchester, M1 6FQ
Third Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
Eighth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6FQ
Sixth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Fifth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Window Display 1, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Third Floor, St. James Building, 79 Oxford Street, Manchester, M1 6FQ
Fifth Floor, St James Buildings, 79 Oxford Street, Manchester, M1 6EQ
61 Oxford Street, Manchester, M1 6EQ
St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Suite 9, 67 - 73 Oxford Street, Manchester, M1 6EQ
Fifth Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
87 Oxford Street, Manchester, M1 6EG
Second Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Cafe Nero, Unit C, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Seventh Floor, St. James Building, 79 Oxford Street, Manchester, M1 6HT
Basement Store, St James Buildings, 79 Oxford Street, Manchester, M1 6FQ
Seventh Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Basement, 67 - 73 Oxford Street, Manchester, M1 6EQ
1 Chepstow Street, Manchester, M1 5FW
Temple Of Convenience, Great Bridgewater Street, Manchester, M1 5JW
91 - 93 Oxford Street, Manchester, M1 6ET
Upper Ground Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Window Display 5, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Window Display 4, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Fourth Floor, St. James Building, 79 Oxford Street, Manchester, M1 6HT
Basement Office, St James Buildings, 79 Oxford Street, Manchester, M1 6FQ
81 Oxford Street, Manchester, M1 6EG
75 Oxford Street, Manchester, M1 6EQ
Bundobust, 61 - 73 Oxford Street, Manchester, M1 6EQ
Basement, St James Building, 61 - 65 Oxford Street, Manchester, M1 6EQ
36 - 38 Oxford Street, Manchester, M1 5EJ
Ground Floor And Basement Elemental, 47 Oxford Street, Manchester, M1 6EQ
Ground Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
Sixth Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU

First Floor Suite 2, St James Court, Oxford Street, Manchester, M1 6FQ
Sixth Floor, St. James Building, 79 Oxford Street, Manchester, M1 6HT
133 Portland Street, Manchester, M1 4PY
Ground Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
48 Oxford Street, Manchester, M1 5EJ
Column 11 Opposite Portland Hotel, Portland Street, Manchester, M1 3ZZ
First Floor, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
St. James Safe Deposit Company Ltd, 77 Oxford Street, Manchester, M1 6EG
First Floor Suite 8-9, St James Court, Oxford Street, Manchester, M1 6FQ
First Floor, St James Building, 79 Oxford Street, Manchester, M1 6PP
Ground Floor, St James Buildings, 79 Oxford Street, Manchester, M1 6FQ
Second Floor, St James Buildings, 79 Oxford Street, Manchester, M1 6FQ
Fourth Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
50 Oxford Street, Manchester, M1 5EJ
Basement, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU
85 Oxford Street, Manchester, M1 6ET
Ninth Floor, St James Buildings, 79 Oxford Street, Manchester, M1 6FQ
61 - 65 Oxford Street, Manchester, M1 6EQ
TESCO Express, Unit A, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ

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
Area Team Boundary - Name: CENTRAL