

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143630/AO/2025
Date registered valid: 14 October 2025
Proposal: Installation of no.1 non-illuminated fascia sign.
Address: 93 Oldham Street, Manchester, M4 1LW
Ward(s): Piccadilly Ward

Applicant: Mr Chuanhao Song
Agent (if any): Mr Chuanhao Song
Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation:

Date of recommendation:

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 13 November 2025

Standard consultations:

Printed: 20 October 2025 Expired: 10 November 2025

Neighbour notifications

Printed: 20 October 2025 Expired: 10 November 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: Smithfield Conservation Area 1987

Tree Preservation Order:



The site is located within Smithfield Conservation Area. 105 Oldham Street (Grade II) and 66 Oldham Street are in close proximity to the site. The site is at the ground floor of a three storey Victorian building. The façade features glazing at the ground floor, and six evenly spaced sashed windows on the upper storeys. A distinct decorative architrave adorns the central windows at the second and third storey establishing a vertical emphasis. The residential upper storeys and commercial ground floor and basement are differentiated by a white-black colour contrast. The ground floor has the appearance of a traditional shopfront with a large, window and an existing black timber fascia board.

Description of area

The Northern Quarter has a distinct character, defined by historic market halls, converted residential buildings and significant contemporary residential and food/drink uses. The area remains active with a broad daytime commercial offer and a nighttime offer of independent bars and restaurants. Large areas of pedestrianisation on Dale Street, Hare Street and Edge Street, are filled with street furniture, further defining the area's character. Oldham Road has a variety of uses including bars, restaurants (Class E), standalone and upper storey residential (Class C3) and commercial.

Description of development

Advertisement consent is sought for the installation of no.1 non-illuminated fascia sign composed of two layers of brushed stainless steel.



Consultations & Notification Responses

Highway Services – No objections. The sign would not have an adverse impact on the highway or highway users. The sign will not sufficiently project over the highway thus a Projection over License will not be required.

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

JP-P2 Heritage

Manchester Core Strategy (2012-2027)

DM1 Development Management

EN3 Heritage

Saved Unitary Development Plan Policy

DC14 Shopfronts and Related Signs

DC18 Conservation Areas

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework

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 and Impact on the Conservation Area

Policy DC14 requires that an advertisement proposal is assessed for its impact on the host site, adjacent buildings and wider area; development proposal must be designed to be 'in keeping' with the general character and appearance of the area.

The proposed signage is minimal and unobtrusive and has a high-quality appearance, there is no illumination, and the RAL 9016 colour is close in appearance to that of the site's upper storeys and the adjacent fascia's and advertisements. The scale of the signage is considered to be commensurate to the host fascia and does not harm the character of the building nor dominate the street scene. The siting is well-aligned with the vertical style of the emphasis of the ground floor frontage.

The overall appearance of the advertisement is considered to be acceptable and sympathetic to the existing character of the application site and adjacent buildings. The materiality of brushed stainless-steel individual letters, its siting on the existing fascia and minimal fixings successfully meets the requirements of the Shopfront and Signage Design Guide.

Policy DC19 and policy JP-P2 state that proposal should 'preserve and enhance' the character of Conservation Areas, by carefully considering the relationship of a new development to the existing historic character, assets and features within the Conservation Area.

The character of the area is highly commercial with advertisements throughout Oldham Street. The proposed sign is considered to preserve the existing character of the area; it complements the building in its appearance, and it does not negatively impact on the character of the

Conservation Area's. The materiality is considered to be high-quality and traditional, thereby maintaining the character of the site and Conservation Area.

The proposed signage is therefore in accordance with policies DC14.1, DC18 and EN3.

Public Safety

As no illumination is proposed, there are no public safety issues associated with the proposal pursuant to policies DM1 and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Conclusion

The signage installed is considered to be a sympathetic addition to the site. The materiality lends a high-quality appearance, the scale does not dominate the façade, and the siting is located on the existing fascia. In totality the signage is a positive contribution to the area that preserves the existing character of the Smithfield Conservation Area. For these reasons the proposal is considered to be acceptable, pursuant to Manchester Core Strategy policies DM1 and EN3, Saved Unitary Development Plan policies DC14 and DC19, Places for Everyone Joint Development Plan policy JP-P2, Chapter 12 of the National Planning Policy Framework, the Shopfront and Signage Design Guide and Town and Country Planning (Control of Advertisements) Regulations 2007.

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:

Drawing: Shopfront Detail (Received 4 August 2025)

Document: Shopfront Details (Received 4 August 2025)

Correspondence: Sign Materials and RAL Colours (Received 18 November 2025)

Drawing: Section (Received 14 October 2025)

Drawing: Size of Signage (Received 7 October 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 policies DC14 and DC18.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Second And Third Floor, 72 Tib Street, Manchester, M4 1LG
60B Oldham Street, Manchester, M4 1LE
60 Oldham Street, Manchester, M4 1LE
Flat 5, 99 Oldham Street, Manchester, M4 1BA
Flat 7, 99 Oldham Street, Manchester, M4 1BA
Flat 9, 99 Oldham Street, Manchester, M4 1BA
Flat 2, 99 Oldham Street, Manchester, M4 1BA
Flat 10, 99 Oldham Street, Manchester, M4 1BA
Flat 1, 99 Oldham Street, Manchester, M4 1BA
Flat 3, 99 Oldham Street, Manchester, M4 1BA
Flat 8, 99 Oldham Street, Manchester, M4 1BA
Flat 6, 99 Oldham Street, Manchester, M4 1BA
Flat 4, 99 Oldham Street, Manchester, M4 1BA
97 Oldham Street, Manchester, M4 1LW
95 Oldham Street, Manchester, M4 1LW
89 Oldham Street, Manchester, M4 1LW
TONI&GUY, Ground Floor And Basement, 60A Oldham Street, Manchester, M4 1LE
First Floor Flat, 58 Oldham Street, Manchester, M4 1LE
60A Oldham Street, Manchester, M4 1LE
91 Oldham Street, Manchester, M4 1LW
Flat 9, 60A Oldham Street, Manchester, M4 1LE
Flat 6, 60A Oldham Street, Manchester, M4 1LE
Flat 3, 60A Oldham Street, Manchester, M4 1LE
Flat 1, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 8, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 6, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 2, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 4, 89 - 95 Oldham Street, Manchester, M4 1LW
70 Tib Street, Manchester, M4 1LG
78 - 80 Tib Street, Manchester, M4 1LG
72 Tib Street, Manchester, M4 1LG
74 Tib Street, Manchester, M4 1LG
91 - 95 Oldham Street, Manchester, M4 1LW
Basement, 91 - 95 Oldham Street, Manchester, M4 1LW
Flat 8, 60A Oldham Street, Manchester, M4 1LE
Flat 7, 60A Oldham Street, Manchester, M4 1LE
Flat 5, 60A Oldham Street, Manchester, M4 1LE
Flat 4, 60A Oldham Street, Manchester, M4 1LE
Flat 2, 60A Oldham Street, Manchester, M4 1LE
Flat 1, 60A Oldham Street, Manchester, M4 1LE
First Floor, 72 Tib Street, Manchester, M4 1LG
Flat 10, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 7, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 5, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 3, 89 - 95 Oldham Street, Manchester, M4 1LW
Flat 9, 89 - 95 Oldham Street, Manchester, M4 1LW
80 Tib Street, Manchester, M4 1LG
58 Oldham Street, Manchester, M4 1LE
68 Tib Street, Manchester, M4 1LG

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

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Conservation Area - Smithfield Conservation Area 1987

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL