

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143669/AO/2025

Date registered valid: 11 September 2025

Proposal: Retention of no.1 non-illuminated fascia sign, no.1 externally illuminated projecting sign, no.1 externally illuminated painted mural sign, and installation of no.2 associated external lighting units.

Address: 73 - 75 Oldham Street, Manchester, M4 1LW

Ward(s): Piccadilly Ward

Applicant: Mr. S. Wenman Star Pubs & Bars

Agent (if any): Chris Shanley Chris Shanley Innovations Ltd

Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: **Approve and Refuse**

Date of recommendation: **4 November 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 October 2025

Standard consultations:

Printed: 19 September 2025 Expired: 10 October 2025

Neighbour notifications

Printed: 19 September 2025 Expired: 10 October 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:

No.73-75 Oldham Street is a commercial building on one of the prime roadways of the Northern Quarter. The two-story building has historically been used for restaurant and bar uses. The shopfront features wide pilasters, two entry doors and moulding across the façade. The site includes glazing at the ground floor, and smaller windows on the upper storeys.

The site is located within the Smithfield Conservation Area; the site borders the Stevenson Square Conservation Area. The building is bounded by Tib Street, Hilton Street and Whittle Street.

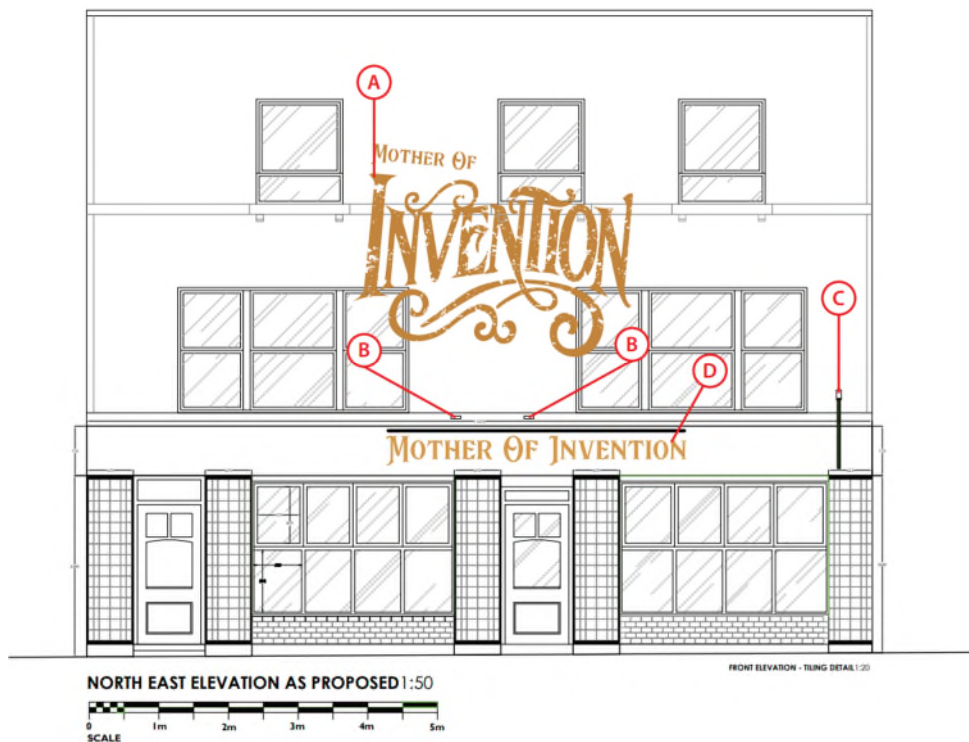
Description of area

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 retail (Class E).

The Castle Hotel (Grade II), The City Public House (Grade II) No. 105 Oldham Street (Grade II) are in close proximity to the site.

Description of development

Advertisement consent is sought for the retention of no2. externally illuminated fascia sign's at the front and rear of the premises (D, E) , no1. externally illuminated projecting sign (C), and no1. painted mural sign (A) and no2. associated façade flood lights (B).



Oldham Street elevation.



Tib Street elevation.

Planning History

143151/FO/2025 | Elevation alterations consisting of new tiles to elevation. (Approved August 2025)

Consultations & Notification Responses

Highway Services – No objections. The proposed luminance levels for all signage are deemed acceptable. The projecting sign will require a Projecting Over License as it extends 0.9m over the highway.

Environmental Health – No objections. Confirmed the proposed illumination levels of 250cd/m² and 350cd/m² are acceptable.

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)

SP1 Spatial Principles

DM1 Development Management

Saved Unitary Development Policy

DC14 Shopfronts and Related Signs

DC18 Conservation Areas

Other Material Considerations:

The Shopfront and Signage Design Guide (2024)

The National Planning Policy Framework (2024)

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 Character of the Conservation Area

Policy DC14 requires that proposals for new advertisements are in keeping with the character of their locality, and the premises they would be located on; advertisements must respect the architectural character and form of their host sites. Policy DM1 requires that development proposals are assessed by their siting, layout, form, materials and detail.

The siting of signs A, D and E is considered to be commensurate and scale and relates well to the architectural character of the premises. The external illumination on the fascia (D) is not considered to be obtrusive; the black vertical lighting bracket is sympathetic to the appearance and form of the existing fascia. Further, the use of individual letters on the fascia signs is acceptable pursuant to the Shopfront and Signage Design Guide. The Tib Street signage is not considered to be excessive or obtrusive for the elevation and meets the Shopfront and Signage Design Guide requirement that signage should consist of the 'minimum required' to identify a premises.

The fascia sign's (D,E) are therefore considered to be well-considered in their siting, scale and materiality with external illumination on sign D that is considered to be subtle. As such the signs are considered to be acceptable pursuant to policies DC14, SP1, DM1 and DC18.

The mural sign (Sign A) has historic precedent on the site and employs traditional materials, as such it is not considered to be an overly obtrusive feature. The flood lights (B) that provide illumination to the mural have been amended to be reduced in size from 211mm in width to 140mm. Their siting would be slightly above the fascia which would effectively reduce their visual impact. Lastly these floodlights will be fixed directly to the façade, this lack of projection will further minimise their obtrusiveness. Given these details, the mural sign and associated external illumination units is considered to be sympathetically designed and sited, with high-quality materials pursuant to policies SP1, DC18, DC14 and the Shopfront and Signage Design Guide.



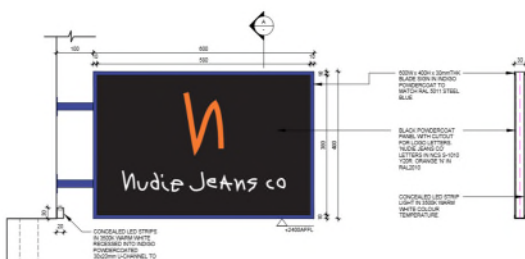
Site in the street scene



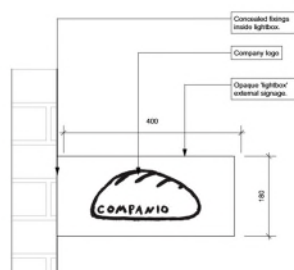
Projecting sign (C) in situ

The projecting sign does not meet requirements set out in policy or design guidance. The sign would have a depth of 64mm, this far exceeds the 30mm maximum depth established in the Shopfront and Signage Design Guide. The siting of the projecting sign would be contrary to policy DC14 as it fails to align with the shopfront fascia negatively impacting the overall appearance of the shopfront. The external illumination brackets for the projecting sign are overly obtrusive, overpowering the advertisement and appearing as visual clutter on a busy pedestrian thoroughfare within a Conservation Area. The siting, design and depth of the sign (C) is considered to be poorly considered and harmful the character of the building and that of the surrounding area pursuant to policies DM1, SP1, DC14, DC18 and the Shopfront and Signage Design Guide.

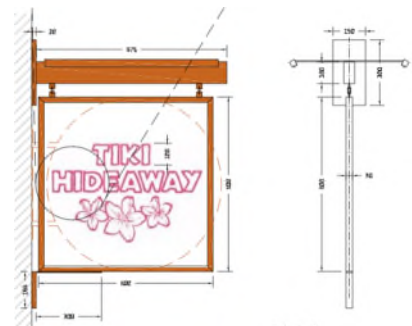
Below are examples of neighbouring Class E uses that effectively employ projecting signs that meet the 30mm in depth requirement.



24 Oldham Street



60 Spear Street



60 Oldham Street

As pictured above acceptable projecting signs can be seen at the nearby 24 Oldham Street (142733/AO/2025), 60 Oldham Street (142221/AO/2025), 60 Spear Street (139167/AO/2024)

Public Safety

The illumination levels for signage are 350cd/m² for the mural sign and 250cd/m² for the projecting and fascia signs. There are no public safety concerns associated with these illumination levels.

Conclusion

Signs A, D and E would be sympathetically sited, with a cohesive appearance that is in character with that of the area. The lighting elements associated with sign A and D are considered to be minimal and therefore unobtrusive. These signs are therefore acceptable pursuant to Saved Unitary Development Policies DC14, DC18, Manchester Core Strategy policies DM1 and SP1 and the Shopfront and Signage Design Guide.

The projecting sign (Sign C) is poorly sited and excessively bulky, as such it fails to relate to the architectural character of the shopfront and the existing character of the area, for these reasons it should be refused pursuant to Saved Unitary Development Policies DC14, DC18, Manchester Core Strategy policies DM1 and SP1 and the Shopfront and Signage Design Guide.

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.

Approved elements

The following is hereby approved:

- o No.1 Non illuminated fascia sign (D)
- o No.1 Externally illuminated fascia sign (E)
- o No.1 Externally illuminated painted mural sign (A)

Refused elements

The following is hereby refused:

- o No.1 externally illuminated projecting sign (C)

Recommendation: Approve and Refuse

Reasons for recommendation to refuse

- 1) The projecting sign by virtue of its siting, bulk and fixings fails to respond positively to the shop frontage, wider premises and surrounding street scene. The siting above the fascia line of the shop front has created an incoherent appearance to the shop frontage and this combined with the bulky depth of the sign and large external bracket has created a poor quality addition which has an unduly harmful impact on the visual amenity of the building and surrounding area. The projecting sign is therefore contrary to the provisions of The Town and Country Planning (Advertisement) Regulations 2017, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995), the Shopfront and Signage Design Guide (2024) and the NPPF.

Condition(s) to be attached to decision for approval

- 1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

- 2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing (Signage Details): CSI 224 B Rev.E (Received 27 October 2025)
Drawing (Mural): CSI 224 A Rev. A (Received 11 September 2025)
Drawing (Tib Street Elevation): CSI 224 K Rev.B (Received 23 September 2025)
Drawing (Oldham Street Elevation): CSI 224 I Rev. E (Received 27 October 2025)
Photos (4x) : Mural Lighting Units (Received 27 October 2025)
Drawing: CSI 224 C Rev. E (Received 27 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.

- 3) The maximum luminance of the mural signage shall not exceed 350 cd/m2 in brightness at any time. The maximum luminance of the fascia signage shall not exceed 250 cd/m2.

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 and DC18.1, and of the Unitary Development Plan for the City of Manchester.

4) Prior to the commencement of the development, a method statement for the removal of existing lighting and fixings on the Oldham Road façade including:

No3. Existing façade lights at the first and second storey

shall be submitted for approval in writing by the City Council, as Local Planning Authority. The approved developments shall be carried out within two months of approval.

Reason – To mitigate harm to the Conservation Area and restore visual amenity to the area. Pursuant to policies EN1 of the Manchester Core Strategy (2012) and saved policy DC19 of the Unitary Development Plan for the City of Manchester (1995).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

77 - 83 Oldham Street, Manchester, M4 1LW
Basement, 71 Oldham Street, Manchester, M4 1LW
Ground Floor, 71 Oldham Street, Manchester, M4 1LW
Basement, 15 Hilton Street, Manchester, M1 1JJ
Ground Floor, 46 - 50 Oldham Street, Manchester, M4 1LE
Basement, 46 - 50 Oldham Street, Manchester, M4 1LE
Second Floor, 46 - 50 Oldham Street, Manchester, M4 1LE
46 - 50 Oldham Street, Manchester, M4 1LE
Hilton Chambers, 15 Hilton Street, Manchester, M1 1JJ
First Floor, 46 - 50 Oldham Street, Manchester, M4 1LE
5 Hilton Street, Manchester, M4 1LP
3 Hilton Street, Manchester, M4 1LP
9 Hilton Street, Manchester, M4 1LP
Flat 4, Atlantic House, 77 - 85 Oldham Street, Manchester, M4 1EB
Flat 2, Atlantic House, 77 - 85 Oldham Street, Manchester, M4 1EB
Flat 9, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Flat 8, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Flat 7, Norvic House, 7 Hilton Street, Manchester, M4 1LP
15 Hilton Street, Manchester, M1 1JJ
Flat 6, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Flat 5, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Flat 4, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Flat 1, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Flat 3, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Flat 2, Norvic House, 7 Hilton Street, Manchester, M4 1LP
Ground Floor, 56 Tib Street, Manchester, M4 1LG
Ground Floor And Basement, 60 Tib Street, Manchester, M4 1LG
First Floor 60 To 68 Tib St And Basement To First Floor, 77 - 83 Oldham Street, Manchester, M4 1LW
Flat 3, Atlantic House, 77 - 85 Oldham Street, Manchester, M4 1EB
Flat 1, Atlantic House, 77 - 85 Oldham Street, Manchester, M4 1EB
60 Tib Street, Manchester, M4 1LG
1 Hilton Street, Manchester, M4 1LP
42 - 44 Oldham Street, Manchester, M4 1LE
58 Tib Street, Manchester, M4 1LG
First Floor And Second Floor, 56A Tib Street, Manchester, M4 1LG

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

Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL