Your Ref: PP-14926429
Our Ref: HPD/DSP/MS/26/058
Date: 28 April 2026

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Manchester City Council
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Dear Sir/Madam,

RE: ADVERTISING CONSENT: 15 OXFORD ROAD, MANCHESTER, M1 7DU

On behalf of our client, Joe & The Juice UK Limited ('the Applicant'), we are instructed to submit an application for Advertising Consent for illuminated logo fascia signs, hanging signs and a double-sided illuminated projecting sign for Joe & The Juice at the Ground Floor at 15 Oxford Road, Manchester. The signs include a display of 2no. Joe & The Juice lettering fascia signs, 2no. internally illuminated suspended signs and 1no. projecting sign. The description of development is proposed as follows:

"Installation and display of 2 x illuminated Individual Letter Fascia signs measuring 0.2m in height, 2x illuminated hanging signs measuring 0.8m x 0.8m, and a Double-Sided illuminated projected sign measuring 0.6m x 0.6m"

Accordingly, please find enclosed the following documents which comprise the application:

- Duly completed Planning Application Form;
- Site Location Plan at scale 1:1,250 with the site edged in red;
- Proposed Plans by Designtime;
- Planning Statement (this document) prepared by Hybrid Planning & Development Ltd.

Application Site and Surrounding Context

The proposal site relates to the ground floor of 15 Oxford Road, which historically formed a HSBC Bank and later a Supermarket/Deli. The site is located on the corner of Oxford Road and Charles Street in the City Centre of Manchester. The proposed Joe & The Juice will be accessed via a door on the corner. Joe & The Juice will use the ground floor for operations and seating, which is currently undergoing a Certificate of Lawfulness to confirm that the site is within Use Class E.

The building is not within a Conservation Area and is not a listed building but is seen in context with other nearby listed buildings, including the Dancehouse Theatre including numbers 6-14, Lass O Gowrie Pub and the Former Refuge Assurance Company Offices, which are all Grade II Listed.

The site is located on the east side of Oxford Road, which is a vibrant, high energy corridor connecting the City Centre to a major university district and 'Knowledge Quarter', recognised as a hub for education, culture and innovation. The buildings on the ground level are used as retail shops, cafés, and commercial spaces all of similar nature to Joe & The Juice including, Café Nero, Federal Coffee, KFC, Greggs, Tortilla, Sainsbury's and Asda. The site is currently a vacant unit on the ground floor and was last occupied by a Spar Supermarket and Deli in 2018. HSBC Bank was the former user until 2015.

Planning History

Whilst the site has an extensive planning history, we consider the following applications to be the most pertinent to the current proposals:

Hybrid Planning & Development Limited is registered in England and Wales No. 10861855.
Registered Office: 463-465 High Street, Lincoln, LN5 8JB.

- **LPA Ref: 119181/AO/2018** - Integral illumination and screen to the existing ATM fascia, internally illuminated Free Cash Withdrawals sign above the ATM Blue LED Halo illumination to the ATM surround – Approved – 23 April 2018
- **LPA Ref: 108577/AO/2015/C1** - Installation of 2no. advertising panels – Approved – 30 July 2015
- **LPA Ref: 108570/FO/2015/C1** - Replacement of 3no. existing external ATMs with 3no. ATMs, 1no. of which to be equality act compliant and replacement of 3no. existing windows with frameless glazing incorporating an area of partially frosted glazing – Approved – 30 July 2015
- **LPA Ref: 084491/FO/2007/C3** - Installation of 1 no automated teller machine to the Charles Street elevation of the property – Approved – 7 December 2007
- **LPA Ref: 080330/FO/2006/C3** - Installation of 1 no. automated teller machine (ATM) – Approved – 9 October 2006
- **LPA Ref: 054220/FO/CITY3/98** - Elevational alterations to Oxford Road, Charles Street & Mallard Street including replacement windows – Approved – 15 June 1999
- **LPA Ref: 052574/AO/CITY3/97** - Illuminated fascia name signs and illuminated double sided projecting box signs – Approved – 2 October 1997
- **LPA Ref: 043897/DA/CMDC/93** - 2 Illuminated individual letter name signs 2 Illuminated double sided projecting logo signs – Approved -24 August 1993
- **LPA Ref: 019617** - Installation of cash dispenser – Approved – 24 May 1983
- **LPA Ref: F/AD03045** - Illuminated individual letter name signs on front and side elevation of bank – Approved – 11 December 1980

The tenancy is located on the corner of Oxford and Charles Street. Historically, this site has been used as a Bank and Supermarket/Deli on the ground floor and retail/ commercial offices on the upper floors. A Certificate of Lawfulness has been submitted to the Council to confirm that the tenancy can be used for Juice Bar/Café (Use Class E) operations.

The Proposals

The proposal includes two illuminated letter fascia signs, two hanging signs, and a double-sided illuminated projecting sign on the front elevation of the site, facing the corner of the building at the intersection of Oxford Road and Charles Street. There are no external changes to the façade.

Planning Policy Context

National Planning Policy Framework (NPPF) (2024)

Current national guidance on advertisement control is set out in the National Planning Policy Framework (NPPF), which recognises that the control over outdoor advertisements should be efficient, effective and simple in concept and operation. The NPPF clarifies (at Paragraph 141) that the display of outdoor advertisements can only be controlled in the interests of “amenity” and “public safety”, taking account of cumulative impacts.

Local Planning Policy

Places for Everyone Plan – Joint Development Plan Document, Adopted 21 March 2024
The Places for Everyone Plan (PfE 2021) provides an important opportunity to create the conditions for inclusive economic growth, provide opportunities for the provision of much-needed homes and protect and enhance the natural environment.

Manchester Core Strategy – Development Plan Document 2012-2027, Adopted 11 July 2012
The Core Strategy was adopted by Manchester City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework and covers a period of 15 years from 2012 to 2027. It describes Manchester today and outlines the Council's vision for Manchester in 2027, along with the planning policies which will be used to deliver that vision. The policies relevant to this application include:

Policy EN1 – Design Principles and Strategic Character Areas
Policy CC1 – Manchester City Centre

Policy CC4 – Visitors – Tourism, Culture and Leisure
Policy CC9 – Design and Heritage
Policy CC10 – A Place for Everyone
Policy DM1 – Development Management

Unitary Development Plan for Manchester
The Core Strategy replaced much of the UDP, but some UDP policies are extant (remain). The following policies are relevant to the application:

Policy DC14 – Shop Fronts and Related Signs

We now turn to assess the proposals against the relevant planning policy.

PLANNING AND HERITAGE ASSESSMENT

This section seeks to address the key planning and heritage matters arising from the proposal. These issues have been identified through a review of the relevant planning policies for the site.

Principle of Development

The proposed signage, as shown on the submitted elevations, has been designed in accordance with Policy DC14.5, ensuring that considerations of amenity and public safety are appropriately addressed. In amenity terms, the signage is predominantly positioned at fascia level and expressed through internally illuminated individual letters and modestly scaled projecting and hanging signs, which align with the architectural composition of the frontage and respect the proportions of the building. The use of a discreet, well-proportioned projecting sign that corresponds with the fascia line, together with a limited number of such elements per frontage, ensures visual coherence and avoids clutter. The proposals avoid oversized signage that would obscure the relationship between the ground floor and upper storeys, and no inappropriate canopies are introduced, thereby retaining the integrity of the façade. Furthermore, in public safety terms, the scale, positioning and projection of the signage are such that they would not impede pedestrian or vehicular movement, with all projecting elements appropriately located to maintain clear headroom and minimise any risk. Overall, the scheme represents a balanced and contextually sensitive approach that accords with the requirements of Policy DC14.5.

The principle of development is also seen to be accepted in the area and relatively matches that in the locality. The signage has been proposed in order to advertise and provide premises to the commercial unit at 15 Oxford Road. The external signs have been proposed at the fascia level and respect the architectural form of the building and shop frontage in accordance with Policy DC14.5.

Visual Amenity

The existing building has previously gone through enhancements and refurbishment within the development of the previous uses. The proposed tenancy is positioned on the corner of Oxford Road and Charles Street. Much of the existing façade will remain as the Joe & The Juice only proposes signage for the operation of the store. It is highly unlikely that the proposal will have any harmful visual amenity to the exterior.

The signage will be of basic LED lights that present a warm colour and welcoming environment for Joe & The Juice. The suspended signs, as shown in the attached plans, will only show the logo of Joe & The Juice. Over the years, the juice bar Joe & The Juice has grown with immense popularity, and providing the internally illuminated suspended sign will help consumers recognise the juice bar.

The signs are not seen to impact the visual amenity of the building. The development has enhanced the existing and, as such, complies with Policy EN1 of the Core Strategy and Policies.

Design and Heritage

15 Oxford Road comprises of a 7-storey commercial and retail block. The property is situated on Manchester's vibrant Oxford Road Corridor, on a renowned retail and leisure pitch, immediately adjacent to

the Circle Square development. Oxford Road offers a bustling cultural hub, lined with entertainment venues and residential accommodation, education hubs and R&D centres.

Oxford Road is widely known as the City's 'Knowledge Quarter' due to its extensive business and educational facilities, with Manchester Metropolitan University, Circle Square, and the Manchester Technology Centre all situated on the road. Beyond this, the corridor offers an extensive leisure and cultural offering, being the home of The Palace Theatre, The Northern Ballet School and a host of retail, leisure, and music venues. Tenants within close proximity include a range of Cafés, Coffee Shops, fast food restaurants and supermarkets.

The property is situated immediately adjacent to the major Circle Square mixed-use development. This comprises approximately 1.2 million sq.ft of office accommodation, 1,100 high-quality student apartments, providing a significant boost to the already strong footfall within the surrounding location.

The proposed signage does not propose any changes to the external elements of the building. The site has gone through localised repairs and restoration as necessary. The existing building has been re-used, and this application will help to continue the operation of a business use in this location in accordance with Policy EN3.

The proposal is seen to comply with the policy as it will not cause a major change to the appearance of the existing building. The proposed advertising complies entirely with Policy CC9 and DC14 of the Local Plan. It is evident that the ground floor of 15 Oxford Road is a necessary place for hospitality venues, in which Joe & The Juice will be contributing to.

Signage

The signage will not result in permanent alterations to the building and will not saturate the external elements of the building. The two new illuminated logos of 'JOE & THE JUICE' will be an LED sign which will be fixed on the façade at the corner of Oxford Road and along the external elevation of Charles Street. The illuminated logo hanging sign will be secured internally and face Oxford Road. Additionally, a projecting sign will be positioned near the entry door. The signage details are set out in the drawing pack.

As such, in accordance with Policy EN1 and CC9 of the DPD and Policy DC14 of the UDP, the advertisements encourage a high standard of design and a restrained amount of advertising in keeping with the character of the city and are proposed in an appropriate location and in proportion to the shopfront.

In our view, and in accordance with local and national planning policy, it is considered that the proposal will not diminish the visual appearance of the building or the surrounding area, contributing to Manchester City's heritage.

By virtue of the size, location and method of illumination, the proposed advertisement is considered acceptable in design, conservation and townscape terms, and therefore complies with the relevant policies.

Summary

The proposed signage is seen to be minimal and respects the value of the site. The proposed application is seen to comply with the necessary policy in its entirety, including the NPPF (2024), Development Plan Document, Core Strategy and Unitary Development Plan part of the Manchester Local Pan.

The statutory application fee of £265.00 (inclusive of service charge) has been paid for the Advertising online via the Planning Portal.

Notwithstanding, we trust that the information supplied meets with your approval and is sufficient for you to consider this application favourably.

Yours faithfully,

[redacted]

Max Shadforth
PLANNER

Encs.