MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142395/AOH/2025
Date registered valid:	5 August 2025
Proposal:	Temporary advertisement shroud for a period of 8 months.
Address:	Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Ward(s):	Deansgate Ward
Applicant:	Ms Maddalena Sanvito Street Vox
Agent (if any):	Mr Ben Kelly Adfolio
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**26 September 2025**

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 27 August 2025

Standard consultations:
Printed: 11 August 2025 Expired: 2 September 2025

Neighbour notifications
Printed: 11 August 2025 Expired: 2 September 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

Royal Buildings is five-storey sandstone building at the junction of Market Street, Mosley Street and Piccadilly. Designed by J.W. Beaumount and Son the building was commissioned in 1909 by David Lewis, the founder of Primark.

The white sandstone building borrows from the Baroque revival including pattern of rustication on every third set of windows, a curved form, detailed flora ornamentation on fourth storey windows and second storey aedicules'. The building also features trabeation at the fourth storey and a fifth storey balustrade. Overall, the site has sense of grandeur and classical intricacy.

The site is currently covered with scaffolding and a white shroud.

Listed building: Not applicable

Conservation area:

Tree Preservation Order:







Images 1 & 2: Site at present.
Image 3: Site prior to renovation works (August 2024).

Description of area

The Royal Buildings is located at the Western boundary of the retail core of Manchester at no. 2 Mosley Street, bounded by Market Street and Fountain Street. The area is generally defined by retail and food service uses (Class E). Piccadilly Gardens is perpendicular to the site, with a street market of food stalls that are active throughout the day. The Arndale shopping centre also borders the site. Active ground floor frontages characterise the site with residential, hotel or office uses on the upper storeys. The Piccadilly Garden and Market Street tram stops are both located a stone's throw from the site. As such, the area has a highly active pedestrian nature with automobile traffic and active street activity.

Description of development

Permission is sought for an advertisement shroud is proposed for a period of 8 months. The shroud will consist of a drawing of the building, meant to be overlayed to 'match' the architectural features it depicts. Of the wrap's total 1,360sqm, 300sqm will be used for advertising space (see below). The advertisement will be illuminated by individual floodlights.



Flattened illustration of proposal. Advertising space is outlined in green, floodlights in yellow.

Planning History

CDN/25/0031 | Discharge of Condition 6 (Construction/fit-out Management Plan) attached to planning permission 137450/FO/2023. (Approved March 2025)

137450/FO/2023 | Change of use of upper floors from offices (Use Class E) to hotel (Use Class C1), including infilling of lightwells, with boundary treatment to Meal Street. (Approved December 2023).

Consultations & Notification Responses

Highway Services – No objections. The adopted footway extends to the building line of the property and therefore it should be ensured that all necessary scaffolding licensing is in place. All advertising imaging will be static, without flashing lights/moving images, and it is anticipated that the proposed advert will not give rise to driver distraction on the adjacent highway network. The illumination proposed is unlikely to cause glare or distraction to road users. It has been confirmed the banner will not cause any obstruction to existing signage/ traffic control signals.

Metrolink – No objections. Asset protection agreement will need to be signed to prevent inconvenience should shroud slip on to nearby tram cable.

Environmental Health – No objections. Require sensor for advertisement lighting with illumination limited to 08:00 and 11:00.

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.

Manchester Core Strategy (2012-2027)
SP1 Spatial Development
DM1 Development Management

Saved Unitary Development Policies
DC15 Advertisements, Hoardings and Posters

Other Material Considerations:

National Planning Policy Framework
Chapter 12 Achieving well-designed places

Issues

Visual Amenity

Hoardings of this nature are generally only acceptable when associated with legitimate works. This programme is supported by a signed contract for internal alterations to convert and refurbish the upper storeys of the for a hotel use (Class C1).

The site's location at the footpath of Market Street, the Piccadilly highway and Piccadilly Gardens, as well as the busy ground floor commercial uses that are currently active on the site presents an opportunity for visual uplift to improve amenity in a busy City Centre location while internal works continue.

Policy DM1 requires that all development within Manchester is assessed for it's visual impact, impact on character, siting, scale and any other potential impacts on amenities. SP1 mandates that new development within Manchester is well-designed and enhances local character.

By nature of their scale scaffolding shrouds on buildings will have some impact on visual amenity but this is mitigated by the temporary nature of the proposal. In addition, the proposal would constitute an improvement from the existing shroud which is blank. The proposed shroud would return some of the character lost to the works on the building and improve the appearance of the building and area. As such the proposal is a positive contribution to the overall quality and character of the area as it preserves the site's character and lessens the harm caused by the existing scaffolding and shroud. The proposal would therefore be in accordance with policies DM1 and SP1.

The proposal does not harm the character of any features, nor does it inhibit the ground floor uses pursuant to policy DC15.

Public Safety

A condition for an asset protection plan, to be agreed with Metrolink has been added in the interest of safety and efficient service at the nearby tram stop. Illumination will be limited to 300cd/m2 and conditioned so as to only be permitted between the hours of 08:00 and 22:00.

Conclusion

The proposed temporary shroud is a positive response to the local context in its usage of the building's features for most of the shroud's design. The hoarding's erection would constitute a positive impact on the area and would restore some of the visual amenity to a building at the junction of two key city centre area's for shopping and tourism. The proposal is therefore acceptable pursuant to Core Strategy policies DM1, SP1 and Saved Unitary Development Plan policy DC15.

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

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The express advertisement consent hereby granted is limited to a period from 26 September 2025 to 26 May 2026;

(b) On the date of expiry of the express consent period in (a) above the advertisement hoarding(s) and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued. The land/building shall be reinstated in accordance with a scheme submitted to the City Council within one month prior to the express consent expiring. The scheme shall be completed in accordance with this strategy within one month of express consent expiring.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1 of the Core Strategy and saved Policy DC15 of the Unitary Development Plan for the City of Manchester.

2) 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.

3) The maximum luminance of the signage lighting shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, and DM1 of the Manchester Core Strategy.

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

Drawing: Proposed Site Plan (P.3)
Drawing: Proposed South Elevation (P.5)
Drawing: Proposed North Elevation (P.7)
Drawing: Proposed Flattened Full Elevation (P.10)

All received by the Local Planning Authority 12 March 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.

5) The hoarding shall not be erected until the detailed designs, method statements and risk assessments for the installation and retention of the hoarding has been submitted to and

approved in writing by Manchester City Council (approval to be in consultation with Transport for Greater Manchester) and an Asset Protection Agreement has been entered into with Metrolink.

Further details can be found via the Metrolink Website at; Working safely near Metrolink | Bee Network | Powered by TfGM

Reason - To safeguard public safety and amenity pursuant to policies SP1, DM1 and the Town and Country Planning (Control of Advertisements) Regulations 2007.

6) The illumination (floodlights) hereby approved will be controlled by an electronic sensor. Illumination is not permitted between the hours of 23:00 and 07:00.

Reason - In the interest of visual amenity pursuant to Core Strategy policy SP1 Town and Country Planning (Control of Advertisements) Regulations 2007.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit A, The Exchange, Piccadilly Gardens, Manchester, M1 4BT
Superdrug, 7 Piccadilly, Manchester, M1 1LZ
Flat 7, 15 Piccadilly, Manchester, M1 1LT
First Floor, 17 Piccadilly, Manchester, M1 1LS
Flat 13, 15 Piccadilly, Manchester, M1 1LT
Franco Manca, 12 Mosley Street, Manchester, M2 3AQ
128 Market Street, Manchester, M1 1WA
Flat 8, 15 Piccadilly, Manchester, M1 1LT
First Floor Commissionaires Room, Royal Buildings, Mosley Street, Manchester, M2 3AB
Third Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Fourth Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
122A Market Street, Manchester, M1 1WA
Unit 2, 11 - 13 Piccadilly, Manchester, M1 1LY
11 Piccadilly, Manchester, M1 2HY
Flat 10, 15 Piccadilly, Manchester, M1 1LT
Flat 18, 15 Piccadilly, Manchester, M1 1LT
Flat 5, 15 Piccadilly, Manchester, M1 1LT
2A Mosley Street, Manchester, M2 3AN
124 - 126 Market Street, Manchester, M1 1WA
1 - 3 Piccadilly, Manchester, M1 1LZ
Unit 3, 11 - 13 Piccadilly, Manchester, M1 1LY
Flat 9, 15 Piccadilly, Manchester, M1 1LT
Flat 14, 15 Piccadilly, Manchester, M1 1LT
First Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AB
Royal Buildings, Mosley Street, Manchester, M2 3AB
106 - 122 Market Street, Manchester, M1 1WA
Flat 12, 15 Piccadilly, Manchester, M1 1LT
Flat 3, 15 Piccadilly, Manchester, M1 1LT
Debenhams, 109 - 127 Market Street, Manchester, M60 1TA
GREGGS, 7 - 9 Piccadilly, Manchester, M1 1LZ
Unit 1, 11 - 13 Piccadilly, Manchester, M1 1LY
Flat 6, 15 Piccadilly, Manchester, M1 1LT
Flat 1, 15 Piccadilly, Manchester, M1 1LT
Flat 16, 15 Piccadilly, Manchester, M1 1LT
Flat 15, 15 Piccadilly, Manchester, M1 1LT
Betfred, 10 Mosley Street, Manchester, M2 3AQ
6A Piccadilly Plaza, Manchester, M1 4AH
Halifax, 5 Piccadilly, Manchester, M1 1LZ
130 - 132 Market Street, Manchester, M60 1AY
Mezzanine Floor, 11 Piccadilly, Manchester, M1 2HY
Flat 4, 15 Piccadilly, Manchester, M1 1LT
Flat 11, 15 Piccadilly, Manchester, M1 1LT
Flat 17, 15 Piccadilly, Manchester, M1 1LT
Flat 2, 15 Piccadilly, Manchester, M1 1LT
Second Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
First Floor Suite 3, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
11 - 13 Piccadilly, Manchester, M1 1LY
17 Piccadilly, Manchester, M1 1LS

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