

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143806/AOH/2025

Date registered valid: 22 August 2025

Proposal: Temporary display for a period of 4 months of a non-illuminated shroud-advertisement set within an illustrated scaffold shroud.

Address: 36 Charlotte Street, Manchester, M1 4FD

Ward(s): Deansgate Ward

Applicant: Mr Sam Harrison King Media Ltd

Agent (if any): Mr David Armstrong Armstrong Planning

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 23/10/2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 2 September 2025

Expired: 23 September 2025

Neighbour notifications

Printed: 2 September 2025

Expired: 23 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

The application relates to the scaffold installed on the Grade II listed building at 36 Charlotte Street. The building is a former Victorian textile manufacturer's warehouse, now vacant, with a live planning permission and listed building consent to allow for its upper floors to be converted and then occupied as residential apartments (Class C3), with a commercial unit at ground floor (Class E). The property is four storey, with basement and is completed in red brick with sandstone dressings. Due to age and extended period of vacancy, much of the building, both internally and externally, is in an advance state of disrepair.

Listed building: Grade II

Conservation area: George Street Conservation Area

Tree Preservation Order: Not applicable

Description of area

The application site lies within the heart of Manchester City Centre and the western edge of the George Street Conservation Area. Neighbouring built development to the north and east is characterised by high density commercial properties, with both One Manchester and City Tower being located within the setting of the application site. Development to the south-west is smaller scale and features a high number of Grade II listed buildings, with this lying within the George Street Conservation Area. Neighbouring uses are overwhelmingly commercial and are comprised of a variety of Class E retail and office uses, with Sui Generis takeaway and bar uses present along Portland Street. Neighbouring advertisements are generally characterised by fascia and projecting signs.

Description of development

The application seeks advertisement consent for the display of a non-illuminated shroud advertisement banner for a period of four months.

The proposed advertisement would measure 10.3m (h) x 28.9m (w) that would be attached to the part of the scaffold facing out onto Portland Street and Charlotte Street.

The proposed advertisement is intended to raise funds for the repair of the listed building.

Planning History

A high number of applications are on record for the application site, the most relevant of which is shown below:

CDN/25/0097 - Discharge of Conditions 6 (Details) and 7 (Details 2) attached to listed building consent 131470/LO/2021 – Approved May 2025.

142314/AOH/2025 - Temporary display for a period of 12 months of an externally illuminated shroud-advertisement set within an illustrated scaffold shroud – Withdrawn April 2025.

140445/AOH/2024 - Temporary display for a period of 6 months of an externally illuminated shroud-advertisement set within an illustrated scaffold shroud – Withdrawn November 2024.

135859/LO/2022 - Listed building consent for internal and external works associated with a change of use to provide 14no. apartments (use class C3) on first to fourth floors, retention of existing restaurant use (in an altered format) on lower ground floor and upper ground floor (use class E(c)) – Approved August 2023.

135858/FO/2022 - Change of use and conversion to provide 14no. apartments (use class C3) on first to fourth floors, retention of existing restaurant use (in an altered format) on lower ground floor and upper ground floor (use class E(b)), with associated internal and external alterations – Approved August 2023.

133655/AOH/2022 - Installation of an externally illuminated advert shroud to scaffold for a temporary period of 1 year – Approved April 2023.

131470/LO/2021 - Elevational alterations including conservation and repair of external masonry; overhaul of the fire escape staircase, loading bay doors and other metal features on external elevations; renewal of rainwater goods; removal of spray graffiti and overhaul of the Reyner Street loading bay door; rationalisation of external electrical wiring and stripping out of all redundant fittings and cabling and removal of the existing galvanised steel ventilation ducting – Approved October 2021.

126159/LO/2020 - Replacement of rot affected original internal timber lintels to 5no. ground floor windows with reinforced concrete lintels – Approved July 2020.

098434/AOH/2012/C2 - Installation of a temporary scaffold shroud incorporating a commercial advertising display on two elevations – Approved May 2012.

095696/LO/2011/C2 - LISTED BUILDING CONSENT Soft strip of 1st to 4th floors including removal of partitions, false ceilings, loose floor coverings, piping, plumbing, sanitaryware and electrical services – Approved June 2011.

Consultations & Notification Responses

Publicity – Neighbouring properties were notified of the proposals by letter. No representations were received.

Environmental Health – No objection subject to the advertisement being illuminated no higher than 400cd/m².

Highways - Highways will not approve applications for scaffolding if it is to be used solely for advertising.

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.

Places for Everyone Plan – Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-Strat1 – Core Growth Area
- Policy JP-Strat2 – City Centre
- Policy JP-P2 – Heritage

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principle and Strategic Characters Areas
- Policy EN3 – Heritage

- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC15 – Advertisements, Hoardings and Posters
- Policy DC18 – Conservation Areas
- Policy DC19 – Listed Buildings

National Planning Policy Framework (NPPF)

- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

National Planning Practice Guidance (NPPG)

Planning (Listed Building and Conservation Areas) Act 1990

Issues

Amenity

Hoardings of the nature proposed are generally acceptable only if they are associated with legitimate works to a site or building. The rationale being that the temporary banners will give the building a more attractive appearance within the street scene than the scaffolding alone would. Additionally, in instances where the funding of essential repair works is lacking, the use of advertisement can help make up for any shortfall. The applicant has demonstrated that development is taking place on the site via a signed contract of building works and it has also been verified through a site visit that works are currently ongoing on site. In this instance it is therefore considered that the proposed hoarding would relate to legitimate works, and that the works require a scaffold to be on site in order to allow them to be undertaken.

The advertisement would affect the setting and character of the George Street Conservation Area. The building would be mostly covered by a shroud, with or without the installation of the proposed advertisement. The proposed scaffold wrap would cause less than substantial harm to the character and appearance of the listed building and George Street Conservation Areas due to its intrusive appearance, however, it is appreciated this would only be for a temporary period of time.

This harm is justified by the temporary nature of the works and the funding that this would generate to improve the condition and future structural integrity of a listed building which lies within an advanced state of disrepair within a conservation area. Environmental Health have requested that the advertisement be illuminated no higher than 400cd/m², though through negotiation with the applicant the proposed banner is to no longer be illuminated.

In line with the above, the proposed advertisement in this instance is considered to be acceptable for the temporary period of time applied for, all in accordance with Core Strategy Policies CC9, EN1, EN3 and DM1

Public Safety

The proposed banner would overhang the public highway by virtue of it being installed on a scaffold that is situated upon the highway. The advertisement would not be illuminated so would not present a distraction to highway users. The advertisement is to comply with minimum headroom requirements. Subject to an informative that would relay the need the applicant to

discuss any proposals with the MCC's Highways Licensing Team, the proposal is acceptable in this regard and therefore accords with Core Strategy Policy DM1.

Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1, JP-Strat2 and JP-P2, Core Strategy Policies SP1, EC3, CC1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC15, DC18 and DC19, National Planning Practice Guidance, the National Planning Policy Framework, and the Planning (Listed Building and Conservation Areas Act) 1990. The application is therefore recommended for approval.

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

Conditions 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:

- o PY4078/001 Rev B: Location Plan
- o PY4078/002 Rev B: Site Plan
- o PY4078/005 Rev B: Proposed Southeast Elevation
- o PY4078/006 Rev B: Proposed Northeast Elevation
- o PY4078/007 Rev B: Standard Specifications
- o PY4078/009 Rev B: Proposed View
- o PY4078/010 Rev B: Cross Section (Received 23/10/2025)
- o Tender Clarifications: Fraser House, Charlotte Street Manchester (Received 22/08/2025)
- o Minor Works Building Contract 2016 (Dated 19/08/2025; Received 22/08/2025)
- o Planning Statement (Prepared by Armstrong Planning; Dated 21/08/2025; Received 22/08/2025)
- o Schedule of Works (Dated 15/08/2025; Received 22/08/2025)
- o Schedule of Works (Prepared by Storah Architecutre; Dated 10/04/2025; Received 22/08/2025)
- o Fraser House - Rosslee Stone Masonry Works (Dated 08/08/2025; Received 22/08/2025)
- o Email correspondence RE removal of illumination (Prepared by Maximus; Dated 22/10/2025)

All stamped as received by the City Council as Local Planning Authority on 22/10/2025, unless specified otherwise.

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 the National Planning Policy Framework.

3) a) The advertisement consent hereby granted is limited to a period of four months from the date of the commencement of the display of the advertisement hoarding or 01/12/2025 if that is earlier.

b) On the date of the expiry of the consent period on 31/03/2026 or earlier (see part a); the advertisement and all associated development shall be removed, and the building shall be restored to its original condition prior to the installation of the approved advertisement.

Reason - The advertisement hereby approved is of a temporary nature, in order to allow funds to be raised to contribute to the essential repair of a listed building pursuant to Core Strategy Policies SP1, CC9, EN1, EN3 and DM1.

4) The advertisement hereby approved shall be non-illuminated at all times.

Reason - In the interests of visual amenity and preserving the historic character of the George Street Conservation Area pursuant to policies SP1, CC9, EN3 and DM1 of the Manchester Core Strategy and saved policies DC15 and DC18 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Second Floor, 41 Faulkner Street, Manchester, M1 4EE
Sub Basement And Basement, 41 Faulkner Street, Manchester, M1 4EE
First Floor And Second Floor, 36 Charlotte Street, Manchester, M1 4FD
Seventh Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Consulate General Of The Republic Of Poland, 51 Portland Street, Manchester, M1 3LD
Caffe Nero, 32 Portland Street, Manchester, M1 4GS
42 Portland Street, Manchester, M1 4GS
Twentieth Floor, 53 Portland Street, Manchester, M1 3LD
Second Floor, 53 Portland Street, Manchester, M1 3LD
Sixteenth Floor, 53 Portland Street, Manchester, M1 3LD
Third Floor, 41 Faulkner Street, Manchester, M1 4EE
Ground Floor, 41 Faulkner Street, Manchester, M1 4EE
Fourth Floor Office, 36 Charlotte Street, Manchester, M1 4FD
Basement And Ground Floor Restaurant, 36 Charlotte Street, Manchester, M1 4FD
Third Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Second Floor, 36 Charlotte Street, Manchester, M1 4FD
Sub Basement, 36 Charlotte Street, Manchester, M1 4FD
Seventh Floor, 53 Portland Street, Manchester, M1 3LD
Tenth Floor, 53 Portland Street, Manchester, M1 3LD
Eighth Floor, 53 Portland Street, Manchester, M1 2BP
First Floor And Second Floor Room 7, 41 Faulkner Street, Manchester, M1 4EE
44 Portland Street, Manchester, M1 4GS
50 Portland Street, Manchester, M1 4QU
46 Portland Street, Manchester, M1 4QU
52 Portland Street, Manchester, M1 4QU
Fifth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
First Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Thirteenth Floor, 53 Portland Street, Manchester, M1 3LD
Ninth Floor, 53 Portland Street, Manchester, M1 3LD
Fifteenth Floor, 53 Portland Street, Manchester, M1 3LD
Second Floor Rooms 8 And 9, 41 Faulkner Street, Manchester, M1 4EE
41 Faulkner Street, Manchester, M1 4EE
Ground Floor To Fourth Floor, Lindencourt House, 34 Charlotte Street, Manchester, M1 4FD
Basement, 52 Portland Street, Manchester, M1 4QU
Sixth Floor, 53 Portland Street, Manchester, M1 3LD
Eleventh Floor, 53 Portland Street, Manchester, M1 3LD
Seventeenth Floor, 53 Portland Street, Manchester, M1 3LD
39 Faulkner Street, Manchester, M1 4EE
Second Floor, 44 Portland Street, Manchester, M1 4GS
Eighth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
1 - 37 Faulkner Street, Manchester, M1 4ET
First Floor, 44 Portland Street, Manchester, M1 4GS
Fifth Floor, 53 Portland Street, Manchester, M1 3LD
Fourth Floor, 53 Portland Street, Manchester, M1 3LD
Eighteenth Floor, 53 Portland Street, Manchester, M1 3LD
Basement, Lindencourt House, 34 Charlotte Street, Manchester, M1 4FD
Flat 2, 54 Portland Street, Manchester, M1 4QU
Flat 3, 54 Portland Street, Manchester, M1 4QU

Sixth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Ninth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Third Floor, 53 Portland Street, Manchester, M1 3LD
Third Floor Office, 36 Charlotte Street, Manchester, M1 4FD
48 Portland Street, Manchester, M1 4QU
54 Portland Street, Manchester, M1 4QU
First Floor, 52 Portland Street, Manchester, M1 4QU
Fourth Floor, 52 Portland Street, Manchester, M1 4QU
Fourth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Yates Wine Lodge, 49 Portland Street, Manchester, M1 3LD
Second Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
First Floor, 53 Portland Street, Manchester, M1 3LD
Ground Floor, 53 Portland Street, Manchester, M1 3LD
Nineteenth Floor, 53 Portland Street, Manchester, M1 3LD
Twenty First Floor, 53 Portland Street, Manchester, M1 3LD
Second Floor, 52 Portland Street, Manchester, M1 4QU
Flat 1, 54 Portland Street, Manchester, M1 4QU
Tenth To Twelfth Floors, 1 - 37 Faulkner Street, Manchester, M1 4ET
Third Floor, 44 Portland Street, Manchester, M1 4GS
Fourth Floor, 44 Portland Street, Manchester, M1 4GS
Fourteenth Floor, 53 Portland Street, Manchester, M1 3LD
Twelfth Floor, 53 Portland Street, Manchester, M1 3LD

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
Conservation Area - Multiple
Area Team Boundary - Name: CENTRAL