

Our Ref: 2025-019
Your Ref: PP-14433865

Manchester City Council
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23rd October 2025

By email only

Dear Sir/Madam,

Re: Town & Country Planning (Control of Advertisements) (England) Regulations (2007)
Application for advertisement consent for 103 Portland Street, Manchester, M1 6DF

We write on behalf of our client, Ambient Media Worldwide Ltd, with an application for advertisement consent for 1 no. wrap around scaffold mounted temporary advertisement banners to two front elevation of 103 Portland Street. The scaffolding is to be erected to allow for the works being undertaken on the building as detailed in the programme of works and set out for clarity within this letter.

The proposed description of development is as follows:

'Installation of 1no. temporary illuminated scaffold mounted advertising banners for a temporary period of 6 months'

This application has been submitted on the planning portal via ref. PP-14433865. To accompany this application, the following information has been submitted alongside this supporting covering letter.

- Application Forms
- Proposed Elevations
- Scaffolding Design Plan
- Scaffold Mounting Plans (covering proposed elevation requirements)
- CGI of proposed mounted banners
- Build Programme
- Signed contract for building works
- Lighting Specification
- Letters of support from Portland House Limited

The Site and Surrounding Areas

The site is located on the corner of Portland Street and Princess Street and consists of the existing building which is Grade II listed. The site is located within the Whitworth Street conservation area. Area. The building is fully occupied with residential apartments, an office to the ground floor and a restaurant in the basement.

There is no planning history of the building that is considered of relevance to the proposed advertisement banners.

Planning Policy

The Development Plan comprises the Manchester Core Strategy adopted in July 2012. The Core Strategy was updated following the adoption of Places for Everyone (PfE) Joint Development Plan in March 2024. The Council has also adopted several supplementary planning documents (SPDs) that are material considerations in the determination of planning applications.

The Citywide Development Control Policies statement- Policy DC15.1(p.10), states that the Advertisement Regulations require applications for advertisements to be considered only in the interests of amenity and public safety. In determining applications, the Council will consider the following matters in assessing these interests:

- a. the general location of the proposed development and the effect on visual amenity;*
- b. the scope for posters and hoardings to make a positive contribution to the locality;*
- c. the design of the structures, and the relationship with any premises on which they are located;*
- d. the effect of the proposal on permanent redevelopment of the land;*
- e. public safety resulting from the positioning of the design of the display;*
- f. the ease with which the structure is capable of being satisfactorily maintained;*
- g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;*
- h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;*
- i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;*
- j. the number of advertisements in the locality and their cumulative effect on visual amenity.*

The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance, adopted in April 2007, provides general guidance for developing attractive, well-

designed frontages. Development Quality guidance (Section 12.6, p.46) states that signage, alongside other frontage features *"are all elements which influence the visual appearance of the City Centre, and their detailed design will be important in enhancing the quality of the environment"*

Likewise, Section 2.18 (p.7) asserts that 'Strong corners are important landmarks'. As indicated, *"corners of buildings create visual interest, enliven the streetscape and contribute to the identity of an area"*. Thus, they should be designed accordingly, with signage used to *"reinforce the character of the street and the sense of place"*.

In addition, Chapter 12 of the National Planning Policy Framework (NPPF) (2023) 'Achieving Well-Designed and Beautiful Places' also states that *'the quality and character of places can suffer when advertisements are poorly sited and designed'*.

Assessment of the Proposed Advertisement Banners

Principle of Development

Over the last year there has been an issue with rainwater ingress into some of the apartments due to the failure of guttering, pointing and damaged masonry. It was therefore decided by Portlands House Ltd, to serve a Section 20 Notice on the leaseholders, informing them of the urgent need to carry out repairs to the external elevations. The works to the elevations include, repairs to timber window frames, decoration of windows repairs, repointing, steam cleaning of brickwork and stonework, repairs to cast iron gutters and rainwater pipes, replacing a stone window Cill, repairs to stonework and replacing damaged brickwork.

The application seeks temporary consent for the installation of 1no. scaffold mounted advertisement banners for the duration of the works. The individual banner material will be fire rated black backed PVC as per the specification submitted within this application.

The banner is proposed to wrap around Portland Street and Princess Street elevations. The overall banner will be 32m in width and 8m in height with the advertising area within being 8m in height and 31m in width. By the nature of the building's orientation a small section of the elevation faces onto the crossroads and will be incorporated into the wrap around banner. The banners will cover the scaffolding from a base height 4m above ground level to the top of the scaffolding frame.

The banners will be securely fixed issuing carabiners through 10mm banner eyelets. Both banners will be externally illuminated by fixed banner lights along the top of the banner. The maximum

illuminance of the banners will be 110cd/m². This lighting will only be turned on during evenings/ dusk and will turn off at a set time each night should there be appetite from the LPA for such control.

The proposed advertisement banners will likely be changed on numerous occasions throughout the consent period to align with advertisement campaigns being run by the Applicant's partners.

The principle of scaffold mounted banner advertisements within conservation areas and listed buildings has been accepted on various occasions by MCC. Notable permissions are set out below.

Site Address	LPA Reference Number
79 Moseley Street	138826/FO/2024
109-127 Market Street	137296/AOH/2023
37 Peter Street	131370/AOH/2021
Prince of Wales Building	114857/AOH/2016
47 Peter Street	131370/AOH/2021
77 Moseley Street	140908/AOH/2024
36 Charlotte Street	142314/AOH/2025

Within the officer's report for application reference 137296/AOH/2023, it is stated that the rationale for advertisement banners is that they will give the building a more attractive appearance within the street scene than scaffolding alone would give, provided that they are associated with legitimate works to a site or building.

It is considered that this is true of this proposal, with the advertisement banners being displayed on scaffolding to facilitate the works being undertaken on the building, relevant permissions for which are undertaken under separate cover. A scaffolding license will be sought in due course for these works in line with MCC guidelines.

In respect of the impact on heritage assets and the conservation area, it is not disputed that the advertisement will affect the setting of the conservation area and listed building. It is considered that the proposals would result in a low level of harm due to its intrusive (albeit temporary) appearance, emphasised by the illumination of the advertisement.

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. The applicant has demonstrated that development is taking place on the site. In this

context it is therefore considered that the proposed hoarding would relate to legitimate works and would relate properly to the site on which it would stand. It is considered that the banner would mitigate the visual effect of the unsightly scaffold which would contain works during the construction period.

However, as with the aforementioned case (reference 137296/AOH/2023), this level of harm is justified by mitigating factors, in this case the necessity of the works to ensure the buildings longevity and the benefits from the moneys generated by the advertising space being required to aid the costs of the roof works. This ultimately is a public benefit which outweighs the harm identified, a degree of harm that will ultimately be temporary i.e. 6 months.

Amenity

The applicant is seeking consent to display the advertisements from a period starting November 2025 to June 2026 based on the submitted Build Programme. In this context, it is considered that the proposed advertisement banners would relate to legitimate work and would relate properly to the site on which it would be located.

On the basis of a temporary maximum of a 6-month consent period, it is considered that the location of the proposed advertisement banners on legitimate scaffolding would not result in an unacceptable impact on visual amenity.

In terms of existing amenity of residents and occupiers of the building, the advertisement shroud is in the same materials as the usual covering to scaffolding which lets light through. The proposed lighting will be set at an appropriate level and can be switched off during nighttime to ensure amenity is respected.

Public Safety

The applicant is agreeable to a suitably worded condition to require the implementation of measures to reduce the risk of fire damage to the building and surrounding listed buildings along with people working in these buildings and pedestrians passing the site.

Highways

The application scope covers the advertisement only, any further approvals required for the scaffolding and building works will be approved under separate cover. All advertising imaging will be static, without flashing lights/moving images, and therefore it is anticipated the proposed advert will not give rise to driver distraction on the adjacent highway network.

In respect of the signage installation, this will be done only once when we initially install the frame onto the scaffold. The frames will be installed via the scaffold for minimal impact. This process to install the frame will take 2 days working 5 hours each day with all necessary permits being obtained.

To change the signage during the advertisement period, the method will be the same as the above except we will only need to haul up the 1 no banners and it will take only 3-5 hours on 1 day only each time the advertisement is replaced.

Public Consultation

As noted in the following sections, Portland House Limited are supportive of the proposal given the revenue expected to aid work to the roof but Ambient were keen to discuss with residents of the building to ensure they were fully aware of the proposals and review any comments they had.

As a direct result of the discussion, Ambient have scaled back the advertisement to ensure any perceived impacts were limited. Originally, they were proposing an advertisement shroud to cover the entirety of the scaffolding but now, as detailed on the plans, the scale is limited and aligns fully with similar recently consented advertisement schemes such as that on Charlotte Street.

Summary

In light of the above it is considered that the proposals are acceptable and are in accordance with saved policies DC18.1 and DC19.1; of the Unitary Development Plan for the City of Manchester and the Core Strategy for the City of Manchester, in particular Policies CC10, SP1, EN3 and DM1 and Section 8 (Promoting Healthy and Safe Communities) of the National Planning Policy Framework.

This application has been submitted on the Planning Portal under ref. PP- PP-14433865 and the application fee has been paid online. I trust you have all you require to validate this application and allocate it to an officer, if you need anything further, please don't hesitate to contact me.

Yours Sincerely,



Victoria Coleman

Senior Planner

On Behalf of NJL Consulting