

## Planning

## Growth & Development

### Delegated officer report for planning application

**Application no.** 143723/AOH/2025

**Date registered valid:** 13 August 2025

**Proposal:** Temporary display of advertisement panels on existing site hoardings for a period of 3 years.

**Address:** Land Bounded By Upper Brook Street, Cottenham Street & Kincardine Road, Manchester

**Ward(s):** Ardwick Ward

**Applicant:** Kadans Science Partner 8 UK Limited

**Agent (if any):** Cait O'Dowd AshtonHale Ltd

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

**Recommendation:** Approve

**Date of recommendation:**

## Application details

**Type of application:** Advertisement Hoardings Consent

**Development type:** Advertisements

**Date of site visit:** 19 September 2025

### Standard consultations:

Printed: 21 August 2025    Expired: 12 September 2025

### Neighbour notifications

Printed: 19 August 2025    Expired: 10 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/ area

**Listed building:** Not applicable

**Conservation area:**

**Tree Preservation Order:**

The proposed site was previously occupied by Elizabeth Yarwood Court, a supported accommodation provider and the Citroen automobile dealership. The proposed uses will consist of a large science and technology building, purpose-built student accommodation, commercial ground floor space and public realm improvements. As part of the multi-year development works taking place on the site, it is cordoned off using various types of hoardings and fencing. As these works fall within a development site they are permitted under *The Town and Country Planning (General Permitted Development) (England) Order 2015*. (Schedule 2 Part 4).

There is a large number of low-density residential uses nearby. On the opposite side of Upper Brook Street, is the University of Manchester campus which is characterised by closely clustered buildings of varying sizes, significant pedestrian footfall and a dominance of educational (Class F.1) uses. The Manchester Royal Infirmary (Class C2) is also nearby to the site.



*Upper Brook Street*



*Cottenham Street*



*Upper Brook Street*

## **Description of development**

Permission is sought for the installation of advertisement panels on four hoardings around the perimeter of the site. Varying adverts will be applied to the four elevations that bound the construction site. Adverts will comprise 8-metre by 4-meter aluminium composite panels each of which will be finished in an anti-graffiti gloss. Panels will be applied on to hoardings such as the one pictured above on Cottenham Street.

## Hoard-It Upper Brook Street Development



## Planning History

**137399/FO/2023** | Erection of a 6 to 9 storey building for Sci-Tech use (Use Class E (g)(ii)) and 265sqm of a cafe/bar (Use Class E (b)), and a 9 to 23 storey building for Purpose Built Student Accommodation (PBSA) (Use Sui Generis), comprising 737 bedrooms and 293sqm of community use (Use Class F2 (b)) and 80sqm of commercial floorspace (Use Class E), alongside new public realm, access, parking, and associated works following demolition of existing buildings. (Approved November 2024).

## Consultations & Notification Responses

Highways – No objections. Requested informatives regarding licensing, and pedestrian and traffic management be added to decision.

TFGM – No comments

## Policy

The policies considered relevant to consideration of this application are as follows:

### ***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 to 2027**

SP1 Spatial Principles

DM1 Development Management

## **Saved Unitary Development Plan Policies**

DC15 Advertisements, Hoardings and Posters

## **National Planning Policy Framework**

Chapter 12 Achieving well-designed places

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

In evaluating the proposal, policy SP1 requires that new development ‘enhance and create character’ and ‘protect and enhance the built environment’. Similarly, policy DM1 stipulates that proposals are evaluated by their ‘form, siting, materials and detail’ and their impacts on amenity.

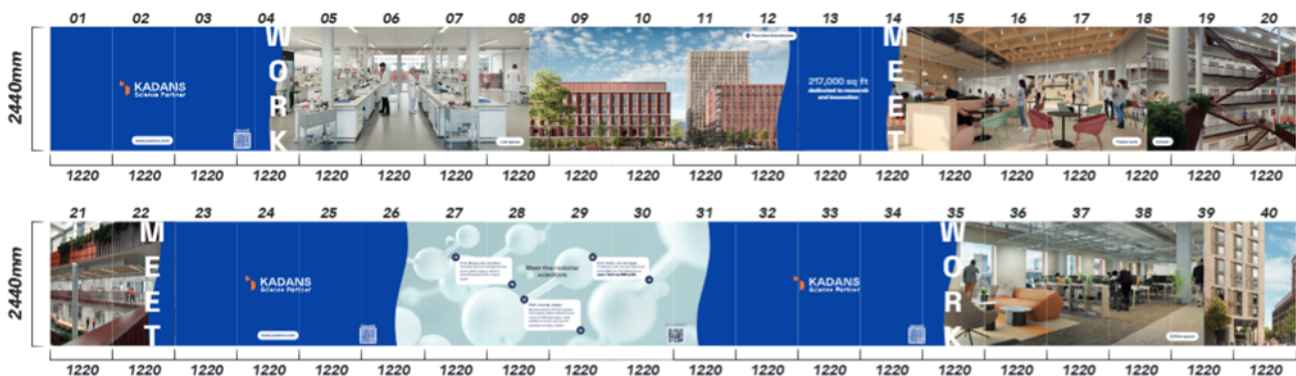
The existing site is bounded with a mix of treatments including fencing and white walls (pictured above). There is little cohesion amongst these features. As a result, the existing visual amenity of the area is harmed by the appearance of the existing barriers and hoardings on the site.

The proposed adverts would not be visually intrusive in terms of the existing site environment. The buildings lining Upper Brook Street possess signage that fronts the elevation, and informational hoardings can be seen in the area, such as the University of Manchester

Chemistry Building construction hoarding. The proposal would not be obtrusive or out of character given this context.



Part of proposed Cottenham Street hoarding design.



Part of proposed Kincardine Road hoarding design.

Upper Brook Street is a highly busy area as a key route into Manchester City Centre and a central route within the University of Manchester Campus. The site also neighbours Gartside Gardens, a large park. As such, the existing site negatively impacts visual amenity for students, visitors to Manchester and the nearby residents. In addition to the considerations outlined above, policy DC15 stipulates that proposals for advertisements on hoardings are considered for the impact on the locality, their effectiveness to screen ongoing or imminent development and the existing advertisements in the area (cumulative impact). The proposed adverts are commensurate in scale with that of the development site, in addition they serve to obscure the unsightly development works, such as demolition, that are set to take place on the site.

The quality of the proposed materials and appearance of the proposed adverts is considered to reflect that of the development works they are associated with, as such the proposal would provide a temporary visual uplift to the area that reflects the emerging high-quality appearance of the mixed-use scheme being erected on the site.

### Public Safety

There is no illumination proposed. The proposal has been assessed by Highways Engineers and is not considered to negatively impact road safety for pedestrians or vehicles.

## **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

### **Article 35 Declaration**

### **Condition(s) to be attached to decision for approval**

- 1) The express advertisement consent hereby granted is limited to a period from 21 October 2025 to 21 October 2028;

(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 development hereby approved shall be carried out in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority on 13 August 2025:

- Drawing: Cottenham Street Graphics
- Drawing: Kincardine Road Graphics
- Drawing: Upper Brook Street Graphics

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 Unitary Development Plan policy DC15.

## **Informatives**

## **Appendix 1 – List of consultees & neighbours notified**

Highway Services  
Metrolink

Flat 31, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 30, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
6 Hardshaw Close, Manchester, M13 9TN  
10 Hardshaw Close, Manchester, M13 9TN  
Flat 7, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 5, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 20, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 19, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 17, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 14, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 12, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 10, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Mawson Hotel, 74 - 80 Frances Street, Manchester, M13 9SQ  
Flat 4, Mawson Hotel, 74 - 80 Frances Street, Manchester, M13 9SQ  
Flat 3, Mawson Hotel, 74 - 80 Frances Street, Manchester, M13 9SQ  
Flat 1, Mawson Hotel, 74 - 80 Frances Street, Manchester, M13 9SQ  
Flat 2, Mawson Hotel, 74 - 80 Frances Street, Manchester, M13 9SQ  
8 Hardshaw Close, Manchester, M13 9TN  
2 Hardshaw Close, Manchester, M13 9TN  
Flat 9, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 8, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 6, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 4, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 3, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 29, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 28, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 27, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 26, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 25, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 24, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 23, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 22, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
4 Hardshaw Close, Manchester, M13 9TN  
12 Hardshaw Close, Manchester, M13 9TN  
Flat 21, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 2, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 18, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 16, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 15, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 13, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 11, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
Flat 1, Elizabeth Yarwood Court, Kincardine Road, Manchester, M13 9SY  
3 Arkley Street, Manchester, M13 9YG

## **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

Flood Zones Type 2 (low to medium risk) -

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Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

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Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 2 (low to medium risk) -

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 (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL