

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142991/AOH/2025		
Date registered valid:	16 June 2025		
Proposal:	Installation of internally illuminated double-sided paper advertisement unit on bus shelter.		
Address:	Bus Shelter Between Clive Street And Hinton Street, Manchester, M4 4JD		
Ward(s):	Piccadilly		Ward
Applicant:	Mr Stephen Herraghty JCDecaux UK		
Agent (if any):			
Case officer:	Sam Tel: 0161 219 Email: sam.elliott@manchester.gov.uk		Elliott 2856
Recommendation:	Approve		
Date of recommendation:	24/07/2025		

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 27 June 2025

Standard consultations:

Printed: 25 June 2025 Expired: 16 July 2025

Neighbour notifications

Printed: 25 June 2025 Expired: 16 July 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site relates to the footpath adjacent to the Hinton Street Car Park on the north side of Rochdale Road within the North Manchester area. Consequently, the site is located along one of Manchester's major radial traffic routes into the City Centre.

This section of Rochdale Road features a number of advertisements, including a large digital billboard further north, a non-digital billboard and multiple signs associated with the units on the opposite side of the road, as well as signs related to the adjacent car park.

Description of development

Advertisement Consent is sought for 1 no. internally illuminated double-sided paper advertisement unit associated with the new bus stop.

An existing bus stop featuring an internally illuminated paper sign is to be relocated from the footway outside the Marble Arch Inn on the north side of Rochdale Road to the footpath adjacent to the Hinton Street Car Park further up the road. The bus shelter is to be relocated under permitted development and this application solely relates to the new advertisement associated with the shelter.

The advertising unit would measure 1m wide by 1.9m high, having a depth of 25cm. It would be internally lit with static illuminance levels of 600 cd/m² to exhibit paper advertisements on each side.

Consultations & Notification Responses

Publicity:

- The application was advertised by neighbour notification letters. No representations were received in response to the application.

Highways:

- Sufficient headroom clearance and acceptable luminance levels.
- Choose an item.
- Applicant is required to discuss and agree licensing, hoarding, scaffolding, Section 50, skips and any associated temporary traffic management with MCC's Highways Licensing Team at highwaylicences@manchester.gov.uk

Environmental Health:

- No objection to luminance of signs and recommended a condition restricting luminance at a maximum of 600cd/m².

Transport for Greater Manchester (Land Use and Shelters):

- No objections

Policy Context

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.

The following policies are considered relevant to this application:

Places for Everyone

- JP-P1 – Sustainable Places
- JP-P2 – Heritage
- JP-Strat2 – City Centre

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC1 – City Centre and Fringe
- CC9 – Design and Heritage
- EC4 – North Manchester
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC15 – Advertisements, Hoardings and Posters

NPPF

- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Issues

Amenity

It is acknowledged that there is a degree of advertisement clutter at the proposed location, with nearby digital and non-digital billboards, parking signs and signage associated with the units on the opposite side of Rochdale Road. The proposal would furthermore be seen in the context of the Victoria North development and the non-designated heritage asset at 2 Sudell Street.

However, proposed advert would be typical of those found in bus stops across Manchester, proportionate to the structure and modest in scale. The advert would also similarly consist of paper sheets illuminated internally, and this is considered a low impact form of illumination also common around the city.

It is also noted that with the relocation of the bus stop outside the Marble Arch to the proposed development site, the existing advert would necessarily be removed.

Given a like-for-like replacement within the near vicinity and the low impact of the paper advertisement, it is not considered that the proposal would be an additional contribution to advertisement clutter nor would it have a significant visual impact on the street scene. In turn it is not considered that the proposal would have a detrimental impact to ongoing regeneration along Rochdale Road or cause any significant harm to the heritage asset within the vicinity.

In view of the above, the proposed advert is considered to be acceptable in terms of amenity and compliant with Policies SP1, CC1, CC9, EC4, EN1, EN3 and DM1 of the Core Strategy, Policy DC15 of the Unitary Development Plan, Policies JP-P1, JP-P2 and JP-Strat2 of PfE, as well as being in line with guidance contained within Sections 12 and 16 of the NPPF.

Public Safety

The primary public safety concern is the illuminance of the signs. The luminance level stated in the application form is 600 cd/m², which is acceptable to Local Highways Authority and

Environmental Health consultees. It is not considered that there would be a danger to public safety and a condition relating to the maximum illuminance will be included in the approval.

Planning Balance and Conclusion

All relevant planning issues and comments have been taken into consideration in concluding that the proposal comprises an appropriate form of advertisement. It is considered to be acceptable in terms of its design and appearance, its impact on heritage and public safety. The proposal would therefore accord with Places for Everyone Joint Development Plan, the Core Strategy and UDP policies as described, as well as being in line with the NPPF. 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

Condition(s) to be attached to decision for approval

1. Advert Mandatory

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. Specified Plans

The development hereby approved shall be carried out in accordance with the location plan by the City Council as Local Planning Authority on 19/05/2025, and the following drawing:

[Rochdale MBC Bus Shelter Display Structure Elevations] received by the City Council as Local Planning Authority 11/06/2025.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1, CC1, CC9, EC4, EN1, EN3 and DM1 of the Core Strategy, Policy DC15 of the Unitary Development Plan, Policies JP-P1, JP-P2 and JP-Strat2 of PfE, as well as guidance contained within Sections 12 and 16 of the NPPF.

3. Luminance

The maximum luminance of the signage shall not exceed 600 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 and saved policy DC15 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

3 Sudell Street, Manchester, M4 4GX

1 Sudell Street, Manchester, M4 4GX

Unit 1, Sudell Street Industrial Estate, Sudell Street, Manchester, M4 4JQ

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) 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

Area Team Boundary - Name: CENTRAL