MANCHESTER CITY COUNCIL

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Applicant

Ms Maddalena Sanvito
Street Vox
Adfolio Ltd

Agent (if used)

Mr Ben Kelly
Adfolio
Studio 20
Meantime Studios
14 Feathers Place
London
SE10 9NE

Part 1 – Particulars of the application

Proposal: Temporary advertisement shroud for a period of 8 months.

Location: Royal Buildings, 2 Mosley Street, Manchester, M2 3AN

Date of application: 5 August 2025

Application number: 142395/AOH/2025

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part 1 are **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

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.

Informatives

Lighting from illuminated advertising hoardings shall be designed and installed so as to control glare
and overspill onto nearby properties.

Date: 30 September 2025

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that is available through the gov.uk website at www.gov.uk/appeal-planning-inspectorate. The Inspectorate will publish details of your appeal on the internet.

This may include a copy of the original application form and any supporting documents supplied to the local planning authority by you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN.