

Our Ref: 2025-019
Your Ref: PP-13956261

Manchester City Council
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22nd April 2025

By email only

Dear Sir/Madam,

**Re: Town & Country Planning (Control of Advertisements) (England) Regulations (2007)
Application for advertisement consent for 6 Oldham Road, Manchester, M4 5DB.**

We write on behalf of our client, Ambient Media Worldwide Ltd, with an application for advertisement consent for 2no. scaffold mounted temporary advertisement banners to the front elevation of 6 Oldham Road. The scaffolding is to be erected to allow for the like-for-like replacement of the existing cladding. The proposed description of development is as follows:

'Installation of 2no. temporary illuminated scaffold mounted advertising banners for a temporary period of 12 months'

This application has been submitted on the planning portal via ref. PP-13956261. To accompany this application, the following information has been submitted alongside this supporting covering letter.

- Application Forms
- Existing Elevations
- Scaffolding Design Plan
- Scaffold Mounting Plans (covering proposed elevation requirements)
- CGI of proposed mounted banners
- Build Programme

The Site and Surrounding Areas

The site is located on Oldham Road. It comprises two modern buildings joined together via a suspended walkway above Henry Street. The existing buildings are 7 storeys with commercial at the lower levels and residential uses above.

The site is located within the Ancoats conservation area. The building abutting the site to the south is the Grade II Listed Crown and Kettle Public House. To the rear of the building is the Grade II* Listed Daily Express Building.

There are no other planning policy constraints / considerations that are pertinent to this advertisement consent application.

Planning History

There is no planning history 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 a number of 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

The application seeks temporary consent for the installation of 2no. scaffold mounted advertisement banners for the duration of the works to replace the existing cladding of the building like-for-like. The individual banner material will be fire rated PVC coated PES mesh.

The banner for the northern section of the building (Elevation A) will measure 15.4m in height and 25.4m in width. The banner for the southern section of the building (Elevation B) will be 15.4m in height and 40.7m in width. The banners will cover the scaffolding from a base height 6.65m 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 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

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 like-for-like replacement of existing cladding i.e. works that do not require planning permission. 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 Grade II Listed Crown and Kettle Public House, as well as the setting of the Ancoats conservation area. 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. 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 replacement cladding works to ensure that it meets the requirements of the Building Safety Act. This ultimately is a public benefit which outweighs the harm identified, a degree of harm that will ultimately be temporary i.e. for 12 months.

Amenity

The applicant is seeking consent to display the advertisements from a period starting 10th June 2025 to 10th June 2026 based on the submitted Build Programme. In this context, it is considered that the proposed advertisement banners would relate to legitimate works and would relate properly to the site on which it would be located. On the basis of a temporary 12-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.

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.

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 and the Regulatory Reform (Fire Safety) Order 2005.

This application has been submitted on the Planning Portal under ref. PP-13956261 and the application fee of 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,



Oliver Eves
Associate Director
On Behalf of NJL Consulting