

Planning

Growth & Development

Delegated officer report for planning application

Application no. 145320/AO/2026

Date registered valid: 3 March 2026

Proposal: Installation of non-illuminated murals and vinyl.

Address: Queens Road Tram Station, Queens Road, Manchester,

Ward(s): Cheetham Ward

Applicant: Alison Dale, Transport for Greater Manchester

Agent (if any):

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 13 April 2026

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 March 2026

Standard consultations:

Printed: 12 March 2026 Expired: 2 April 2026

Neighbour notifications

Printed: 12 March 2026 Expired: 2 April 2026

Site notice

Posted: 12 March 2026 Expired: 2 April 2026

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: Not applicable

Tree Preservation Order: Not applicable

The site is a lift shaft at Queens Road Tram Stop. The lift provides access from the elevated Queens Road, a major arterial route, down to the tram platform at a lower level. A stairwell runs around the lift shaft.

The tram stop first opened in 2013, replacing Woodlands Road tram stop. It is connected to Queens Road Depot.

The surrounding area is mainly residential in nature. The Irish World Heritage Centre is adjacent to the site. Further up Queens Road are the Manchester Fort retail park and the Museum of Transport on Boyle Street.

The site is not within a conservation area and is not within the setting of listed buildings.

Description of Development

The proposal seeks advertisement consent for the installation of non-illuminated murals and vinyl.

The idea of the mural is to show a visual history/timeline of the tram and bus network in Greater Manchester and to direct visitors to the nearby Museum of Transport.

Side A features a vintage photo from the museum archives of an original Manchester electric tram with the driver, conductor and trainee. Painted in sepia tones to compliment the bee network colours of the background. Above a "clipper card" graphic from the archives that has an arrow to point in the direction of the museum, alongside text and the museum logo.

Side B features a visual history of the first trams and buses through to the most recent, the colours will be added to the earlier ones in their correct livery.

The background of side A and B features a map similar the Metrolink map but instead of there station names there will be a history of different transport logos. The images of the vehicles will be in the same "honeycomb" shape of the Bee Network logo.

Side C will feature the current Bee Network logo.

Side D will show a graphical representation of the current Metrolink.

Consultations & Notification Responses

Highway Services – Informative added regarding Highway licensing issues.

Transport For Greater Manchester – No objection.

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, one representation has been received due to this publicity, which was supportive of the proposal.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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.

Places for Everyone Plan - Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-Strat2 - City Centre
- Policy JP-P1 - Sustainable Places

The **Manchester Core Strategy - Development Plan Document 2012-2027 ("the Core Strategy")** was adopted by the City Council on the 11th of July 2012:

- Policy SP1 - Spatial Principles
- Policy EN1 - Design Principles and Strategic Character Areas
- Policy DM1 - Development Management

The **Unitary Development Plan for Manchester** - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 - Shop Fronts and Related Signs

National Planning Policy Framework (NPPF) (2024)

- Chapter 12 - Achieving well-designed places

Draft National Planning Policy Framework (NPPF) (2025)

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Shopfront and Signage Design Guide (2024)

The shopfronts and signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor eaves, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

Assessment

Principle of the advertisement

The advertisement will help to aid wayfinding to Museum of Transport and will demonstrate the heritage of Transport in Manchester, as well as promoting the Bee Network.

Visual Amenity

The lift shaft structure is not in the greatest condition at present. Prior to the advertisement being installed, it shall be thoroughly cleaned with a pressure washer, then have anti-fungal blocker applied and a primer coat of the appropriate masonry paint to ensure a good long-lasting finish.

The larger detail will be painted with acrylic based industry standard aerosol spray paint, and the finer details will be an airbrush with the same paint.

It is considered that the proposal will enhance the present look of the lift shaft.

The mural will be painted with a mixture of outdoor mural grade acrylic paint (applied with rollers and brushes) for the background colours. The use of yellow colours will blend in with the colour scheme at the station and the wider Metrolink and Bee Network.

Murals such as this would not be appropriate in many areas, but this location is not directly in the street scene and therefore is considered to be an appropriate location for such an artwork.

Public Safety

There is no luminance to the signage and therefore no concerns that any illumination would cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the signage remains unilluminated,

All signage complies with headroom and carriageway clearance requirements.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places).

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) 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) The development hereby approved shall be carried out in accordance with the following drawings and documents received by the City Council as Local Planning Authority on 03 March 2026:

- Location Plan
- Proposed Artwork Dimensions

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.

3) There shall be no direct external illumination to the mural.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policy DC14.1 of the Unitary Development Plan for the City of Manchester.

Informative

- 1) The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Transport For Greater Manchester

21 Highstone Drive, Manchester, M8 0RT
19 Highstone Drive, Manchester, M8 0RT
17 Highstone Drive, Manchester, M8 0RT
15 Highstone Drive, Manchester, M8 0RT

Appendix 2 – Planning constraints

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
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Historic Landfill Site 50m Buffer -
Area Team Boundary - Name: CENTRAL