

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144211/AOH/2025
Date registered valid:	30 September 2025
Proposal:	Installation of 2no internally illuminated digital display screens.
Address:	Outside H&M Brown Street, Manchester, M2 1DA
Ward(s):	Deansgate Ward
Applicant:	Ms Verity Cheyne BT Telecommunications Plc
Agent (if any):	Mr Oliver Taylor Dalcour Maclaren
Case officer:	Sam Elliott Tel: 0161 219 2856 Email: sam.elliott@manchester.gov.uk
Recommendation:	Refuse
Date of recommendation:	24 November 2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 10 October 2025

Standard consultations:

Printed: 8 October 2025

Expired: 29 October 2025

Neighbour notifications

Printed: 8 October 2025

Expired: 29 October 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

The application site relates to a section of pavement at the north end of Brown Street, sited near the junction with Market Street. Brown Street functions as an ancillary route between the commercial area of Market Street and King Street. This junction also features commercial entrances to large retailers Tesco Express and Slaters. To accommodate associated footfall, the footway at the junction is approximately 12.5m wide and is pedestrianised up until the junction with Norfolk Street.

In this location, there is an existing InLink totem with two advertisement screens that forms the subject of this application.



(Figure 1: Proposed totem)

In previous years the application site featured several elements of visual clutter, comprised of advertisement clutter associated with the 4no. telecommunications boxes and the 1no. freestanding LED advertisement, as well as a cluster of haphazardly sited street furniture.

Pursuant to the Council's strategy to improve the attractiveness of the City as a retail centre and to enhance the City's image more broadly, the Council has worked to declutter streets in this location and improve the image of the City Centre, working to reduce the number of, and space taken up by, advertisement clutter. This has been in concert with efforts to reduce the footprint and number of street furniture pieces. To this end, 4no. telecommunications boxes were replaced with the smaller InLink totem, reducing the number of advertisements and the footprint of structures required to host them.



Existing



Proposed

Site Address: Brown St (Opp No.58 Tesco and H&M Jct Market St)

Reference: MNC-003-EP-V1

(Figure 2: Site condition before implementation of 118642/FO/2017 scheme (left) and after (right))

Notwithstanding the above, the Council views that the street scene as a whole remains visually cluttered with remaining advertisement along market street seen in conjunction with remaining items of street furniture.

Along Market Street there is a high level of advertisement, with commercial signage along the route and 2no. similar totem devices sited centrally along Market Street. The application site is seen in this context, as well as together with the large stone column to the H&M unit, 1no. pole for hanging baskets, 1no. bulky food kiosk with associated non-fixed advertisements, 1no. wayfinding sign, and 2no. electrical boxes. There are also several bollards, arched bike stands and 1no. public bin in the vicinity.





(Figures 3-8: Remaining items of street clutter within the street scene)

Listed building: Not applicable

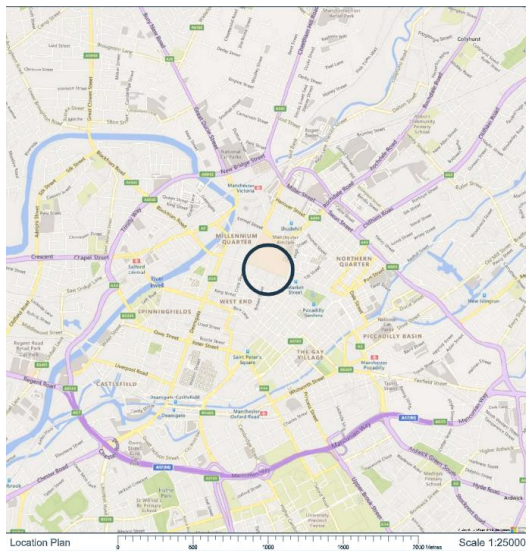
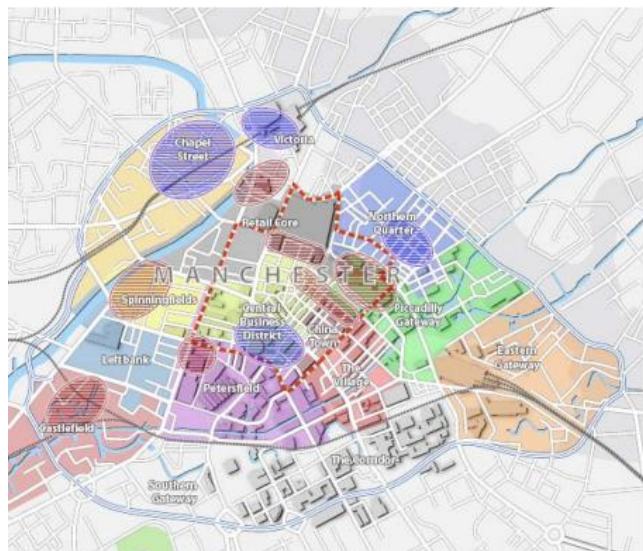
Conservation area: Upper King Street Conservation Area

Tree Preservation Order:

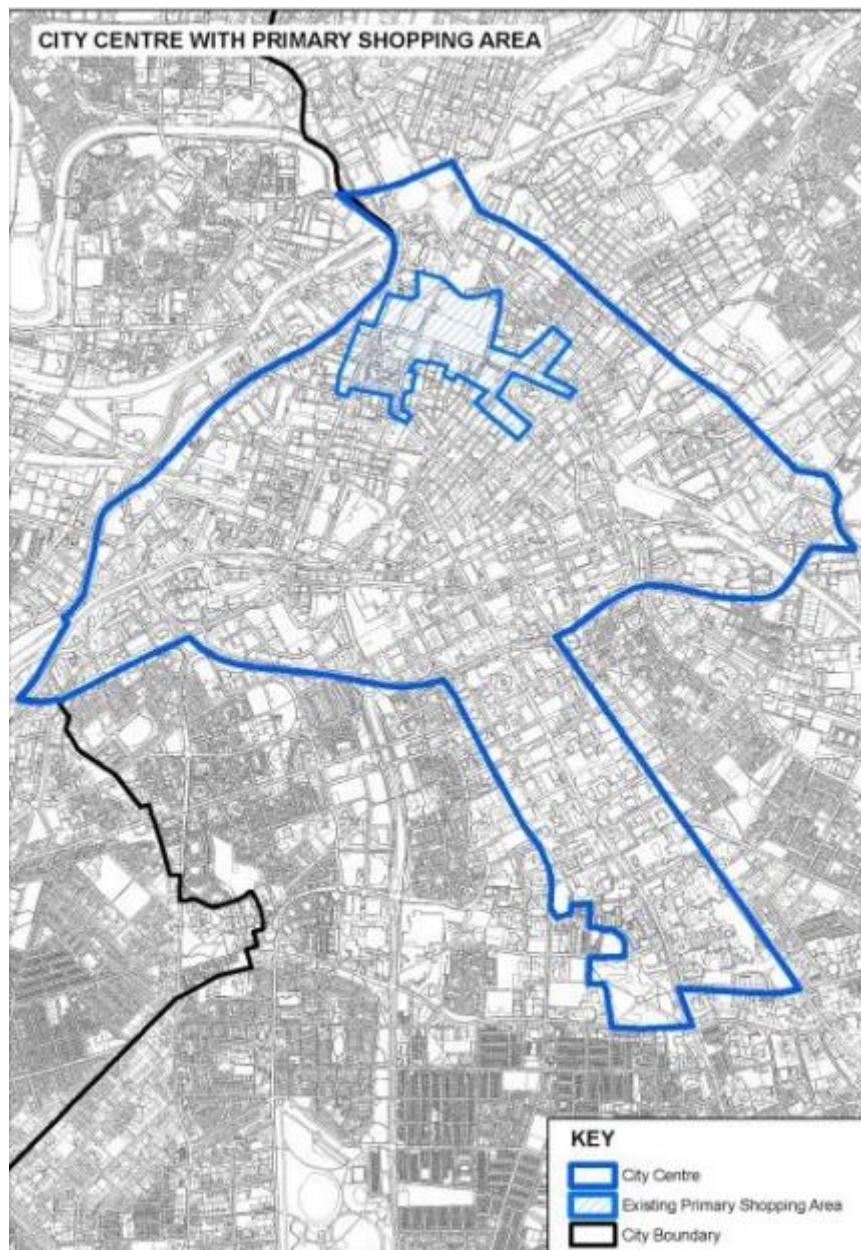
Description of area

The site is located adjacent to Market Street, a pedestrian priority zone within the City's Retail Core and Primary Shopping Area that is considered to be the main commercial street in the City Centre, linking Piccadilly Gardens to Cross Street and Deansgate.

For these reasons, the site at the northern junction experiences a high level of daily footfall and is a highly visible location within the City Centre.



(Figure 9-10: Application location plan (left) and map of Retail Core (right))



(Figure 10: Primary Shopping Area as per Core Strategy Policy CC2)



(Figure 11: Application site adjacent to Market Street, within Primary Shopping Area/Retail Core)

The site is also within the Upper King Street Conservation Area, located at its northern edge. The buildings within this part of the Conservation Area on Market Street generally support frontages which incorporate commercial uses, primarily at ground floor level. While they are mixed in appearance and appear of varying ages, there is a unity as a result of the general use of brick or stone and a similarity of scale. Many of the buildings, including the adjacent 58-66 Market Street are considered non-designated heritage assets, which incorporate interesting detailing and positively contribute to the significance of the Conservation Area.



(Figure 12: Non-designated 58-66 Market Street)

Further south along Brown Street is the Grade II listed Barclays building which is a similar contributor along Brown Street to the character of the Conservation Area. Views of the building can be attained from Market Street.



(Figure 12: Barclay's building adjacent to proposed application site)

Given the site's central location, the application site is a short walking distance from the Arndale Centre to the north, Piccadilly Gardens to the east, King Street to the south, St Peter's Square to the southwest and the Market Street retail area to the northwest. Against this backdrop, a high number of properties in commercial Class E uses populate the surrounding area, with cafes, restaurants, shops and offices being present throughout.

Background

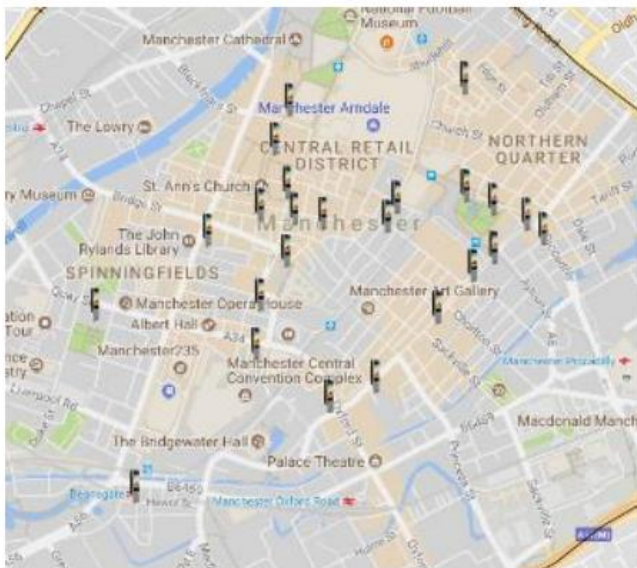
Applications 118642/FO/2017 and 118643/AOH/2017 at the application site formed part of a series of applications received in 2017 for the installations of the Inlink model across the City Centre, now proposed to be replaced as part of the current application.

As part of the decluttering approach the Council has undertaken across the City Centre, and according to the planning statement submitted for applications 118642/FO/2017 and

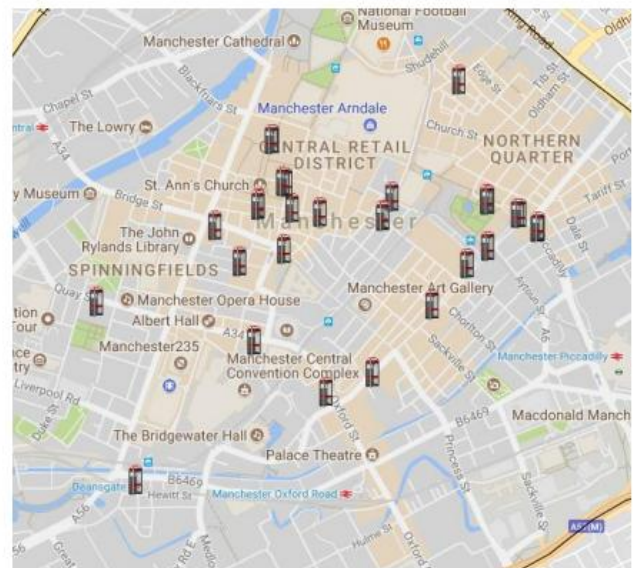
118643/AOH/2017, this series of applications was premised on the existing Inlink model replacing former telecommunications kiosks to reduce the overall level of clutter around the City:

The application package... includes a rationalisation schedule, which sets out the locations of existing BT KX100 kiosks which are to be removed as part of the roll out of InLinks, either through conversion or by removing kiosks in proximity to new sites.

An InLink's footprint in comparison to an existing payphone kiosk covers 75% less surface area on the pavement... Through a collaborative approach with BT's payphones team we are looking to rationalise the current estate in Manchester which currently stands at 508; removing more payphones than InLinks being installed.



Proposed InLink Locations



Associated BT Kiosk Removals

(Figure 13: Image of proposed 2017 InLink totems and corresponding BT kiosk removals, from planning statement submitted for applications 118642/FO/2017 and 118643/AOH/2017)

At the application site, 4no. telecommunications boxes were removed and replaced with the Inlink unit, significantly reducing the number of distinct items of street furniture within the setting as well as their overall footprint.



Existing



Proposed

Site Address: Brown St (Opp No.58 Tesco and H&M Jct Market St)

Reference: MNC-003-EP-V1

(Figure 14: Existing and proposed render for 2017 InLink totem and corresponding BT kiosk removals, from MNC-070-EP-V1 document submitted for applications 118642/FO/2017 and 118643/AOH/2017)

This decluttering approach has been a consistent feature of the Council's regeneration strategy for the City Centre. 17no. applications were received for the installations of JCDecaux Communications Hubs across the City Centre, one of which was sited along Market Street in proximity to the application site.



(Figure 15: JCDecaux Communications Hubs model at Market Street in proximity to the application site)

Pursuant to the decluttering approach the Council has undertaken, and according to the planning statement submitted for application 127632/FO/2020, the proposal was also premised on the net reduction of street clutter across the City:

As part of the Proposal, notwithstanding the reduction in unit numbers, the applicant has agreed with the Officer recommendation to remove all of the 26 existing and outdated phone boxes in Manchester. The Proposal will result in a net reduction of nine phone boxes, with the currently occupied pavement being reinstated and brought back into public use.

Further to these efforts, application 137117/AOH/2023 was one of 9no. applications related to the installation of 9no. Ocean Loop totems across the City Centre, one of which is also in proximity to the site on Market Street (replacing an former totem approved under application 103207/AO/2013/C1).



(Figure 16: Ocean Loop totem model at Market Street in proximity to the application site)

As per Condition 5 attached to the decision notice for application 137117/AOH/2023, the express advertisement consent was limited to a period ending on the 30 June 2026, requiring the discontinuance of the unit and remediation of the land. Temporary consents were applied to allow the phasing out of totem infrastructure having regard to visual amenity and changing circumstances in the locality.

A new strategic package of similar devices is now proposed across the City Centre, with a number of applications for Street Hubs and associated advertisement consent application received to replace the existing InLink models:

144066/FO/2025 – Installation of digital LED totem at Outside No. 71 Piccadilly, Manchester, M1 2BS.

144067/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside No. 71 Piccadilly, Manchester, M1 2BS.

144106/FO/2025 - Installation of digital LED totem at Outside 51 Piccadilly Street, Manchester, M1 2AP.

144107/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside 51 Piccadilly Street, Manchester, M1 2AP.

144108/FO/2025 - Installation of digital LED totem at Footpath Outside 1 Portland Street, Manchester, M1 4AJ.

144109/AOH/2025 – Installation of 2no internally illuminated digital display screens at Footpath Outside 1 Portland Street, Manchester, M1 4AJ.

144110/FO/2025 – Installation of digital LED totem at Outside H&M Brown Street, Manchester, M2 1DA.

144211/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside H&M Brown Street, Manchester, M2 1DA.

144112/FO/2025 – Installation of digital LED totem at Outside No.98 Portland Street, Manchester, M1 4GX.

144200/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside No.98 Portland Street, Manchester, M1 4GX.

144114/FO/2025 – Installation of digital LED totem at Outside Deansgate Station, Whitworth Street West, Manchester, M1 5WY.

144115/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside Deansgate Station, Whitworth Street West, Manchester, M1 5WY.

144116/FO/2025 – Installation of digital LED totem at Outside Primark, Mosley Street, Manchester, M60 1AY.

144117/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside Primark, Mosley Street, Manchester, M60 1AY.

144118/FO/2025 – Installation of digital LED totem at Outside No. 8-10 Exchange Street, Manchester, M2 7EF.

144201/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside No. 8-10 Exchange Street, Manchester, M2 7EF.

144120/FO/2025 – Installation of digital LED totem at Footpath Outside No. 11-13 Piccadilly, Manchester, M60 1AY.

144199/AOH/2025 – Installation of 2no internally illuminated digital display screens at Footpath Outside No. 11-13 Piccadilly, Manchester, M60 1AY.

144122/FO/2025 – Installation of digital LED totem at Outside No.15 Oxford Street, Manchester, M1 5AE.

144198/AOH/2025 - Installation of 2no internally illuminated digital display screens at Outside No.15 Oxford Street, Manchester, M1 5AE.

144124/FO/2025 – Installation of digital LED totem at Opposite No. 60 Sackville Street, Manchester, M1 3BU.

144197/AOH/2025 – Installation of 2no internally illuminated digital display screens at Opposite No. 60 Sackville Street, Manchester, M1 3BU.

144144/FO/2025 – Installation of digital LED totem at Outside No. 9 Stevenson Square, Manchester, M1 1DB.

144196/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside No. 9 Stevenson Square, Manchester, M1 1DB.

144337/FO/2025 – Installation of digital LED totem at Portland Street, Outside Piccadilly Hotel, Manchester, M1 4AL.

144338/AOH/2025 – Installation of 2no internally illuminated digital display screens at Portland Street, Outside Piccadilly Hotel, Manchester, M1 4AL.

144339/FO/2025 – Installation of digital LED totem at Outside No. 48 King Street, Manchester, M2 6AF.

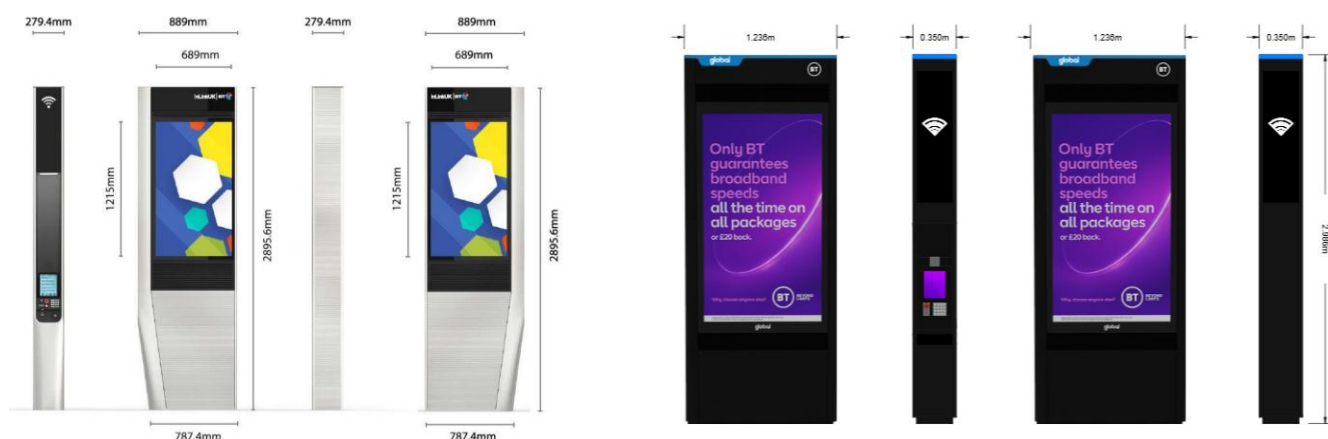
144340/AOH/2025 – Installation of 2no internally illuminated digital display screens at Outside No. 48 King Street, Manchester, M2 6AF.

Description of development

Advertisement Consent is sought for 2 no. LED screen adverts associated with the digital kiosk application 144066/FO/2025 on the footpath outside no.71 Piccadilly, replacing the existing 2no. screens associated with the existing InLink model.

The existing InLink model's two screens (front and back) are each 55", measuring 689mm x 1215mm. As per the decision notice for application 118464/AOH/2017, the light settings are changed throughout the day based on a timer and dusk/dawn timings with the night setting set to 326 cd/m2.

The proposed Street Hub 3 model's front and back screens would each be 75", measuring 950mm x 1670mm. As per the submitted 'Street Hubs Beyond Connection' document, the intensity of the illumination of the two digital display screens would not exceed 600 cd/m2 between dusk and dawn.



(Figures 17-18: Existing totem screens (left) and proposed Street Hub 3 totems (right))

Consultations & Notification Responses

Notification/Advertisement:

Occupiers of neighbouring buildings were notified of the proposal via notification letters. At the time of writing this report no objections have been received.

Ward Members - one objection has been received, from a Local Ward Councillor, who stated that the advertisement totem is in a busy location, does not contribute to the Council's objective to reduce street clutter, reduces pavement space and sightlines and makes pedestrians feel more enclosed in locations where we should be prioritising pedestrians.

Highways Services

Concerns raised:

- Application does not follow Council's decluttering approach to footways, does not contribute to rationalisation of street furniture, exacerbates issues with street clutter in a busy city centre environment
- Previous proposal approved on premise of rationalising telecoms estate.
- Increased totem footprint will impede pedestrian movement and accessibility in an area with significant pedestrian movement with other street furniture nearby.
- Market Street hosts Christmas Market events, contributing to congestion.
- The above will reduce pedestrian comfort, increase navigation/confusion and safety issues, particularly for those with accessibility needs.
- Given the surrounding TROs, it is unclear how safe servicing/maintenance will take place.

Environmental Health:

No objection, subject to condition.

- A condition is recommended to control light pollution.
- A management plan for maintenance to ensure agreed light levels continue to be in accordance with the above condition.

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-Strat2 – City Centre
- JP-C5 – Streets for All
- JP-P1 – Sustainable Places
- JP-P2 – Heritage

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC2 – Retail
- CC9 – Design and Heritage
- T1 – Sustainable Transport
- 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
- DC18 – Conservation Areas
- DC22 – Footpath Protection

NPPF

- Section 9 (Promoting Sustainable Transport)
- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Listed Buildings and Conservation Areas Act 1990

- Section 72

Manchester's Streets for All Design Guide (adopted November 2023)

Paragraph 141

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

Amenity – Impact on the General Characteristics of the Locality

Policy Context

The Control of Advertisements Regulations require an accounting of the general characteristics of the locality, having regard to the material provisions of the Development Plan. Historic and architectural features are important considerations when assessing amenity.

Amongst other things and in general terms, Paragraphs 117 and 135 of the NPPF, PfE Policies JP-Strat2, JP-C5 and JP-P1, Core Strategy Policies SP1, EN1, T1 and DM1 and the Streets for All Design guidance by the Greater Manchester Combined Authority in November 2023 emphasise the 'movement and place function' of streets, requiring that development in the City Centre is has good design and is visually stimulating, improving the appearance of the area to create interesting environments, taking account of matters including siting, layout, form, massing, materials and detail.

Pursuant to these policies, streets must be well designed to make a significant positive contribution to the quality of a place and avoid unnecessary street clutter. Accordingly, the Council will support schemes where they improve pedestrian routes and the pedestrian environment to ensure that they are welcoming to all.

With specific regard to advertisements and free-standing hoardings, Saved Unitary Development Plan Policies DC15.1 and DC15.2 further require the Local Planning Authority to have consideration to their contribution to locality and the effect on visual amenity.

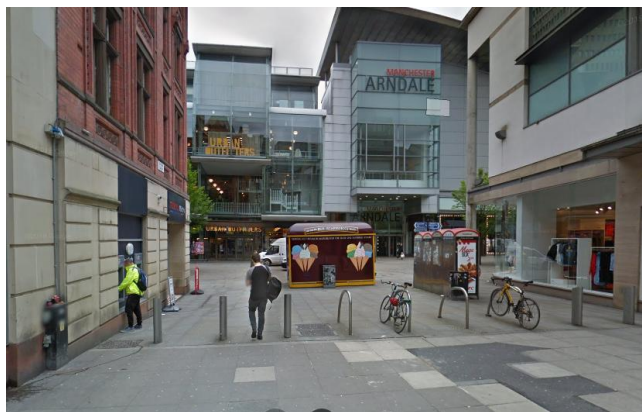
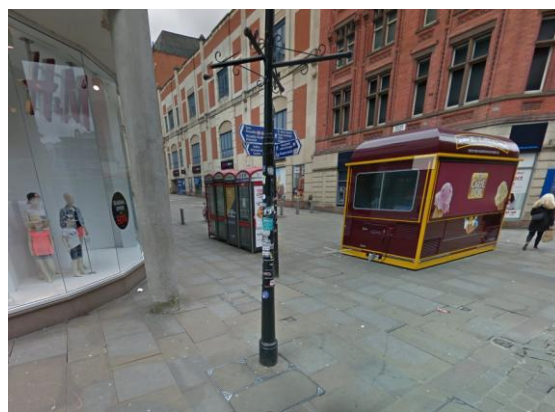
The site is also located within the Primary Shopping Area outlined in Core Strategy Policy CC2, which further emphasises that development must make a positive impact on the built environment and the public realm, of the highest design quality, creating strong linkages to the primary shopping area, especially on foot as part of the strategy to expand the City's retail offer.

Additionally, Paragraph 210 of the NPPF, PfE Policies JP-Strat2, JP-P1, and JP-P2; Core Strategy policies CC9, EN1 and EN3; saved UDP policies DC15.1, DC15.2, DC18 and DC19; Section 72 of the Listed Building and Conservation Areas Act 1990; and guidance contained in sections 12 and 16 of the National Planning Policy Framework outline the assessment of heritage assets and the desirability of sustaining and enhancing the significance of Conservation Areas, as well as other features of the historic environment including non-designated heritage assets. Developments are expected to consider the City's historic environment, continue the rich pattern of activity in the core area, sustain and enhance these identified heritage assets and integrate with their setting.

Site Context

As outlined above, the application site is immediately adjacent to the City's main commercial street within the City's Retail Core and Primary Shopping Area, with pedestrian priority and pedestrianised footways extending along Market Street and to the north end of Brown Street. The site is therefore in a highly visible location within the City Centre by virtue of the high level of associated daily footfall where the pedestrian environment is highly prioritised.

The Council would reiterate that in previous years the application site was significantly cluttered with a number of elements of street furniture. The immediate cluster of street furniture included 1no. pole for hanging baskets, 1no. bulky food kiosk with associated non-fixed advertisements, 1no. wayfinding sign, 2no. electrical boxes, the existing InLink totem, several bollards, arched bike stands and 1no. public bin. As a result, the street scene appeared lacking in any coordinated overarching design, with street furniture of disparate sizing, materiality and colour, as well as being sited haphazardly and appearing scattered along the footway in a highly prominent location. Along with the stone column to H&M, the visual clutter in this area creates a visual barrier to Brown Street, which is a key route into the Upper King Street Conservation Area and where entrances to retailers are located.



(Figure 20-21: Former site condition 2017 with clutter and visual barrier to Brown Street)

Pursuant to the Council's strategy to improve the attractiveness of the City as a retail centre and to enhance the City's image more broadly, the Council has worked to declutter streets in this location, working to reduce the footprint and number of street furniture pieces and create stronger linkages to the Primary Shopping Area. To this end, 4no. telecommunications boxes were replaced with the smaller InLink totem, reducing items of clutter and the visual barrier to Brown Street.



Existing



Proposed

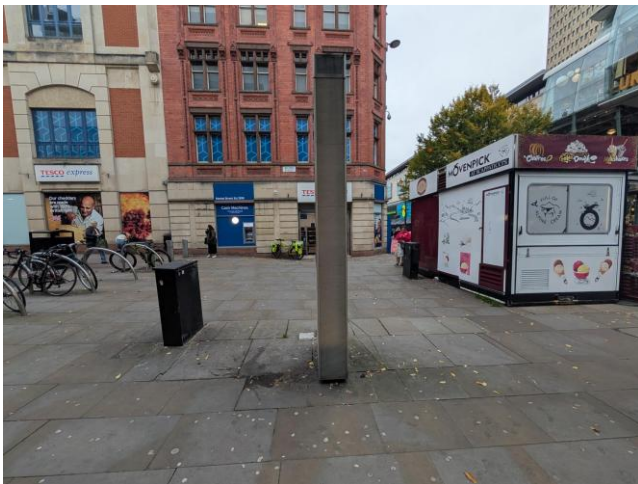
Site Address: Brown St (Opp No.58 Tesco and H&M Jct Market St)

Reference: MNC-003-EP-V1

(Figure 22: Site condition before (left) and after decluttering efforts (right))

Notwithstanding the above, the Council views that the street scene as a whole remains visually cluttered. It is acknowledged that there is a high level of advertisement along Market Street which is by design highly prominent. However, there are a number of additional visual elements in pocket spaces outside the main commercial avenue which detract from Market Street's overall appearance. At the application site, there is a large stone column to the H&M unit, 1no. pole for hanging baskets, 1no. bulky food kiosk with associated non-fixed advertisements, 1no. wayfinding sign, 2no. electrical boxes, and the existing InLink totem. There are also several bollards, arched bike stands and 1no public bin.





(Figure 23-28: Remaining cluster of visual/street clutter, impacting permeability to Brown Street and detrimental to appearance of area)

Proposed Advertising Screens

In this context, the proposal would see the replacement of the InLink model screens with those of the Street Hub 3 model.



(Figure 29: Render comparison of existing Inlink totem and proposed Street Hub totem)

As outlined above, the proposed LED screens would be larger at 75", measuring 950cm x 1670mm. As per the 'Street Hubs Beyond Connection' document, the intensity of the illumination of the two digital display screens would not exceed 600 cd/m2 between dusk and dawn. They would also be brighter at night, with the proposed cap on luminance between dusk and dawn at 600 cd/m2.

Visual Impact on the General Characteristics of the Locality

The proposed Street Hub totem advertisement screens would be sited close to the junction with Market Street, experienced in the same context as the advertisements associated with commercial frontages when walking along the route. It would however be visible directly in the middle of Brown Street, which is a gap in commercial frontages breaking them up. It is also seen in the context of the more immediate cluster of street furniture which contribute to the street scene's overall visual clutter.

While it is acknowledged that 2no. advertising screens exist in this location, the Street Hub advertising screens would be larger and brighter than the existing InLink totem (when viewed at night). It is also noted that unlike the application for the existing InLink model, the proposal would not reduce the scale of existing advertisement and provide no additional associated visual benefit weighing in favour of the scheme.

The existing InLink advertising screens are relatively restrained in scale, occupying less surface area of the totem's faces. By contrast, the Street Hub advertising screens are wider and taller, and would present a more prominent form of advertisement visible along the route. The adverts' digital luminance, covering a greater surface area of the totem, would also add to their prominence in the setting.

It is acknowledged that adverts are intended to attract attention, however digital advertisement displays have a greater brightness than traditional advertisement and are by design highly visible in the street scene. While it is acknowledged that similar totem advert screens exist along Market Street, they are sited centrally along the route in line with trees and other items of street furniture to minimise their presence and integrate with the setting. By contrast, the

proposal's position would not be rationalised, and when viewed from Market Street the screens would appear between the existing food truck and the H@M elevation. It is considered to appear awkward and haphazardly sited from this vantage, appearing off-centre along Brown Street and featuring where a break in advertisement is to be expected within the street layout, partially blocking the space to the side of the food truck and views along Brown Street, ultimately failing to appear as an integrated advertisement within a cohesive overarching street design.

In view of the above, it is not considered that the proposed Street Hub advertisements represent a like-for-like replacement within the street scene, having a more dominant and obtrusive visual presence than the existing InLink model and other advertisements within the setting. It is considered that the proposal would work against the removal and rationalisation of visual clutter that has occurred in this location, intensifying advertisement where there are already high levels of advertisement along the route, and would be seen amongst remaining items of street clutter, emphasising their prevalence.

They would also be awkwardly positioned along Brown Street, and by virtue of its more imposing presence and when seen together with existing clutter in this location, the proposal would further increase the visual barrier to Brown Street.

For the above reasons, it is considered that the advertisement would detract from the appearance of the street scene in a highly visible location within the Primary Shopping Area and Retail Core, against policy considerations which require the improvement of this area's pedestrian environment.

It is noted that there is an ongoing application 144411/FO/2025 for Norfolk House in the vicinity of the site for a hotel use with elevational alterations. While not yet determined, there is clearly a wider development ambition for Brown Street which foresees greater use of the application site.



(Figures 30-31: Elevational alterations proposed to Brown Street in application 144411/FO/2025)

Further to this, the intensified level of advertisement, amid the existing visual clutter in this location, would also detract from the setting of the non-designated 58-66 Market Street and the Upper Kings Street Conservation Area as a whole. The stark illuminated screens would be an obtrusive modern element seen in conjunction with the architectural detailing of 58-66 Market Street. The increased scale of the screen and stark illumination, in addition to its awkward

siting, would emphasise the advertisement and contribute to the existing visual clutter in the setting. For reasons outlined previously, the proposed advertisement screens would also obscure views into the Conservation Area when viewed from Market Street.

Section 72 of the Listed Buildings and Conservation Areas Act 1990 and the policies outlined above require that special consideration is given to the settings conservation areas. For the reasons outlined above, the proposal would detract from the key Market Street frontage of the Upper King Street Conservation Area, disrupt views into the Conservation Area and ultimately harm its setting.

In coming to this view, the Council takes note of recent appeal decisions for similar Street Hub 2 totems and advertising screens.

In an appeal decision for application 142696/AOH/2025 (Appeal ref: APP/B4215/H/25/3369448) in the Eastlands area of the City, though much less populated by advertisement and street clutter the Inspector found that the totem and advertisement's large digital advertisement panels would contribute to their dominant and obtrusive presence:

Due to a combination of its height, width and freestanding position close to the edge of the carriageway, the proposed hub, with its large digital advertisement panels on both sides, would represent a dominant and obtrusive feature on the pavement.

In an appeal decision for application 142706/AOH/2025 (Appeal ref: APP/B4215/H/25/3369504) relating to the footpath outside 15 Oldham Road, the Inspector found that despite 'the largely commercial character of the area... [with] various signs and adverts on nearby buildings' the totem and advertisement's dominant and obtrusive presence would add further visual clutter and result in cumulative harm:

it would add further visual clutter, making this busy pedestrian route a less pleasing place to walk, and its siting close to the edge of the carriageway would only exacerbate its visual prominence and dominance at this busy junction.

the addition of the rotating digital images on the proposed hub, in conjunction with the rotating images on this existing advert, would result in cumulative visual harm from digital advertisements within the immediate locality.

In the same appeal decision the Inspector also found that the similar LED screens would harm the setting of the listed Former Midland Bank and features of architectural interest which contribute to its significance.

the frequently changing digital advertisement images on the hub would compete with the visual prominence of this listed building on the street scene.

In consideration of the above, and in the context surrounding the current application whereby there are material differences between the circumstances of the InLink and Street Hub advertising screen applications, it is viewed that the proposal would be visually detrimental to the street scene with no factors outweighing the visual harm.

Amenity – Lighting

While contributing to the visual prominence of the adverts, the luminance of the digital screens is not considered to be at a level where there would be a harm to the amenity of neighbouring properties.

Environmental Health have reviewed the scheme and are satisfied that:

- the luminance level would be controlled by a light sensor to adjust the screen brightness to reflect the ambient levels during the daytime and set to a maximum brightness of 600cd/m² during hours of darkness
- In the event of breakdown or malfunction the screen will automatically switch off.
- The advertisement shall display no special visual effects of any kind during the time that the advertisement is displayed or on transition between advertisements.
- The displayed image shall not include animated, flashing, scrolling, intermittent or video elements and the transition between successive images shall not include fading, swiping or other animated transition method.
- The minimum display time for each piece of content on the digital display screens shall be 10 seconds.
- The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays

Comments note that no provisions are included should a fault be detected or reported with the screen or advertisement, to ensure the screen would automatically switch to a blank screen with black background. A condition is recommended in the event of an approval to require the above measures to control levels of luminance, as well as a condition for a maintenance management plan.

Public Safety – Highways

Highways comments note that the footway experiences high footfall and the adverts forming part of the totem structure as a whole would exacerbate this, though have not objected to the scheme on safety grounds.

While the proposal's siting would form an obstacle on the footway and contributes to an impression of clutter, it is not considered that there would be significant likelihood of a public safety impact for pedestrians.

Conclusion

In consideration of the above factors, the proposed Street Hub advertising screens are not considered to harm amenity by virtue of light pollution or highways safety, though are considered to be detrimental to the general characteristics of the locality, as well as the historic and architectural features of the non-designated 58-66 Market Street and the Upper Kings Street Conservation Area.

The adverts are moreover considered to be contrary to the material provisions of the Development Plan, failing to comply with PfE Policies JP-Strat2, JP-C5 and JP-P1; Core Strategy Policies SP1, CC2, EN1, T1 and DM1; saved UDP Policies DC15.1 and DC15.2; and Section 12 of the NPPF as they relate to visual amenity and the effects of advertisements.

They are furthermore considered contrary to Section 72 of the Listed Building and Conservation Areas Act 1990; Paragraph 203 of the NPPF, PfE Policies JP-Strat2, JP-P1, and JP-P2; Core Strategy policies CC9, EN1 and EN3; saved UDP policies DC15.1, DC15.2, and DC18; and

guidance contained in sections 12 and 16 of the National Planning Policy Framework as they relate to the desirability of protecting and enhancing the character and appearance of Conservation Areas.

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: Refuse

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The two-sided digital screen, by virtue of its siting, scale, design, appearance and means of illumination, would form a highly prominent item of advertisement and contribute to advertisement clutter along a key commercial route, increasing visual clutter when seen together with existing advertisement and street furniture in this location. This would be to the detriment of the character and visual amenity of the local context and pedestrian experience. The proposal would therefore result in an unduly harmful impact on the visual amenity of the area, within the setting of non and designated heritage assets. The proposed advertisements would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007; Section 72 of the Listed Building and Conservation Areas Act 1990; Places for Everyone Policies JP-Strat2, JP-C5, JP-P1 and JP-P2; Core Strategy Policies SP1, CC2, CC9, EN1, EN3 and DM1; saved UDP Policies DC15.1, DC15.2, and DC18; and Sections 9, 12 and 16 of the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Advertising Right JC Decaux Outside 52, Market Street, Manchester, M1 1PW
Scappaticci, Kiosk Adjacent 42 To 46, Market Street, Manchester, M1 1PW
Sugar Hut, Kiosk Adjacent 74 To 76, Market Street, Manchester, M1 1PD
68 - 70 Market Street, Manchester, M1 1PW
39 Market Street, Manchester, M1 1WR
74 - 76 Market Street, Manchester, M1 1PN
Lloyds Bank PLC, 42 - 46 Market Street, Manchester, M1 1PW
What A Potato, Kiosk, Market Street, Manchester, M1 1PD
1 Pall Mall, Manchester, M2 1JR
First Floor And Second Floor, 3 Spring Gardens, Manchester, M2 1FB
Metro Bank, 45 Market Street, Manchester, M1 1WR
First Floor, 58 - 66 Market Street, Manchester, M1 1PW
72 Market Street, Manchester, M1 1PN
48 - 50 Market Street, Manchester, M1 1PW
37 Market Street, Manchester, M1 1WR
Basement, 49 Market Street, Manchester, M1 1WR
41 - 43 Market Street, Manchester, M1 1WR
Ground Floor, 78 Market Street, Manchester, M1 1PD
31 Market Street, Manchester, M1 1WR
3 Spring Gardens, Manchester, M2 1FB
Second And Third Floor, 3 Spring Gardens, Manchester, M2 1FB
78 Market Street, Manchester, M1 1PD
58 - 66 Market Street, Manchester, M1 1PW
52 - 56 Market Street, Manchester, M1 1PW

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
Conservation Area - Multiple
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL