MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144901/AO/2026
Date registered valid:	8 January 2026
Proposal:	Display of advertisement hoarding for temporary period of 3 years.
Address:	Junction Of Higher Ormond Street And Boundary Lane West, Manchester
Ward(s):	Hulme Ward
Applicant:	Mr George Brown, Manchester Metropolitan University
Agent (if any):	Mr David Wood, Bowker Sadler
Case officer:	Jack Naven Tel: 0161 219 2095 Email: jack.naven@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**2 March 2026**

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 15 January 2026

Standard consultations:
Printed: 13 January 2026 Expired: 3 February 2026

Neighbour notifications
Printed: 13 January 2026 Expired: 3 February 2026

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/Area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The site sits at the corner of Higher Ormond Street and Boundary Street West, at the heart of Manchester Metropolitan University's (MMU) Manchester campus, just off Grosvenor Square (also known as All Saints Park). It is a short walk from the main Oxford Road bus corridor, which is a significant transport route. The A57(M) Mancunian Way lies approximately 400m to the north and it a main arterial route.

The site is bounded on the north and west sides by the Grade II-listed Righton Building and the Cavendish Building, both part of the MMU estate. The surrounding buildings are mostly educational use, with some commercial and Purpose Build Student Accommodation (PBSA) uses in the surrounding area. Emergency escape routes from both the Cavendish and Righton Buildings are routed through the service yard with egress via the pedestrian gates.

There are two existing pedestrian gates, one on each street, and a gate to the courtyard behind Cavendish and Righton Buildings to the northwest. A double vehicular gate opens off Boundary Street West. There is no planning history which suggests that these gates and fences currently in place have planning permission.

Historically the site appears to have been undeveloped since the date of the earliest available mapping data. It appears to have been enclosed with a tall, solid boundary on most maps with historical aerial imagery from the 1940s to the 1960s and is

likely to have formed the service yard for the Righton department store, as evidenced by the now bricked-up loading bay and later addition of the goods lift and loading platform to the south elevation which appears by 1963.

Photography commissioned in 1973, prior to the demolition of the Chapel and Sunday School to facilitate development of the current Cavendish Building, records the yard as fenced with wire mesh on concrete posts circa 2.8m high.

More recent street view imagery, shows the site to have been open to the pavement in the 2000s, with occasional Heras-type temporary fencing until circa 2014 when the current timber posts and panel fence, was erected. The latest over-panelling with artwork on composite sheets was installed circa 2022.

Description of Development

The proposal seeks advertisement consent for the display of advertisement hoarding for temporary period of 3 years on a new 2.4m fence for a temporary period of 3 years (being considered under application ref no 144900/FO/2026

The site currently functions as a service yard for staff and contractors and is utilised for temporary storage of construction materials and equipment for estate building and maintenance works. The vehicle gates on Boundary Street West form the primary means of access for this purpose. The space therefore needs to be both secured and screened from view, as per the current fence arrangement.

The service yard shall be ultimately be used for the landscaping of the campus (Phase 1 of which has been completed) as well as for the Cambridge Halls.

Related Applications

144900/FO/2026 - Installation of 2.4m hoarding for temporary period of 3 years.
To be approved alongside this application.

Consultations & Notification Responses

Publicity - Neighbour notification letters were sent to surrounding properties. No representations have been received because of this publicity.

Highway Services - Have no objections. Requested that informatives be attached to the decision notice outlining requirements to agree any licensing, hoarding / scaffolding and any temporary pedestrian and traffic management to be agreed with Highway Services.

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
- Policy JP-P2 - Heritage

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 EN3 - Heritage
- Policy DM1 - Development Management
- Policy CC9 - Design and Heritage

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
- Policy DC18 - Conservation Areas
- Policy DC19 - Listed Buildings

National Planning Policy Framework (NPPF) (2024)

- Chapter 12 - Achieving well-designed places
- Chapter 16 - Conserving and enhancing the historic environment

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 cills, 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.

Other Legislation

Sections 16, 66, and 72 of the Listed Buildings and Conservation Areas Act 1990 require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Issues

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

Principle of the Proposal

The principle of the proposal is considered to be acceptable in this case.

As a part of the accompanying planning permission 144900/FO/2026, a 2.4 fence will be approved on the site.

The site currently functions as a service yard for staff and contractors and is utilised for temporary storage of construction materials and equipment for estate building and maintenance works. The vehicle gates on Boundary Street West form the primary means of access for this purpose. The space therefore needs to be both secured and screened from view, as per the current fence arrangement.

The Righton building, including the application site, will ultimately form part of the MMU's long term masterplan/estates strategy, to be the subject of a future application, and the current proposals are therefore intended to remain in place only for the duration of the current estate works.

The advertisement hoardings proposed will screen the temporary fence installed.

The Local Planning Authority advised the applicant during pre-application discussions that the proposals detailed within this application can only be considered on a temporary basis of a maximum of three years and the submission is therefore in line with this restriction.

The service yard shall be used for the landscaping of the campus (Phase 1 of which has been completed) as well as for the Cambridge Halls.

On the basis of the temporary consent period sought for, and for the benefits that the secured service yard site will provide to the wider improvement works to the campus, the principle of development is considered to be acceptable in this case.

It must now be judged against the impacts on visual amenity and public safety.

Visual Amenity

As the yard that the advertisement hoardings will be screening will house materials and equipment for construction purposes, it has been deemed necessary to screen this with panels with MMU branding and artwork.

The fence and gates behind the advertisement hoardings will be constructed of weldmesh and metal post construction and will be finished in black paint/powder-coating. The full fence, including gates will be fully over-clad to the street elevation using solid, flush-jointed composite panels attached with concealed security fixings as a part of the same proprietary system.

The specific designs are not known at this stage, but indicative designs have been provided, showing MMU branding that is proportional and appropriate. A standing compliance condition has been attached to ensure that the advertisement hoardings are not used for any other commercial purposes other than MMU branding.

The proposed adverts will have a minor negative impact upon the visual amenity of the surrounding street scene; however, the proposal is for a temporary period and will screen unappealing visual elements located behind.

The proposal will introduce a negative visual element which will detract from the setting of the Grade II listed Righton Building, however, the proposal is for a temporary period and there are public benefits of improving the public realm, which will include better pedestrian routes, cycle routes, street furniture and accessibility, which are considered to outweigh any concerns in this case.

The artwork boards are intended to improve the appearance of the finished fence which will discourage graffiti, and the surface finish will aid cleaning, which is considered to be a positive public benefit as it will improve the visual amenity of the site during its use as a service yard during this temporary 3 year period.

If consent were sought on a permanent basis, the proposal would not be supported, but in this case, it is considered to be acceptable on a temporary basis.

Taking all these aspects into consideration, the proposal can therefore be supported on visual amenity grounds.

Public Safety

There is no illumination to the signage, and therefore no concerns with illumination causing any distraction to passing pedestrians or road users, or to causing disturbance to any nearby residents or commercial occupiers.

There are no headroom and carriageway clearance concerns.

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

Conclusion

Given the above, the proposal is considered to be consistent with the Town and Country Planning (Control of Advertisements) Regulations 2007, 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), DC18 and DC19, and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).

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 polices 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 advertisement consent hereby granted is for a limited period for 3 years only, expiring on 05 March 2029, and the use comprising the development for which advertisement consent is hereby granted is required to be discontinued on that date.

Reason - The use hereby approved is of a temporary nature only and pursuant to Core Strategy Policies SP1, CC9, EN3 and DM1.

3) The advertisements hereby permitted shall be discontinued no later than the 05 March 2029 and the fixings and works comprising the development are required to be removed no later than one week from the use ceasing.

Reason - The use and buildings are required to cease and be removed from spite within a specified timescale in order to allow reinstatement of the site pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012).

4) More than two months prior to the expiration of the temporary period, a scheme to restore the land shall be submitted to and be approved in writing by the City Council as the Local Planning Authority. The scheme shall be implemented within one month of the use ceasing and thereafter retained and maintained in accordance with this scheme.

Reason - To ensure that the land is reinstated to an appropriate standard in the interest of visual amenity and to restore the recreational value of the site pursuant to policies SP1, EN9, EN10 and DM1 of the Manchester Core Strategy (2012).

5) The development hereby approved shall be carried out in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority on 08 January 2026:

- Location Plan
- Proposed Site Plan and Elevations 25-033-BSA-XX-XX-D-A-1011 B
- Proposed Typical Proprietary Fence and Hoarding Panel System Detail 25-033-BSA-XX-XX-D-A-0012 A
- Design and Access Statement Job No 25-033 Document 1050 Rev C January 2026 by Bowker Sadler.

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.

6) The advertisement hoardings hereby approved shall feature only Manchester Metropolitan University branding and shall feature no other commercial advertisement branding.

Reason - To ensure that the advertisements on site are no substantially different to the draft advertisements proposed, in line with policies SP1 and DM1 of the Core Strategy.

Informatives

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.

2) The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic 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

Cavendish Hall Of Residence, Cavendish Street, Manchester, M15 6BG
Flat 15, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 1, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 20, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Manchester Metropolitan University Humanities Building, Rosamond Street West, Manchester, M15 6LL
Flat 2, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 11, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 16, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 3, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 18, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 17, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 13, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
1 Boundary Street West, Manchester, M15 6LS
Flat 23, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 7, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 12, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 24, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 19, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 22, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 9, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 10, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 5, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Manchester Metropolitan University, Arts And Humanities Building, Cavendish Street, Manchester, M15 6BG
Flat 14, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 4, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 8, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Flat 21, Cavendish Hall, Cavendish Street, Manchester, M15 6BG
Righton Building, Cavendish Street, Manchester, M15 6BG
Flat 6, Cavendish Hall, Cavendish Street, Manchester, M15 6BG

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