

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144338/AOH/2025
Date registered valid: 22 October 2025
Proposal: Installation of 2no internally illuminated digital display screens.
Address: Outside Piccadilly Hotel, Manchester, M1 4AL
Ward(s): Deansgate Ward

Applicant: Ms Verity Cheyne BT Telecommunications PLC
Agent (if any): Mr Oliver Taylor Dalcour Maclaren
Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: Refuse
Date of recommendation: 12 December 2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 24 November 2025

Standard consultations:

Printed: 30 October 2025 Expired: 20 November 2025

Neighbour notifications

Printed: 30 October 2025 Expired: 20 November 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

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

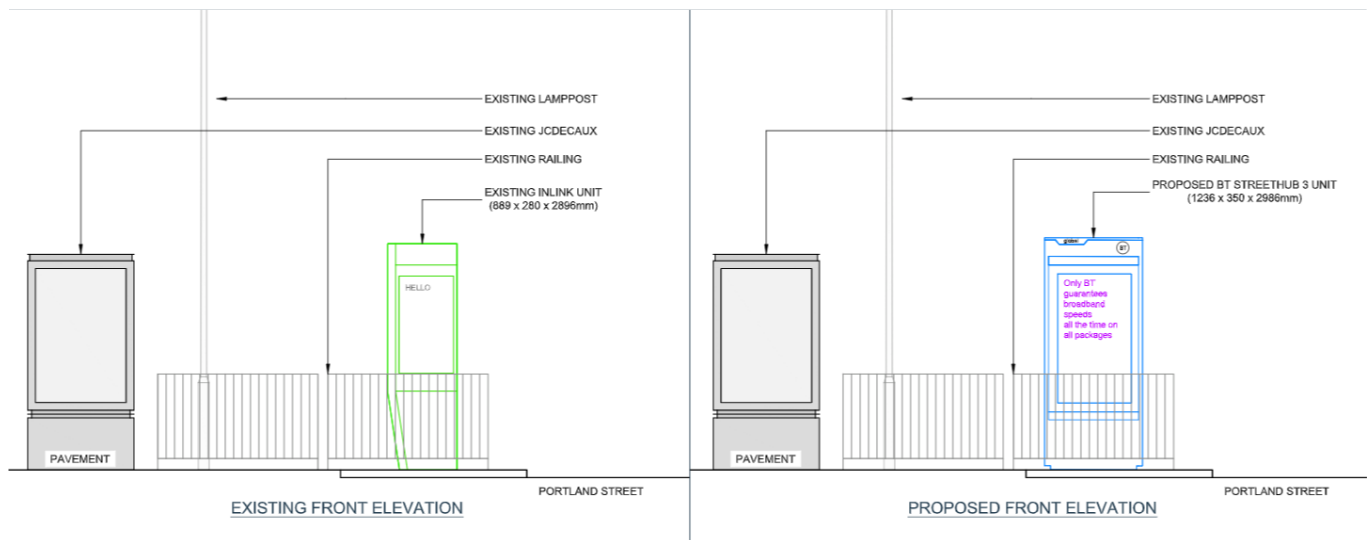
The application site pertains to an area of pavement on Portland Street, adjacent to the entry of [Piccadilly](#) Hotel. A modern 13 storey building, with ground floor shopfronts uses and a hotel and carpark on the upper storeys.

Description of area

The area is characterised by modern buildings and varying Class E uses including hotels, offices, bars and restaurants. Portland Street channels pedestrians, cyclists and vehicles moving between highly active areas of the City Centre such as Market Street, Piccadilly, Piccadilly Gardens Princess Street, Chorlton Street and Sackville Street. The area has a vibrant character and is composed of largely modern buildings. Chorlton Coach Station, Piccadilly Tram station, and Piccadilly Train Station are all in close proximity to the site.

Description of development

Advertisement consent is sought for the installation of 2no. internally illuminated advertisement screens to be sited on a digital totem, to replace the existing InLink digital screens and totem.



Planning History

118470/AOH/2017 | Installation of 2 no. digital LED display screens to associated InLink (related planning application ref no 118469) (Approved June 2018)

144337/FO/2025 | Installation of digital LED totem. (Refused in tandem with this application)

Relevant nearby applications:

118468/AOH/2017 | Installation of 2 no. digital LED display screens to associated InLink (related planning application ref no 118467) (Approved June 2018)

Consultations & Notification Responses

Publicity

Notification letters have been sent to surrounding properties. No representation have been received.

Highway Services – No objections but noted a number of concerns. The increased footprint of the proposed totem is contrary to the Council decluttering strategy and broader street design standards. Highways are also concerned the proposal would impair pedestrian movement and inclusive accessibility on a busy footpath. The totem's scale could decrease the ability of pedestrians to navigate the pavement and impede pedestrian comfort particularly for disabled users. Finally, the site is under a Traffic Regulation Orders which designate No Waiting At Any Time and No Loading At Any Time kerbside restrictions. A Servicing/Maintenance Plan has not been provided, and it is unclear how this would be accomplished safely.

Environmental Health – No objections. Requirements for control of potential amenity impacts would be required with conditions related to noise, totem maintenance, and light from digital display screens.

Policy

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 relevant to consideration of this application within the development plan:

Manchester Core Strategy (2012-2027)

DM1 Development Management

SP1 Spatial Principles

Places for Everyone Joint Development Plan

JP-P1 Sustainable Places

JP-C5 Streets for All

Saved Unitary Development Plan Policies

DC15 Advertisements, Hoardings and Posters

Other Material Considerations:

National Planning Policy Framework

Chapter 12 Achieving well-designed places

Paragraph 141 states:

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

GMCA Streets for All Design Guide

Adopted November 2023 to ensure will ensure that streets are welcoming, green and safe spaces for all people, enabling more travel by walking, cycling, and using public transport while creating thriving places that support local communities and businesses.

Issues

Visual Amenity



Policy DM1 states that all development should have regard for appropriate siting, layout, scale, form, massing, materials and detail, impact on the surrounding areas in terms of the design, scale and appearance of the proposed development, and have regard to the character of the surrounding area. The size of the advertisement screen would also significantly increase. In comparison to the existing which is 0.64m x 1.14m with each side of the totem would featuring a digital HD screen measuring 0.95m x 1.67m.

Policy SP1 requires that developments contribute to 'well designed places' that enhance or create character. The proposed development would not positively contribute to the site, nor is its design or appearance considered to be complementary to the character of the area due to its scale, dominance and use of a static rotation of images.

These changes to scale and appearance are considered to be a negative change which would result in an unacceptable level of harm to visual amenity in the area. The adverts would become overly dominant and obtrusive in the street scene. The existing InLink advertising screens are relatively restrained in scale, occupying less surface area of the totem's faces. 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 would contribute towards visual clutter that would detract from the appearance of the street scene.

The Planning Inspectorate noted for a similar site opposite No.28-30 The Horsefair in Bristol (25/10669/A, 3367573) recognised this obtrusiveness when dismissing the appeal stating:

Notwithstanding the ambient lighting of the appeal sites, at night and at many times of day, the lit panels and the associated advertisement displays would be highly conspicuous and incongruous additions to the parts of the streets they would be located on. This would be because of their high levels of luminance, their size, and their prominent locations within the public realm.

Policy JP-C5 notes the importance of welcoming streets that are easily navigable with minimal 'barriers and obstacles to movement'. At present, this section of Portland Street includes two streetlights, one bin, eighteen cycle racks, one phone box, and two separate totems. Highways signage is present in the adjacent cycle lane. As was noted by Highways in their comments, the Council strategically wishes to rationalise street clutter and establish a high-quality appearance amongst high streets within the City Centre. This is further emphasised in the Greater Manchester Combined Authority Streets For All Design Guide which emphasises the importance of visually attractive and inviting High Streets. The proposed totem would amount to visual clutter thereby detracting from the appearance of the siting location.

Policy DC15 requires that advertisement hoardings are considered for their 'scope to make a positive contribution to the locality'. It is acknowledged that adverts are intended to attract attention, however digital advertisement displays have a greater brightness and employ rotating static imagery, distinguishing them from traditional advertisements and resulting in a design that is highly visible in the street scene.

Public Safety

The proposed development would be situated along a busy pedestrian footpath. Highway services have not objected or raised any significant concerns with the totem's impact on pedestrian accessibility, nor have they provided any comments in relation to the increase of the digital display.

Highway Services have recommended a condition could be secured that would see the luminance level of the advertisement limited to 600cd/m² during hours of darkness and inclement weather. Additionally, there would be other conditions that would control the intervals between advertisements and prohibit moving advertisements. For these reasons the proposed development is not considered to pose any risk to public safety. Highway Services a condition

requiring the submission of a construction management plan is disproportionate to the development proposed and as such will not be attached in the event of an approval.

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

Reasons for recommendation to refuse

- 1) The proposed digital advertising display, by virtue of its siting, scale, appearance, and consistent rotation of static advertisement images, would form an overly dominant and visually obtrusive feature within the street scene. The advertisement would contribute to advertisement clutter in a sensitive location in the city centre, thereby undermining current efforts to minimise clutter in the City Centre environment. The proposal would therefore result in an unduly harmful impact on the visual amenity of the area. The advertisement is therefore contrary to the provisions of Town and Country Planning (Control of Advertisements) (England) Regulations 2007, policies JP-P1 and JP-C5 of Places for Everyone Plan, policies SP1, EN1, and DM1 of the Manchester Core Strategy (2012), saved policies DC15.1 and DC15.2, of the Unitary Development Plan for the City of Manchester (1995), and chapter 12 of the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Third Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Ground Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Huxters, Minshull Street, Manchester, M1 3EF
Ninth Floor, Westminster House, 11 Portland Street, Manchester, M1 3BH
Fourth Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
Third Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
PaddyPower, 44 Piccadilly Plaza, Manchester, M1 4AJ
10 New York Street, Manchester, M1 4JD
Seventh Floor, Westminster House, 11 Portland Street, Manchester, M1 3HU
Edwards, Westminster House, 11 Portland Street, Manchester, M1 3HU
The Thrift Shop, 45 - 50 Piccadilly Plaza, Manchester, M1 4AJ
First Floor, Westminster House, 11 Portland Street, Manchester, M1 3PL
Fifth Floor, Westminster House, 11 Portland Street, Manchester, M1 3HU
First Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Second Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Britannia Hotel, 35 Portland Street, Manchester, M1 3LA
4 Portland Street, Manchester, M1 4GS
Eighth Floor, Westminster House, 11 Portland Street, Manchester, M1 3BH
Second Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
Ground Floor, Westminster House, 11 Portland Street, Manchester, M1 3PL
Dawsons, 30 Portland Street, Manchester, M1 4GS
Second Floor, 4 Portland Street, Manchester, M1 4GS

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - Multiple
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: CENTRAL