

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144141/AOH/2025

Date registered valid: 30 September 2025

Proposal: Continuation of the display of the digital advertising screen for a further 5 years including installation of new digital advertisement display screen to replace existing screen and supporting structure.

Address: Land Beneath Mancunian Way At London Road Approach,
Manchester, M1 2PG

Ward(s): Piccadilly Ward

Applicant: Mrs Sue Fleming Ocean Outdoor Uk Ltd

Agent (if any):

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14/11/2025

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 16 October 2025 Expired: 6 November 2025

Neighbour notifications

Printed: 15 October 2025 Expired: 5 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/building

The application relates to a section of public footway beneath the Mancunian Way and to the east of London Road. The section of footway is paved in tarmac and features an internally illuminated 6310mm wide, 609mm deep and 6225mm high digital advertisement screen. The screen is supported by two diagonal support columns and has a featureless rear elevation.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The neighbouring area lies along the southern boundary of Manchester City Centre. London Road and the Mancunian Way visually dominate the neighbouring area, with them also providing access from the dense development of the City Centre to that of the smaller scale development of Ardwick. To the north of the application site, the Manchester Marriott hotel forms a notable addition to the street scene by its notable width that follows the curve of London Road. To the rear of the application site an enclosed skate park is located. The immediate area is largely devoid of digital advertisements.

Description of development

The application seeks advertisement consent for the continued display of a digital advertisement screen on site for an additional five years, and the replacement of the existing screen and support structure with a new unit.

The proposed replacement unit would feature a new screen with a width of 6310mm, a depth of 500mm and a height of 3550mm. The existing screen having the same dimensions, though with a shorter height of 3275mm.

The proposed base unit would be a rough cross shape, with a width of 900mm at its narrowest point and 3920mm at its widest. The screen would then be clad in a dark bronze metal cladding, with the screen's base then being completed in powder coated charcoal cladding. The rear elevation of the screen would feature a mural, though details on its content and material finish are currently undetermined.

The proposed screen would be illuminated to 300cd/m² and would only be in operation from 07:00 – 23:00.

Planning History

128694/AOH/2020 - Installation of digital (LED) advertisement hoarding following removal of existing illuminated advertisement hoarding – Approved January 2021.

111388/AOH/2016/C2 – Installation of new digital advertising display screen (3275mm x 6310mm) to replace existing back illuminated vinyl advertisement display. Existing support structure to remain and be painted silver. Maximum height of structure to remain at 6225mm – Approved April 2016.

Consultations & Notification Responses

Publicity – Neighbouring properties were notified of the proposals by letter. No representations were received.

Environmental Health – No objection subject to a condition that would control the illumination and content of the advertisement.

Highways – No objection subject to a condition that would control the illumination and content of the advertisement, and informatives relating to highway works.

National Highways – No objection.

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.

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-Strat1 – Core Growth Area
- Policy JP-Strat2 – City Centre

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 EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy EN1 – Design Principle and Strategic Characters 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 DC15 – Advertisements, hoardings and posters

National Planning Policy Framework (NPPF)

- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places

National Planning Practice Guidance (NPPG)

Issues

Amenity

The proposal would see the replacement of an existing LED advertisement screen with another that is marginally larger for a period of five years.

It is acknowledged that the existing advertisement on site has been on site for a period of approximately nine years, with a previous non-illuminated sign, having been on site since at least 2008.

The local street scene, situated under and around the Mancunian Way is somewhat hostile to pedestrians and lacks a sense of place making, with both the Mancunian Way and London Road, by their sheer size having a somewhat negative impact on the appearance of the local street scene. Furthermore, it is acknowledged that the existing advertisement shows signs of wear, and its exposed back gives the structure an unfinished appearance.

In contrast to this, the proposed advertisement would feature a high quality finish of dark bronze effect cladding panels, and a more solid base that would add visual interest to the advertisement.

Whilst the difference in the size of the advertisements is noted, this is considered to be so marginal as to have little effect on its wider impact on the local street scene. Furthermore, the advertisement would have a solid backing panel that would then be completed in street art undertaken by the local community.

In this context, it is considered that the replacement advertisement would uplift the appearance of the immediate area for a period of five years, whilst neighbouring regeneration efforts seek to improve more permanent features within the street scene.

Environmental Health do not object to the proposals subject to the advertisement being lit to certain criteria, including that it does not depict moving images/animation. Subject to a planning condition that would require the specification of the street art to the advertisement's back panel to be confirmed, the development is acceptable in this instance and accords with Places for Everyone Plan Policies JP-Strat1 and JP-Strat2, Core Strategy Policies SP1, EC3, CC1, EN1, and DM1, and Saved Unitary Development Plan Policy DC15.

Public Safety

The application site is located underneath the Mancunian Way, a significant ring road around the City Centre, as well as facing directly onto one of its slip roads. Additionally, to the east, the site borders London Road, an arterial road that provides access to the heart of the City Centre.

National Highways do not object to the proposal. Highway Services do not object to the proposal subject to a planning condition that would require the proposed advertisement to not contain moving images/animation, as well as that it is not lit any brighter than 300cd/m² during non-daylight/inclement weather and 600cd/m² during daylight hours.

As the proposed development is to not exceed 300cd/m², it is considered appropriate to simply condition the advertisement in line with the illumination level proposed. Subject to such condition, the development is acceptable in this regard and therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1 and JP-Strat2, Core Strategy Policies SP1, EC3, CC1, EN1, and DM1, Saved Unitary Development Plan Policy DC15, the National Planning Policy Framework, and National Planning Practice Guidance. The application is therefore recommended for 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: Approve

Conditions 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:

- o Covering Letter (Prepared by Ocean Outdoor; Dated 30/09/2025)
- o PY4836-1-001: Location Plan
- o PY4826-1-002: Site Plan
- o PY4826-1-004: Proposed Elevation
- o PY4826-1-005 Rev A: Standard Specification (Received 03/11/2025)
- o PY4826-1-007: Proposed View
- o PY4826-008: Conceptual Design & Branding
- o 5477678: SHOP DWG,DVX-2210-10 352X704@1, Front Access
- o Planning Statement (Prepared by Ocean Outdoor)
- o Daktronics Corporate Sustainability Statement
- o Photo Montages London Road approach Mancunian Way M1 2PG (Prepared by Ocen Outdoor)
- o London Road Approach Mancunian Way M1 2PG, Application REF: 144141/AOH/2025 (Prepared by Ocean Outdoor; Received 03/11/2025)

All stamped as received by the City Council as Local Planning Authority on 30/10/2025, unless specified otherwise.

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 and the National Planning Policy Framework.

3) a) The advertisement consent hereby granted is limited to a period of five years from the date of this decision notice or from the commencement of the display of the advertisement hoarding if that is earlier.

b) On the date of the expiry of the consent period (see part a); the advertisement and all associated development shall be removed, and the application site shall be restored to its original condition prior to the installation of the approved advertisement.

Reason - The advertisement hereby approved is of a temporary nature, in order to provide a sustainable meanwhile use for the site before it comes forward for permanent redevelopment pursuant to Core Strategy Policies SP1, EN1 and DM1.

4) a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

b) No individual advertisements shall be displayed for duration of less than 10 seconds.

c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m2 during non daylight hours / inclement weather Or for signs less than 10m2

g) The maximum luminance level of the advertisements displayed on the panel should not exceed 300 cd/m2 during non-daylight/ inclement weather.

h) The screen shall only operate between the hours of 07:00 to 23:00 hours.

Reason - To ensure the proposal does not present an unacceptable safety risk to users of the local highway network in accordance with Core Strategy Policy DM1 and the National Planning Policy Framework.

5) Prior to the installation of the replacement screen hereby approved, final details on the finish and design of the mural to be installed on its rear elevation, as shown on drawing no.PY4826-6-005 Rev A (Received 03/11/2025), shall be submitted to and approved in writing by the Local Planning Authority. The development shall then proceed in accordance with the approved details, which shall be retained and maintained for the lifetime of the development.

Reason - In the interests of visual amenity pursuant to policies SP1, EN1 and DM1 of the Manchester Core Strategy and saved policy DC15 of the Unitary Development Plan for the City of Manchester.

6) The logo to the front of the advertisement board hereby approved shall be laser cut in accordance with the submitted supporting statement (Prepared by Ocean Outdoor; Received 03/11/2025).

Reason - In the interests of visual amenity pursuant to policies SP1, EN1 and DM1 of the Manchester Core Strategy and saved policy DC15 of the Unitary Development Plan for the City of Manchester.

Informatives

1) o Should there be any proposed works to the structure adjacent to the highway structural drawings and calculations for the temporary and permanent support works must be submitted for checking (for a fee) to MCC Bridges/Structures Section. The applicant is advised to contact highways.structures@manchester.gov.uk.

o 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

o 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

o It should be ensured that the appropriate maintenance agreements are in place. MCC Highways are not responsible for maintaining any of the proposed apparatus at the site

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
National Highways

Projekts MCR Ltd, Projekts Skateboard Park, 41 Baring Street, Manchester, M1 2PY
Unit 4, Downing Street Industrial Estate, Charlton Place, Manchester, M12 6HH

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
Flood Zones Type 2 (low to medium risk) -
Flood Zone Plus Climate Change -
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
Main River Consultation Zone -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL