

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144067/AOH/2025	
Date registered valid:	24 September 2025	
Proposal:	Installation of 2no internally illuminated digital display screens.	
Address:	Outside No. 71 Piccadilly, Manchester , M1 2BS	
Ward(s):	Piccadilly	Ward
Applicant:	Ms Verity Cheyne BT Telecommunications PLC	
Agent (if any):	Mr Oliver Taylor Dalcour Maclaren	
Case officer:	Sam Tel: 0161 219 Email: sam.elliott@manchester.gov.uk	Elliott 2856
Recommendation:	Refuse	
Date of recommendation:	14/11/2025	

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 3 October 2025

Standard consultations:

Printed: 3 October 2025

Expired: 24 October 2025

Neighbour notifications

Printed: 3 October 2025

Expired: 24 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

The application site relates to a section of pavement on the north side of Piccadilly, sited adjacent to the corner of Piccadilly and Newton Street. The pavement is one of the City Centre's key active travel movement corridors through the heart of the City Centre, and is also a key route to Piccadilly Gardens for visitors and commuters arriving in Manchester via Piccadilly Train Station and London Road bus stops. As such, the site experiences a high level of daily footfall and is a highly visible location within the City Centre experiencing a high level of daily footfall.



(Figure 1: Heavy footfall around application site)

To accommodate this level of footfall, the section of pavement along Piccadilly is 9.5m at its widest. The footway is curved around the corner and later narrows to accommodate the bus stop further along Piccadilly. In this location, there is an existing InLink totem with two advertisement screens that forms the subject of this application.



(Figure 2: Proposed digital advertising screen in associated totem)

In previous years the application site featured several elements of visual clutter, comprised of advertisement clutter associated with the 2no. telecommunications boxes and the 1no. freestanding LED advertisement, as well as a cluster of haphazardly sited street furniture.



(Figures 3-4: Site condition 2016 (left) and October 2025 (right) after decluttering efforts)

As part of the Council's longstanding strategy to regenerate the Gardens and its environs, 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.

Through the Council's decluttering efforts, the street scene of the application site has markedly improved, seeing the removal of the freestanding advertising screen, the replacement of the 2no. telecommunications boxes with the smaller InLink totem, as well as the relocation of the public bin to the brick section of the pavement to help rationalise the estate.



(Figures 5-6: Rationalisation of street furniture, now closer to the kerb and within the area defined by red brick, except for the existing InLink totem)

Notwithstanding the above, the Council views that the street scene as a whole remains visually cluttered, despite the removal of these items of advertisement clutter.

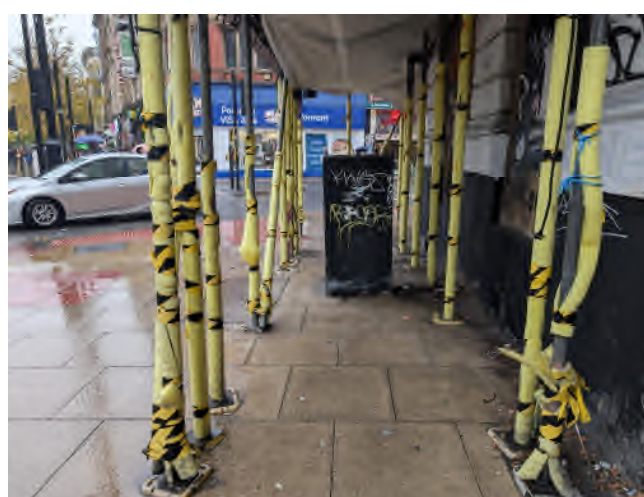
Along the Piccadilly footway, advertisement is primarily comprised of signage associated with commercial frontages along Piccadilly and large format advertisement within the Piccadilly bus stops. There are 7no. large format, double sided and internally illuminated bus stop advertisements on the north side on the footway and 2no. on the south side. The immediate vicinity also features 1no. externally illuminated projecting sign at the Piccadilly Tavern, 1no. externally illuminated projecting sign at KFC, and illuminated and non-illuminated fascia signage along the frontage.



(Figures 7-8: Advertisement and signage along north side of Piccadilly)

These advertisements are seen in conjunction with the items of street furniture outlined above, as well as 3no. A-board advertisements, tables, chairs and canvas barriers on metal posts associated with the external space outside the Piccadilly Tavern. There is also an electrical box

in close proximity to no. 67 Piccadilly. On the southern side of Piccadilly opposite the application site, there are 2no. bus stops, 2no telecommunications boxes, lampposts, signage and external seating and A-boards associated with the Costa unit. The combination of advertisement and street clutter contributes to a visually cluttered streetscape.



(Figures 9-14: Remaining items of street clutter within the street scene)

The existing InLink totem advertisement screens are sited closer to the junction with Newton Street and outside this cluster of advertisement, however is experienced in the same context when walking along the route. It is also seen in the context of the more immediate cluster of street furniture which contribute to the street scene's visual clutter.

Listed building:	Grade II
Conservation area:	Stevenson Square Conservation Area
Tree Preservation Order:	Not applicable

Description of area

The site is located within the Stevenson Square Conservation area, adjacent to the outer frontage on the north side of Piccadilly which marks the entrance to the Conservation Area and features some of the Conservation Area's grandest listed buildings. Accordingly, the site is within immediate proximity to the adjacent Grade II Halls Buildings, as well within the setting of the Grade II listed nos. 77-83 Piccadilly. On the other side of Newton Road are the Grade II listed St Margarets Chambers and Clayton House (nos. 59 and 61 Piccadilly), which can be seen in conjunction with the site.

The Halls Buildings' significance primarily derives from its eclectic Venetian Gothic style architecture. It is constructed in Sandstone ashlar with wide central bays and narrow end bays, cornice over ground floor, arched windows (with parapet blind-arcaded in front of 1st-floor windows), pairs of carved pedestals over the outer bays and chimneys to the rear of these. The ground floor has square-headed doorways to the outer bays, both with banded pilasters and pairs of zoomorphic corbels supporting cornices.



(Figure 15: Hall's Building adjacent to proposed application site)

Nos 77-83's significance derives from its eclectic architectural style with Aesthetic Movement features. It is constructed in sandstone ashlar and stucco with plain pilasters, arched windows, raked sills to all floors, coved pargetted eaves richly decorated with leaves and fruit, parapet interrupted by wide half-hipped attic to 2nd bay and octagonal wooden corner turret with steeply-pitched roof.



(Figure 16: Nos 77-83 Piccadilly further along the footpath to proposed application site)

The two listed buildings are read together, form a continuous frontage to the Conservation Area and by virtue of their architectural features and detailing represent a positive contribution to its character.

The site is also in close proximity to Piccadilly Gardens, a key central area of public realm at the core of the City Centre, with the space used by both residents, visitors to the City and workers, for leisure, rest and play spaces as well as being a location hosting a number of events throughout the year.

Given the site's central location, the application site is a short walking distance from the Northern Quarter commercial area to the north, Canal Street to the, China Town to the southwest, 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.

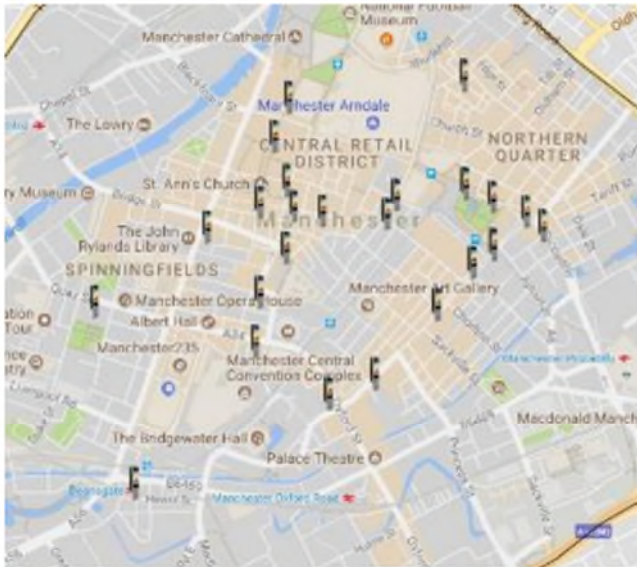
Background

Applications 118463/FO/2017 and 118464/AOH/2017 at the application site formed part of a series of applications received in 2017 for the installations of the Inlink model and associated advertisement screens across the City Centre, now proposed to be replaced as part of the current applications.

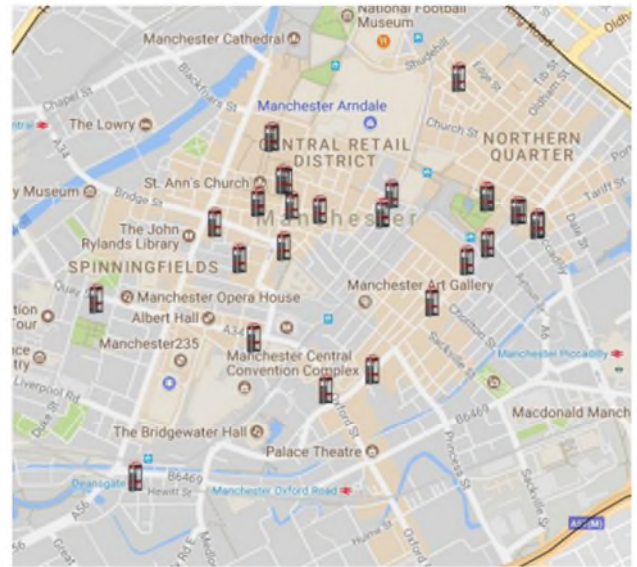
As part of the decluttering approach the Council has undertaken across the Gardens, and according to the planning statement submitted for applications 118463/FO/2017 and 118464/AOH/2017, this series of applications was premised on the existing Inlink model replacing former telecommunications kiosks to 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 17: Image of proposed 2017 InLink totems and corresponding BT kiosk removals, from planning statement submitted for applications 118463/FO/2017 and 118464/AOH/2017)

At the application site, 2no. telecommunications boxes were removed and replaced with the Inlink unit, reducing the number of items contributing to visual clutter within the setting. There was a net scale of advertisement and as well as a reduction in the footprint of structures facilitating them.

InLinkUK | **BT**
Existing & Proposed Views



Existing



Proposed

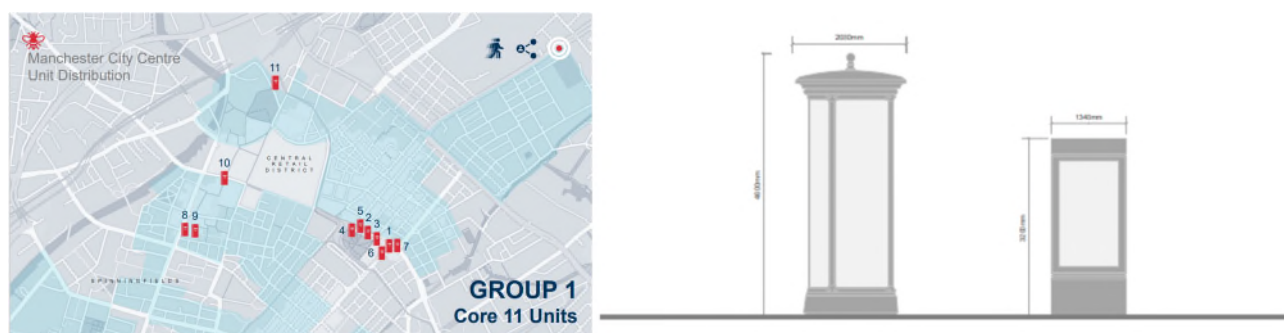
Site Address:	Piccadilly (OS No.71-75 Piccadilly Tavern Pub Jct Newton St)
Reference:	MNC-070-EP-V1

(Figure 18: Existing and proposed render for 2017 InLink totem and corresponding BT kiosk removals, from MNC-070-EP-V1 document submitted for applications 118463/FO/2017 and 118464/AOH/2017)

This decluttering approach has been a consistent feature of the Council's regeneration strategy for the Gardens area and its environs. Further to these efforts, application 130164/AOH/2021 was the first of six groups of applications which related to the installation of 11no. JCDecaux 'Forum Smart City CIP' totems, 7no. of which were around the Gardens and along the same route as the application site.

The approval of these totems was similarly premised on the broader strategy of decluttering, seeing a net reduction in advertisement and street furniture around the Gardens. As per the covering letter submitted with the application:

The existing estate comprises 90 advertised structures at separate locations across the City, with a mix structure types that includes 17 of the tall cylindrical columns in three different designs. The remainder of the estate is made up of the standard freestanding 6 sheet displays or commercial information panels (CIPs), which include the Paris 2 design and a lesser number of the totem structures. All of the existing advertising structures will be removed and replaced with 86 units of identical design in order to maintain a consistent quality and look across the entire MCC estate.



(Figures 19-20: Map showing 2021 JCDecaux models (left) and relative scale comparison of totems and the column structures they replaced (right))

In the Gardens specifically, these JCDecaux models replaced an existing advertisement of the same scale or greater. The cover letter goes on to state that:

there are five column structures [nos.1, 2, 4, 6 and 10] that will be replaced with the considerably smaller Forum CIP unit. The column structure stands at over 4.5m and occupy an area of approximately 2m², ¾ of which will be returned to public space through these developments.

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:

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.

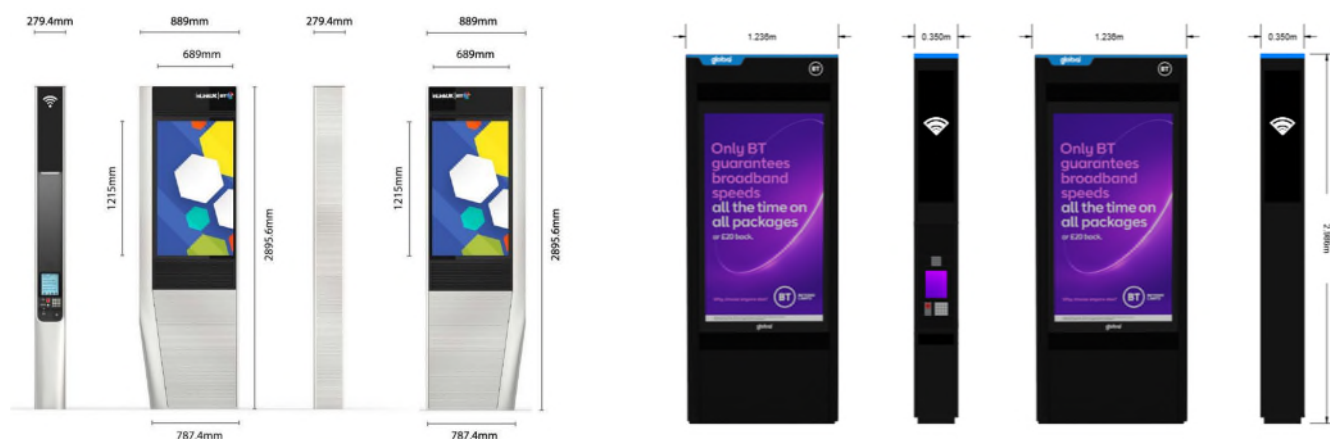
144340/AOH/2025 - Installation of 2no internally illuminated digital display screens at Outside No. 48 King Street, Manchester, M2 6AF.

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 21-22: Existing totem screen (left) and proposed Street Hub 3 totem screens (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, 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

Concerns raised in conjunction with associated 144066/FO/2025 totem application:

- *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.*

- *Proximity to crossing facilities and bus stops give rise to large groups of pedestrians waiting/queuing and the proposal will heighten localised 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:

- *A condition 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-C4 – Streets for All
- JP-P1 – Sustainable Places
- JP-P2 – Heritage

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- CC5 – Transport
- 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 & Posters
- DC18 – Conservation Areas
- DC19 – Listed Buildings

NPPF

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

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.

City Centre Transport Strategy to 2040 (March 2021)

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

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-C4 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. The City Centre Transport Strategy to 2040 (March 2021) policy document, underpinned by the policy context above, specifies that the City's priorities to make walking quicker and safer in the city centre include the route to and from Piccadilly Gardens and Piccadilly Station.

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.

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; 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 the conservation area, as well as the general setting of Listed Buildings.

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 forms one of the City Centre's key active travel movement corridors through the heart of the City Centre, and is a key entrance to and transit point through Piccadilly Gardens. The site is a highly visible location within the City Centre by virtue of the high level of associated daily footfall.

The Council would reiterate that in previous years the locality was significantly cluttered with a number of elements of advertisement and street furniture. The immediate cluster of clutter included 1no. freestanding advertising screen, 2no. paper advertisements associated with the 2no telecommunications boxes, lampposts, lighting columns, wayfinding signs, 1no. public bin, 1no. bench, and 1no. Sheffield bike stand. As a result, the street scene appeared lacking in any coordinated overarching design, with advertisement clutter seen in conjunction with street furniture of disparate sizing, materiality and colour. Advertisement structures and street furniture were sited haphazardly and appeared scattered along the footway in this highly prominent location.



(Figures 23-24: Site condition 2016 (left) and October 2025 (right) after decluttering efforts)

Through the Council's decluttering efforts, the street scene of the application site has markedly improved, seeing the removal of the freestanding advertising screen, the replacement of the 2no. telecommunications boxes with the smaller InLink totem.

Additionally, the placement of street furniture has been rationalised, with existing street furniture now primarily sited on the brick section of the footway where it is widest, in line with the bus stop infrastructure further along the footway. On the whole, street furniture now appears contained on this side and in an orderly placement. Notably, the existing InLink totem is one of the only remaining elements to still encroach onto the paved section of the footway.



(Figures 25-28: Rationalisation of street furniture, now closer to the kerb and within the area defined by red brick, barring the existing InLink totem)

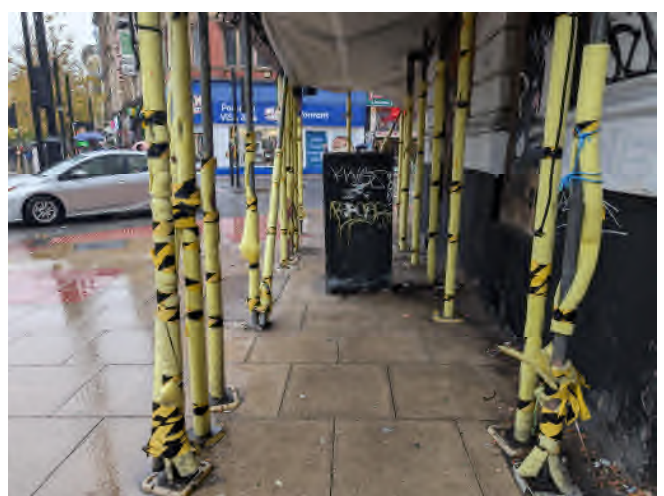
Notwithstanding this, the Council views that the street scene as a whole remains visually cluttered and remains committed to further decluttering works pursuant to the policy context outlined previously.

Along the Piccadilly footway, there is a still corridor of advertisement primarily comprised of signage associated with commercial frontages along Piccadilly and large format advertisement within the Piccadilly bus stops. There are 7no. large format, double sided and internally illuminated bus stop advertisements on the north side on the footway. The immediate vicinity also features 1no. externally illuminated projecting sign at the Piccadilly Tavern, 1no. externally illuminated projecting sign at KFC, and illuminated and non-illuminated fascia signage along the frontage.



(Figures 29-30: Procession of advertisement seen along north side of Piccadilly)

These advertisements are seen in conjunction with the items of street furniture outlined above, as well as 3no. A-board advertisements, tables, chairs and canvas barriers on metal posts associated with the external space outside the Piccadilly Tavern. There is also an electrical box in close proximity to no. 67 Piccadilly. On the southern side of Piccadilly opposite the application site, there are 2no. bus stops, 2no telecommunications boxes, lampposts, signage and external seating and A-boards associated with the Costa unit. The combination of advertisement and street clutter contributes to a visually cluttered streetscape.





(Figures 31-36: Remaining items of street clutter within the street scene)

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 37: Render comparison of existing Inlink totem screens and Street Hub totem screens)

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 Newton Street, experienced in the same context as the advertisements along the north side of Piccadilly when walking along the route. 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. It is noted that the advertisement screens would be a far more prominent form of advertisement as compared to the large format bus stop advertisements. While larger, these are much less obtrusive internally illuminated paper advertisements – many of which are sited perpendicularly to the pedestrian route. The proposed adverts would by comparison be a more starkly digital form of advertisement, also being sited more centrally on the footway.

Given the context of decluttering works that have occurred in this location, the siting of the proposed advertisement screens would in today's context appear incongruous. It would maintain the existing advertisements' positioning on the lighter paving stones and encroach further into the footway, rather than aligning with street furniture on the brick section of the footway. It would thereby awkwardly appear as one of the sole items in the cluster of immediate street furniture positioned this far into the footway, appearing haphazardly placed and incongruous in its siting.

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. In so doing, it would detract from the appearance of the street scene.

Further to this, the intensified level of advertisement, amid the existing visual clutter in this location, would also detract from the setting of the Listed Grade II-listed Hall Building. The stark illuminated screens would be an obtrusive modern element seen directly in conjunction with the classically Hall Building. The increased scale of the screen and stark illumination, in addition to its now-awkward siting, would emphasise the advertisement and contribute to the existing visual clutter in the setting. For these reasons, the proposal would detract from the key Piccadilly frontage of the Stevenson Square Conservation Area and harm its appearance.

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 is already congested and the adverts forming part of the totem structure as a whole would exacerbate this congestion. They note that congested areas may result in pedestrians stepping out onto the adjacent live carriageway but have not objected to the scheme on safety grounds. Highways have neither raised concerns about the obscurement of traffic signals or blocking of sightlines for pedestrians or drivers.

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 Halls Building and Stevenson Square 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-C4 and JP-P1; Core Strategy Policies SP1, 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 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, DC18 and DC19; 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, as well as the general setting of Listed Buildings.

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 two-sided digital screen, by virtue of its siting, scale, design, appearance and means of illumination, would form an obtrusive, incongruous and overly dominant feature in the footway in a prominent and highly visible location in the City Centre to the detriment of the character and visual amenity of the local context and pedestrian experience. The sign would also increase visual clutter due to existing advertisement and street furniture in this location when seen together. This would further have an unduly harmful impact on the setting and significance of the Grade II Halls Building and the Stevenson Square Conservation Area. The proposed advertisements would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007; Places for Everyone Policies JP-Strat2, JP-C4, JP-P1 and JP-P2; Core Strategy Policies SP1, CC9, EN1, EN3, T1 and DM1; saved UDP Policies DC15.1, DC15.2, DC18 and DC19; and Sections 9, 12 and 16 of the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Greater Manchester Police
Transport For Greater Manchester

Flat 9, 79 Piccadilly, Manchester, M1 2BU
Second Floor, 1 Portland Street, Manchester, M1 5BH
9 - 11 Paton Street, Manchester, M1 2BA
93 Piccadilly, Manchester, M1 2DA
Ground Floor, 1 Portland Street, Manchester, M1 3BH
Fourth Floor, 59 Piccadilly, Manchester, M1 2AQ
59 Piccadilly, Manchester, M1 2AQ
11 Newton Street, Manchester, M1 1HF
9 Newton Street, Manchester, M1 1HF
Flat 4, 79 Piccadilly, Manchester, M1 2BU
Flat 12, 79 Piccadilly, Manchester, M1 2BU
Flat 24, 79 Piccadilly, Manchester, M1 2BU
Flat 7, 79 Piccadilly, Manchester, M1 2BU
Serviced Apartment 8, 79 Piccadilly, Manchester, M1 2BU
Part First Floor And Second Floor, 59 Piccadilly, Manchester, M1 2AQ
63 Piccadilly, Manchester, M1 2AG
7 Newton Street, Manchester, M1 1HF
Third Floor Office 42, 75 Piccadilly, Manchester, M1 2BU
Fourth Floor, 69 - 75 Piccadilly, Manchester, M1 2BS
Second Floor Office 11, 69 Piccadilly, Manchester, M1 2BS
Flat 14, 79 Piccadilly, Manchester, M1 2BU
Flat 1, 79 Piccadilly, Manchester, M1 2BU
Flat 3, 79 Piccadilly, Manchester, M1 2BU
Flat 17, 79 Piccadilly, Manchester, M1 2BU
Flat 15, 79 Piccadilly, Manchester, M1 2BU
77 - 83 Piccadilly, Manchester, M1 2BU
85 Piccadilly, Manchester, M1 2DA
91A Piccadilly, Manchester, M1 2DA
95 Piccadilly, Manchester, M1 2DA
Subway, 59A Piccadilly, Manchester, M1 2AG
Bundobust, 61 Piccadilly, Manchester, M1 2AG
36 Back Piccadilly, Manchester, M1 1HP
Third Floor Store 43, 75 Piccadilly, Manchester, M1 2BU
77 Piccadilly, Manchester, M1 2BU
Flat 2, 79 Piccadilly, Manchester, M1 2BU
Flat 18, 79 Piccadilly, Manchester, M1 2BU
6 - 10 Piccadilly, Manchester, M1 3AN
7 Paton Street, Manchester, M1 2BA
First Floor, 1 Portland Street, Manchester, M1 5BH
Fifth Floor, 59 Piccadilly, Manchester, M1 2AQ
Third Floor, 59 Piccadilly, Manchester, M1 2AQ
Third Floor Showrooms 30 To 34, 59 Piccadilly, Manchester, M1 2AQ
Costa Coffee, Unit 1, 1 Portland Street, Manchester, M1 3BE
British Study Centres, St Margarets Chambers, 5 Newton Street, Manchester, M1 1HL
69 - 75 Piccadilly, Manchester, M1 2BS
Third Floor Office 17, 69 Piccadilly, Manchester, M1 2BS
Third Floor Office 20, 69 Piccadilly, Manchester, M1 2BS

Third Floor Offices 18 And 19, 69 Piccadilly, Manchester, M1 2BS
 Flat 23, 79 Piccadilly, Manchester, M1 2BU
 Flat 22, 79 Piccadilly, Manchester, M1 2BU
 Flat 20, 79 Piccadilly, Manchester, M1 2BU
 Third Floor, 1 Portland Street, Manchester, M1 3BE
 89 - 91 Piccadilly, Manchester, M1 2DA
 First Floor, 91A Piccadilly, Manchester, M1 2DA
 Third Floor Store 32, 59 Piccadilly, Manchester, M1 2AQ
 67 Piccadilly, Manchester, M1 2BS
 First Floor, 75 Piccadilly, Manchester, M1 2BU
 Second Floor 37, 75 Piccadilly, Manchester, M1 2BU
 Third Floor, 75 Piccadilly, Manchester, M1 2BU
 69 Piccadilly, Manchester, M1 2BS
 Fourth Floor Office 21, 69 Piccadilly, Manchester, M1 2BS
 Flat 6, 79 Piccadilly, Manchester, M1 2BU
 87 Piccadilly, Manchester, M1 2DA
 Caxton Buildings, 3 Paton Street, Manchester, M1 2BA
 1 Newton Street, Manchester, M1 1HW
 1 Portland Street, Manchester, M1 3BE
 3 Newton Street, Manchester, M1 1HW
 75 Piccadilly, Manchester, M1 2BU
 Fourth Floor, 75 Piccadilly, Manchester, M1 2BU
 Second Floor 34 To 36, 75 Piccadilly, Manchester, M1 2BU
 First Floor Gymnasium, 69 Piccadilly, Manchester, M1 2BS
 Second Floor 12 To 14, 69 Piccadilly, Manchester, M1 2BS
 Flat 10, 79 Piccadilly, Manchester, M1 2BU
 Flat 13, 79 Piccadilly, Manchester, M1 2BU
 81 Piccadilly, Manchester, M1 2BZ
 5 Paton Street, Manchester, M1 2BA
 Fifth Floor, 1 Portland Street, Manchester, M1 5BH
 First Floor, 59 Piccadilly, Manchester, M1 2AQ
 Third Floor Offices 40 And 41, 75 Piccadilly, Manchester, M1 2BU
 First Floor, 69 - 75 Piccadilly, Manchester, M1 2BS
 Flat 25, 79 Piccadilly, Manchester, M1 2BU
 Basement, 77 - 83 Piccadilly, Manchester, M1 2BU
 83 Piccadilly, Manchester, M1 2BZ
 Fourth Floor, 1 Portland Street, Manchester, M1 5BH
 KAPLAN, Sixth Floor, 1 Portland Street, Manchester, M1 3BE
 MIKE KELLEHER, First Floor Showroom 7, 59 Piccadilly, Manchester, M1 2AQ
 Tesco Express, Unit 2, 1 Portland Street, Manchester, M1 3BE
 Second Floor, 69 - 75 Piccadilly, Manchester, M1 2BT
 Flat 21, 79 Piccadilly, Manchester, M1 2BU
 Flat 5, 79 Piccadilly, Manchester, M1 2BU
 Flat 16, 79 Piccadilly, Manchester, M1 2BU
 Flat 19, 79 Piccadilly, Manchester, M1 2BU
 Flat 11, 79 Piccadilly, Manchester, M1 2BU

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
 Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
 Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Conservation Area - Multiple
Area Team Boundary - Name: CENTRAL

Appeal Decisions

Site visits made on 29 September 2025 and 27 October 2025 **by R Major BSc (Hons) MSc**

MRTPI

an Inspector appointed by the Secretary of State

Decision date: 4th November 2025

Appeal A Ref: APP/B4215/W/25/3369446 Footpath on Ashton New Road opposite Grey Mare Lane junction, Manchester Easting: 396877 Northing: 398332

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a refusal to grant planning permission.
 - The appeal is made by Simon Warner of BT Group PLC against the decision of Manchester City Council.
 - The application Ref is 142695/FO/2025.
 - The development proposed is described as installation of 1no. BT Street Hub Unit and associated advertisement panels on either side of the unit.
-

Appeal B Ref: APP/B4215/H/25/3369448 Footpath on Ashton New Road opposite Grey Mare Lane junction, Manchester Easting: 396877 Northing: 398332

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Simon Warner of BT Group PLC against the decision of Manchester City Council.
 - The application Ref is 142696/AOH/2025.
 - The advertisement proposed is described as installation of 1no. BT Street Hub Unit and associated advertisement panels on either side of the unit.
-

Decision

1. Appeal A is dismissed.
2. Appeal B is dismissed.

Preliminary Matters

3. The two appeals relate to the same proposal on the same site. Appeal A concerns the refusal of planning permission to erect a street hub unit (the hub). Appeal B concerns the refusal of express consent for advertisement panels on either side of the hub. I have considered each appeal on its individual merits, however, as they raise similar issues, I have combined both decisions into a single decision letter.
4. In respect of Appeal B, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require that decisions are made only in the

interest of amenity and public safety. Therefore, whilst I have taken account of the policies that the Council considers to be relevant, these have not been decisive in my determination of this appeal.

5. An initial site visit was made on 29 September 2025. A follow-up site visit was undertaken on 27 October 2025.
6. The description of the site address was altered during the Council's consideration of the planning and advertisement consent applications. The description of the site address in the above banner heading is therefore taken from the appeal form.

Main Issues

7. The main issues in respect of Appeal A are the effect of the proposal on:
 - the character and appearance of the area; and
 - highway and pedestrian safety.
8. The main issues in respect of Appeal B are the effect of the proposed advertisement on amenity and public safety.

Reasons

Character, appearance and visual amenity

9. The appeal relates to a section of pavement on the northern side of Ashton New Road (A662), opposite the junction with Grey Mare Lane. This highway is a busy radial route which connects to the major orbital traffic route of Alan Turing Way (A6010) to the east of the appeal site.
10. The surrounding area has a mixed-use character with views on the northern side of this section of Ashton New Road dominated by the Etihad Stadium. Further to the north is the Co-Op Live Arena. On the south side of Ashton New Road the properties are predominantly in residential use within the Grey Mare Masterplan area, which is identified for residential led regeneration.
11. The appeal proposal seeks to erect a street hub unit with advertisement panels on either side. The proposed installation would be an upstanding rectangular structure and would house features that provide free Wi-Fi, free UK calls, USB charging, access to emergency services and other facilities.
12. The section of pavement upon which the proposed hub would be installed is wide. Apart from lighting columns, which are set back from the vehicular carriageway, there is limited existing street furniture within the immediate vicinity of the appeal site. This creates a clear and welcoming area for pedestrians, and the adjacent grassed verge and row of trees only add to the pleasant and open aspect of this important frontage along this part of Ashton New Road.
13. 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. It would also create visual clutter to the detriment of the existing open character of the street scene.

14. In coming to this view, I acknowledge that there are bus shelters and road signs elsewhere along Ashton New Road. However, the nearest bus stops are served by bus laybys which result in the bus shelters being set at the back of the footway, close to the grassed verge and trees. Whereas the proposed hub would be set close to the edge of the carriageway which increases its visual prominence in comparison to these shelters. The rotating digital adverts on the proposed hub would also be a more strident and incongruous feature in comparison to the paper adverts within these bus shelters.
15. With regard to nearby road signs, these are erected on poles with the signs raised above ground and eye level. As such, the road signs do not obstruct the long and pleasant views which are currently afforded along this section of Ashton New Road in the same way as the proposed hub would with its solid appearance from top to bottom. I find that the proposed hub would therefore represent a more discordant and imposing presence in comparison to the existing items of street furniture within the wider area.
16. The appellant has referred to an existing freestanding sign at the junction with Alan Turing Way. However, this is located around the corner and is not viewed in the same context as the appeal site. Furthermore, I observed that this sign was not digitised and it is set back from the carriageway on a grassed verge, rather than on the pavement. The appellant also draws my attention to a sign on the side of no. 286 Ashton Road. Again however, this sign is not digitised, is attached to a building and is therefore set back from the edge of the carriageway used by vehicles.
17. I therefore find these existing signs are not comparable to the proposed hub which would feature rotating digital images and would be located on the footway, close to the edge of the carriageway.
18. The appellant also refers to the removal of an existing phone kiosk at no. 58 Darley Street. The Council however state that this kiosk has already been removed and this has not been disputed by the appellant. Furthermore, at the time of my visit there was no kiosk in the location shown on the photographs provided within the appellant's evidence.
19. In any case, I found this location at Darley Street is not visible from the appeal site, is not as visually prominent and the character of the area is more residential. Thus, I find the appeal site and the location at Darley Street are visually unrelated and not comparable. The above matters therefore limit the weight I can attribute to the removal of this phone kiosk in favour of the appeal proposal.
20. In view of all the above, I conclude that the proposed development would harm the character, appearance and visual amenity of the area. The proposal would therefore conflict with Policies DM1, EC7, EN1, SP1 and T1 of Manchester's Local Development Framework Core Strategy Development Plan Document (adopted 2012 and amended 2024) (CS), saved Policies E3.3 and DC15 of the Unitary Development Plan for the City of Manchester (1995) (UDP) and Policy JP-P1 of the Places for Everyone Joint Development Plan (2024) (PfE), where they together seek to ensure, amongst other things, that development is appropriate, respects and acknowledges the character and identity of the locality in terms of design, siting, size, scale and materials used; incorporates high quality in the design and finish of the public realm; improves the pedestrian environment; upgrades the appearance of major radial and orbital roads; and considers wider design objectives and takes advantage of important frontages.
21. The proposal would also fail to accord with the relevant provisions of the National Planning Policy Framework (The Framework), which have similar aims.

Highway, pedestrian and public safety

Visibility

22. The carriageway along Ashton New Road in this location is predominantly two lanes wide. However, adjacent to the appeal site the highway has three lanes, with the middle lane used for vehicles turning right into Grey Mare Lane. To the west of the appeal site is an existing access into a car park. This car park was operational at the time of my visit and I observed vehicles entering and leaving.
23. The proposed hub would be located relatively close to this access point and given its siting close to the edge of the carriageway I find the proposed hub could negatively impact upon the sightlines of vehicles leaving this access to join Ashton New Road.
24. As part of their appeal submission the appellant has shown a left-hand visibility splay on the location plan to demonstrate the achievable visibility at this access point. This location plan is however provided at a large scale and lacks specific detail in respect of the road layout and lanes.
25. Additionally, the left-hand visibility splay appears to be drawn to the centre line of the carriageway as opposed to the near side of the carriageway which is advised within the manual for streets¹ when approaching vehicles from the left can cross the centre line. It is not explained why the visibility splay has been drawn to this point and during my first visit I observed a vehicle overtaking another and therefore crossing the centre line in the vicinity of the appeal site and the visibility splay.
26. In view of the above, based on the information before me and my observations on site, it has not been adequately demonstrated that the proposed development would not harmfully impact upon the visibility of road users as they leave this access point to join Ashton New Road, particularly when turning right out of this access.

Pedestrian movements

27. With regard to pedestrian movements, the submitted plan shows a distance of approx. 3.3m would be provided on the footway between the proposed hub and the back of the pavement which is defined by a grassed verge.
28. This gap of 3.3m would meet the recommendations contained within the inclusive mobility guidance document². However, this is only guidance, and I acknowledge that given the volume of pedestrians that use this footway during events at the nearby stadium and arena, a wider pavement is often required in this particular location.
29. Nonetheless, I observed several bus shelters along this section of Ashton New Road. As mentioned, these bus shelters are set back from the carriageway and are often served by a bus layby. Consequently, where these bus shelters are located the useable pavement reduces to a significantly narrower width than that which would be provided adjacent to the proposed hub. I have not been provided with any evidence to demonstrate that the narrower sections of footway resulting from these existing bus shelters causes any pedestrian safety issues during events.
30. Additionally, due to its slim depth the proposed installation would narrow the footway for a shorter period than these nearby bus shelters.
31. As such, even allowing for substantial increases in pedestrian movements along the footway during events, given my observations of sections of footway widths in the wider area, I find that sufficient space would remain to allow for unimpeded access

¹ Manual for Streets – Department for Transport (2007)

² Inclusive Mobility – A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure. Department for Transport (2021)

along the pavement for users of all mobility levels. Pedestrians would not therefore be required to leave this pavement because of the appeal proposal and could negotiate the area without being unduly impeded. As such the proposal would not result in a harmful impact upon pedestrian movements and I therefore find no conflict with the provisions of CS Policies T1 and EC5, and PfE Policy JP-P1, where they together seek, amongst other things, to provide opportunities for walking and cycling, and ensure that areas are easy to move around for those of all mobility levels.

Summary on highway, pedestrian and public safety

32. Whilst I have found that the proposal would not have a harmful impact upon pedestrian movements, for the reasons given earlier, it has not been demonstrated that the proposed installation would not obscure visibility for vehicles joining Ashton New Road from the nearby access point to the west. I therefore conclude that the proposal would be harmful to highway and public safety in conflict with CS Policies DM1 and SP1 and UDP Policy DC15.2, where they together seek to ensure that development has regard to road, public and community safety. The proposal would also be contrary to the highway safety provisions of the Framework.
33. In coming to my conclusion, I have also taken into consideration paragraph 141 of the Framework in so far as it is material in respect of its aim of controlling advertisements in the interests of public safety.

Other Matters

34. The appellant has drawn my attention to allowed appeal decisions³ for hubs and associated advertisements throughout the country. Whilst I have had due regard to these decisions, issues relating to the impact of a proposal upon the character, appearance and visual amenity of an area are matters of planning judgement based on the site-specific circumstances and surroundings.
35. In this regard, I have been provided with limited information in respect of these appeal decisions that would enable me to draw any direct comparisons with the appeal site and scheme before me. These decisions therefore carry limited weight in my determination of this appeal.

Planning balance

36. I have had due regard to the benefits of the proposal. In respect of Appeal A, paragraph 119 of the Framework states that an advanced, high quality and reliable communication infrastructure is essential for economic growth and social well-being. The Framework also seeks to support the expansion of electronic communication networks. The hub would therefore support the Government's aim of improving digital infrastructure.
37. The proposal would include ultrafast public and encrypted wi-fi, access to public services, multiple accessibility options, secure power-only USB ports for rapid device charging, free phone calls, a direct emergency call button, community and emergency awareness messaging, and environmental sensors to measure air quality, noise and traffic. The hub would also provide improved 5G coverage to local communities through the installation of small cell mobile connectivity providing

faster and more reliable connection for calls and internet access, as well as free screen time for council advertising.

³ APP/Z5630/H/3209488; APP/N5090/Z/22/3296138; APP/N5090/d/22/3296141

38. The hub would also provide some indirect lighting and be powered by 100% renewable carbon-free energy, which is an environmental benefit. I also note the appellant's view that the proposed unit could assist in encouraging shoppers to return to the town centre.
39. Nevertheless, when taken together, I find that all the above-mentioned benefits do not outweigh the harm I have identified that the proposal would have upon the character, appearance and visual amenity of the area, and highway and public safety.
40. In respect of Appeal B, the Regulations require that decisions are made only in the interest of amenity and public safety. As such, most of the proposed benefits put forward by the appellant cannot be taken into consideration in my decision for Appeal B. Nonetheless, even in a scenario whereby I accepted that use of the advertisement to display emergency messages and public messaging campaigns was a public safety matter relevant to the control of advertisements, the benefits derived from it would not overcome the harm I have identified to visual amenity and public safety.

Conclusion

41. I conclude that the appeal proposal would have a harmful impact upon the character, appearance and visual amenity of the area. It would also cause harm to highway and public safety.
42. Appeal A therefore conflicts with the development plan taken as a whole and there are no material considerations, including the Framework, to suggest the decision should be made other than in accordance with the development plan. Appeal B would harm visual amenity and public safety.
43. Therefore, for the reasons given, both Appeal A and Appeal B are dismissed.

R Major

INSPECTOR

Appeal Decisions

Site visit made on 27 October 2025 by **R Major BSc (Hons) MSc MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 13th November 2025

Appeal A Ref: APP/B4215/W/25/3369503 Footpath outside 15 Oldham Road, Greater Manchester M4 5EQ

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a refusal to grant planning permission.
- The appeal is made by Simon Warner of BT Group PLC against the decision of Manchester City Council.
- The application Ref is 142705/FO/2025.
- The development proposed is described as installation of 1no. BT Street Hub Unit and associated advertisement panels on either side of the unit.

Appeal B Ref: APP/B4215/H/25/3369504 Footpath outside 15 Oldham Road, Greater Manchester M4 5EQ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
- The appeal is made by Simon Warner of BT Group PLC against the decision of Manchester City Council.
- The application Ref is 142706/AOH/2025.
- The advertisement proposed is described as installation of 1no. BT Street Hub Unit and associated advertisement panels on either side of the unit.

Decision

1. Appeal A is dismissed.
2. Appeal B is dismissed.

Preliminary Matters

3. The two appeals relate to the same proposal on the same site. Appeal A concerns the refusal of planning permission to erect a street hub unit (the hub). Appeal B concerns the refusal of express consent for advertisement panels on either side of the hub. I have considered each appeal on its individual merits, however, as they raise similar issues, I have combined both decisions into a single decision letter.
4. In respect of Appeal B, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require that decisions are made only in the interest of amenity and public safety. Therefore, whilst I have taken account of the policies

that the Council considers to be relevant, these have not been decisive in my determination of this appeal.

5. The appeal site is located within the setting of the Grade II Listed Buildings known as the Former Midland Bank and the Crown and Kettle Public House. In determining Appeal A I have a statutory duty, under Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act), to have special regard to the desirability of preserving the setting of these listed buildings, and any features of special architectural and historic interest which they possess.
6. An initial site visit was made on 13 October 2025. A follow-up site visit was undertaken on 27 October 2025.

Main Issues

7. The main issues in respect of Appeal A are the effect of the proposal on:
 - the character and appearance of the area, including its effect upon nearby listed buildings and conservation areas; and
 - highway and pedestrian safety.
8. The main issues in respect of Appeal B are the effect of the proposed advertisement on amenity and public safety.

Reasons

Character, appearance and visual amenity

Character, appearance and significance of heritage assets

9. The appeal relates to a wide section of pavement located to the northwest of the busy junction of Oldham Road, Swan Street and Great Ancoats Street, at the northern end of Manchester's Northern Quarter. The site is situated along one of the City's major radial and circulatory routes, and is within a predominantly commercial setting, consisting of a range of food and drink establishments, offices, and car parks, as well as residential apartments.
10. There are various items of existing street furniture within the immediate vicinity of the appeal site, including lighting columns, a CCTV column, bins, street cabinets, railings, bollards, and columns housing pedestrian crossing signal boxes. The presence of street furniture is therefore an established characteristic of this area, and I found the balance between the proliferation of items on the pavement and a clear and welcoming area for pedestrians to be delicately poised.
11. Additionally, due to the largely commercial character of the area I observed various signs and adverts on nearby buildings, and directly adjacent to the appeal site is a large LED advertising display, set at the back of the pavement.
12. Immediately to the southwest of the appeal site is the Former Midland Bank at 2 – 4 Swan Street, which is a Grade II Listed Building. This listed building occupies a prominent location at the corner of the junction and is visible from long distances along both Great Ancoats Street and Oldham Road. Its visual prominence is accentuated through its Portland Stone finish which stands out amongst the surrounding building materials. These long views along these busy highways positively contribute to this listed building's setting.

13. Furthermore, this listed building has a distinctive curved front façade, with round headed windows, in a regular arrangement, at ground floor-level. At first floor level the windows are square headed, with decorative stonework features above, and its roof is concealed behind a balustrade parapet. These are features of architectural interest and collectively contribute to, as does the building's visual prominence on the street scene, the significance of this designated heritage asset.
14. To the southeast, on the opposite corner of Oldham Road and Great Ancoats Street, is the Grade II Listed Building of the Crown and Kettle Public House. This hipped roof property has a buff brick finish with stone dressings. Whilst two-storey in height the building has very tall ground floor windows which include gothic tracery and linked hoodmoulds above. These features of architectural interest contribute to the significance of this listed building. However, due to the street layout, I observed that views of this listed building are somewhat limited to its immediate locality.
15. The appeal site is not located within a conservation area, however the boundaries of the Smithfield Conservation Area (SCA), Stevenson Square Conservation Area (SSCA) and Ancoats Conservation Area (ACA) all lie immediately adjacent to the appeal site. The SCA and SSCA are situated on the other side of Swan Street and Great Ancoats Street, with the ACA positioned on the other side of Oldham Road. These are relatively large conservation areas consisting of buildings of varying use, scale, form and character. I found that the significance of these CAs in-part derives from their reflection of the prosperity, evolution and industrial success of the city of Manchester.

Effect of the proposal

16. The appeal proposal seeks to erect a street hub unit with advertisement panels on either side. The proposed installation would be an upstanding rectangular structure and would house features that provide free Wi-Fi, free UK calls, USB charging, access to emergency services and other facilities.
17. The proposed hub would be relatively utilitarian in its appearance and through a combination of both its height and width would represent a visually intrusive and bulky addition to this section of the footway in comparison to other existing items of street furniture in the immediate vicinity, which are mainly of a slimmer design. Furthermore, 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.
18. I therefore find that the proposal would be visually detrimental to this section of the pavement and would cause harm to the character, appearance and visual amenity of the immediate surrounding area.
19. The proposed hub would also be prominently sited in front of the adjacent listed Former Midland Bank building, especially when viewed from Oldham Road and Great Ancoats Street, which both afford long, straight views of this listed building and its distinguishing curved frontage. The siting of the proposal would therefore affect this listed building's significance through its setting. Paragraph 212 of the National Planning Policy Framework (the Framework) states that when considering the impact of a proposed development on the significance of a heritage asset, great weight should be given to the asset's conservation.
20. I find the above mentioned bulky and utilitarian appearance of the hub would not be in keeping with the traditional form and design of this listed building and would introduce an incongruous feature within its setting. Additionally, as a result of its siting in front of this listed building the proposal would impede and dominate views of its distinctive, curved front elevation, as well as obscure and disrupt views from Oldham Road of its

defining round-headed ground floor windows. Furthermore, I find the frequently changing digital advertisement images on the hub would compete with the visual prominence of this listed building on the street scene.

21. The proposal would therefore harm the setting of this listed building, and features of architectural interest which contribute to its significance. Paragraph 213 of the Framework states that any harm to the significance of a designated heritage asset from development within its setting should require clear and convincing justification.
22. In this regard, I note the appellant refers to the removal of 2no. kiosks outside no.30 High Street. The Council however state these kiosks have already been removed and this has not been disputed by the appellant. Furthermore, at the time of my visit there appeared to be no kiosks in the location shown on the photographs provided within the appellant's submission.
23. In any case, this location on High Street is not visible from the appeal site and is therefore visually unrelated to it. The above matters therefore limit the weight I can attribute to the removal of these phone kiosks at High Street in favour of the appeal proposal's effect on the immediate surrounding area and the setting of the listed building.
24. The appellant has drawn my attention to the large, digitised advertisement directly adjacent to the appeal site, which was allowed at appeal⁴⁵. This existing advert is however set at the back of the pavement and does not obscure views of this listed building from Oldham Road. I find its siting is therefore not comparable to the appeal proposal which seeks to install a hub on the section of pavement to the front of this listed building.
25. Additionally, when allowing that appeal I note the previous Inspector's decision specifically states that "*...its relationship to the road means it would not be readily appreciated when approaching the city centre...*". I do not consider the same can be said of the scheme before me, as a result of its prominent siting close to the edge of the carriageway.
26. Moreover, it is clear from that decision letter that the permitted advert replaced an existing advertisement. With the Inspector commenting that its relationship with the listed building "*...would be notably improved...*" as a result of alterations to a fence which would provide a greater separation between the display panel and the listed building.
27. In the appeal before me however, the hub would introduce a new and additional feature to the street scene, which for the reasons given earlier, would cause harm to the setting of this listed building, as well as the character and appearance of the immediate surrounding area in general.
28. Furthermore, I also find 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, as both screens would be visible at the same time from various vantage points.
29. The appellant has also referred to hubs that have been approved by the Council close to the appeal site, outside 6 – 14 Great Ancoats Street and 61 Great Ancoats Street², as

⁴ APP/B4215/H/13/2189817

⁵ /AOH/2023

well as other decisions⁶ of the Council for hubs in commercial areas, and appeal decisions⁷ from elsewhere in the UK.

30. Whilst I have had due regard to these decisions, issues relating to the impact of a proposal upon the character, appearance and visual amenity of an area, and

designated heritage assets, are matters of planning judgement based on the sitespecific circumstances and surroundings.

31. In this regard, I have been provided with limited information in respect of these decisions that would enable me to draw any direct comparisons with the specifics of the appeal site and scheme before me, including any potential relationship those proposals shared with any nearby listed buildings.
32. Furthermore, in respect of the nearby hubs on Great Ancoats Street, I observed on site that these are located at the side of a straight section of the highway and their siting is therefore not comparable to the appeal proposal which would be prominently located on the corner of a busy junction. Additionally, I have also not been provided with any details of the existing hubs on Great Ancoats Street relationship with any adjacent listed buildings.
33. Consequently, the above referenced appeal decisions, and decisions of the Council, carry limited weight in my consideration of this main issue.
34. In view of the above, I do not find that the removal of the kiosks at High Street; the existence of the adjacent advertisement hoarding; and the various decisions referenced by the appellant, provide clear and convincing justification for the identified harm that would be caused to the significance of this designated heritage asset from the proposed development within its setting.
35. With regard to the proposal's impact upon the listed building at the Crown and Kettle Public House and the nearby CAs, I note that the Council expressed no concerns regarding the effect of the proposal on the significance of the CAs and setting of this listed building.
36. I nonetheless observed on site that the proposal would be visible from these nearby CAs, and this listed building. However, given the size of the proposed hub, and the separation distance created by it being located on the other side of the wide highway, I found that the proposal would not harm the significance and/or setting of the Crown and Kettle Public House. Furthermore, during my visit I saw similar hubs and digital displays within parts of these nearby CAs and the proposal would not therefore harm the significance of these CAs.
37. Consequently, I find that the proposal would have a neutral effect upon these nearby CAs and this particular listed building. The proposal would therefore preserve their significance as designated heritage assets.
38. Nevertheless, for the reasons given earlier, I conclude that the proposal would have an unacceptable impact upon the character and appearance of the immediate surrounding area and cause harm to visual amenity. Furthermore, the hub would cause harm to the significance and setting of the listed Former Midland Bank.

⁶ Council Ref: 136215/FO/23 and 136213/FO/2023

⁷ APP/J2373/H/22/3305072; APP/N0590/Z/21/3287174; ADA-180-2016 and ADA-180-2017

Public benefits and conclusions

39. In view of the above, I find the proposal would lead to less than substantial harm to the significance and setting of the Former Midland Bank listed building, with the level of harm being at the middle to lower end of that spectrum. Nevertheless, mindful of my statutory duty, I give this harm considerable importance and weight.
40. Paragraph 215 of the Framework requires that where a proposal would lead to less than substantial harm to a designated heritage asset, the harm should be weighed against the public benefits of the proposal.
41. In respect of Appeal A, paragraph 119 of the Framework states that an advanced, high quality and reliable communication infrastructure is essential for economic growth and social well-being. The Framework also seeks to support the expansion of electronic communication networks. The hub would therefore support the Government's aim of improving digital infrastructure.
42. The proposal would include ultrafast public and encrypted wi-fi, access to public services, multiple accessibility options, secure power-only USB ports for rapid device charging, free phone calls, a direct emergency call button, community and emergency awareness messaging, and environmental sensors to measure air quality, noise and traffic. The hub would also provide improved 5G coverage to local communities through the installation of small cell mobile connectivity providing faster and more reliable connection for calls and internet access, as well as free screen time for council advertising.
43. The hub would provide some indirect lighting and be powered by 100% renewable carbon-free energy, which is an environmental benefit. I also note the appellant's view that the proposed unit could assist in encouraging shoppers to return to the city centre.
44. When taken together, I find that all the above-mentioned public benefits attract moderate weight in favour of the appeal proposal. However, these public benefits do not outweigh the considerable importance I must attach to the designated heritage asset.
45. In respect of Appeal B, the Regulations require that decisions are made only in the interest of amenity and public safety. As such, most of the proposed benefits put forward by the appellant cannot be taken into consideration in my decision for Appeal B. Nonetheless, even in a scenario whereby I accepted that use of the advertisement to display emergency messages and public messaging campaigns was a public safety matter relevant to the control of advertisements, the benefits derived from it would not overcome the harm I have identified to visual amenity.
46. I therefore conclude on this main issue that the proposal would have an unacceptable impact on the character, appearance and visual amenity of the area. Furthermore, it would harm the significance and setting of the nearby listed Former Midland Bank building.
47. The proposal would therefore conflict with Policies DM1, EN1, EN3, CC9, SP1 and T1 of Manchester's Local Development Framework Core Strategy Development Plan Document (adopted 2012 and amended 2024) (CS), saved Policies E3.3, DC15 and DC19 of the Unitary Development Plan for the City of Manchester (1995) (UDP) and Policies JP-P1 and JP-P2 of the Places for Everyone Joint Development Plan (2024) (PfE). These policies together require amongst other things, that development is appropriate, respects and acknowledges the character and identity of the locality in terms of design, siting, size, scale and materials used; incorporates high quality in the design and finish of the public realm; improves the pedestrian environment; upgrades the appearance of major radial and orbital roads; preserves heritage assets, the historic

environment and the setting of listed buildings; and that the heritage significance of a site is considered in accordance with national policy.

48. The proposal would also fail to satisfy the relevant sections of the Framework and, in respect of Appeal A, the requirements of the Act.

Highway, pedestrian and public safety

49. To the northeast of the appeal site is a signal-controlled pedestrian crossing point allowing pedestrians to cross Oldham Road. I observed that this crossing point was well used.
50. All vehicles travelling through this crossing point, on this side of Oldham Road, do so via Great Ancoats Road. Due to a combination of the curved nature of the highway, the road layout and the proposed hub's distance from this crossing point, I find that the proposal would not impede or obstruct pedestrians' views of vehicles on the carriageway as they use this crossing. Additionally, the siting of the hub would ensure that road users' views of pedestrians using this crossing are also not obscured.
51. I acknowledge that the proposed hub would potentially obstruct views between some pedestrians and road users for a brief period as they approach this crossing point from the southwest. Nevertheless, based on my observations on site, given the perpendicular orientation of the hub to the carriageway and the curved nature of the road for approaching vehicles, as well as the distance between the proposed hub and the crossing point, I find there is sufficient time and distance for pedestrians and road users to both safely react before they reach the crossing point once visibility is restored.
52. Furthermore, given the distance between the proposed hub and the signal-controlled crossing to the southwest, as well as the road layout, I also find that the proposal would not unacceptably impact upon visibility between road users turning onto Swann Street from Oldham Road and pedestrians using this crossing point.
53. The Council has also commented that there is a large night-time economy in this area, and pedestrians may cross without use of the crossing point and under the influence of alcohol. Be that as it may, it is unclear how this proposed hub would create any more of a danger in this respect in comparison to other similar hubs I observed within the city. Furthermore, I have been provided with no evidence that other existing hubs elsewhere have caused a highway safety danger for the reason suggested by the Council.
54. In view of all the above, based on the information before me and my observations on site, I conclude that the proposal would not be harmful to highway, pedestrian and public safety. I therefore find no conflict with CS Policies T1, DM1 and SP1, UDP Policy DC15, and PfE Policy JP-P1, where they together seek to ensure, amongst other things, that development is safe and easy to move around; has regard to road and community safety; and would not be injurious to public safety. The proposal also accords with the provisions of the Framework where it states that development should only be refused on highway grounds if there would be an unacceptable impact on highway safety.
55. In coming to my conclusion, I have also taken into consideration paragraph 141 of the Framework in so far as it is material in respect of its aim of controlling advertisements in the interests of public safety.

Conclusion

56. I conclude that the appeal proposal would not have a harmful impact upon highway, pedestrian or public safety. However, for the reasons given, I have concluded that the proposal would harm the significance and setting of the adjacent Former Midland Bank

listed building, and would cause harm to the character, appearance and visual amenity of the area.

57. Appeal A therefore conflicts with the development plan taken as a whole and there are no material considerations, including the Framework, to suggest the decision should be made other than in accordance with the development plan. Appeal B would harm visual amenity.
58. Therefore, for the reasons given, both Appeal A and Appeal B are dismissed.

R Major

INSPECTOR