

Delegated Officer Report

Summary of application details

Application reference:	144374/AOH/2025
Application type:	Consent to display an advertisement
Proposal:	Installation of 1no. temporary externally illuminated scaffold mounted advertisement banner until 30th September 2026.
Site address:	103 Portland Street, Manchester, M1 6DF
Ward(s):	Piccadilly
Date application valid:	26 November 2025
Applicant name:	Mr Jonathan Schultz
Agent (if any):	Miss Victoria Coleman
Case officer:	Jack Naven
Recommendation:	Approve
Date of recommendation:	28 May 2026

Description of site, building and/or area

This application relates to a building located at 103 Portland Street in the City Centre known as Portland House. The site is located on the corner of Portland Street and Princess Street.

Portland House is probably iron-framed, with cladding of red brick in Flemish bond, sandstone dressings, slate roof. Trapeziform plan on corner site, with loading at rear. Eclectic style. Five storeys with basement and attic, 3 bays, symmetrical, with stone-banded pilasters and bracketed cornice to ground floor, some stone bands to upper floors, moulded terracotta panels between 2nd and 3rd floors, plain frieze interrupted in the centre, steeply-pitched roof with hipped gable in the centre finished with a finial.

The building is fully occupied with residential apartments, an office to the ground floor and a restaurant in the basement.

The building is Grade II listed and is surrounded by other Grade II listed buildings.

The site is located within the Whitworth Street Conservation Area.

The area surrounding the application site is predominantly residential and commercial in nature.

Description of Development

The proposal seeks the installation of 1no. temporary externally illuminated scaffold mounted advertisement banner until 30th September 2026.

The proposed advertisement is intended to raise funds for the repair of the listed building.

The scaffold advertisement would cover both the Portland Street and Princess Street elevations of the building.

Relevant planning history

None applicable.

Consultation, notification and publicity responses

Notifications and publicity

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, 2 objections have been received and 14 supportive comments.

One objection was from a tenant living in Portland House, who was concerned about windows being covered up with tarp and this restricting access to fresh air and natural light, as well as concerns about the illumination of the banners at night.

The second objection was from a representative of the Townhouse Hotel across the street, who was concerned about how the illumination would impact on guests sleeping in the hotel.

The supportive comments are all from leaseholders of Portland House. Their supportive comments can be summarised as stating that the revenue from the advertisements on the hoarding are required in order to fund the much-needed restoration works to this listed building.

Councillor Lyons (Piccadilly Ward) states that the advertising revenue costs were crucial to ensuring that the renovations works at Portland House can be funded and take place.

Consultations

Environmental Health – Had no specific comments.

Highway Services – Were insistent that they would not approve applications for scaffolding if it is to be used solely for Advertising. Requested that informatives were attached to the decision concerning highways licensing requirements.

Relevant policies

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) 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-Strat2 – City Centre
- Policy JP-P1 – Sustainable Places
- Policy JP-P2 – Heritage

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EC3 – The Regional Centre
- Policy CC1 – Primary Economic Development Focus (City Centre and fringe)
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principle and Strategic Characters Areas
- Policy EN3 – Heritage
- 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
- Policy DC18 – Conservation Areas
- Policy DC19 – Listed Building

National Planning Policy Framework (NPPF) (2024)

- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Draft National Planning Policy Framework (NPPF) (2025)

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Planning (Listed Building and Conservation Areas) Act 1990

Assessment

Principle of the Advertisement

Hoardings of the nature proposed are generally acceptable only if they are associated with legitimate works to a site or building. The rationale being that the temporary banners will give the building a more attractive appearance within the street scene than the scaffolding alone would. Additionally, in instances where the funding of essential repair works is lacking, the use of advertisement can help make up for any shortfall.

The applicant has demonstrated that development is taking place on the site via a signed contract of building works and it has also been verified through a site visit that works are currently ongoing on site. In this instance it is therefore considered that the proposed hoarding would relate to legitimate works, and that the works require a scaffold to be on site in order to allow them to be undertaken.

Visual Amenity

The banner is proposed to wrap around Portland Street and Princess Street elevations. The overall banner will be 32m in width and 8m in height with the advertising area within being 8m in height and 31m in width.

The building would be mostly covered by a scaffold, with or without the installation of the proposed advertisement. The proposed scaffold wrap would cause a harm to the character and appearance of the listed building and affect the setting and character of the Whitworth Street Conservation Area due to its intrusive appearance, however, it is appreciated this would only be for a temporary period of time.

This harm is justified by the temporary nature of the works and the funding that this would generate to improve the condition of this listed building which is required to prevent further harm to the listed building, which would happen if the remedial works were not carried out.

Whilst it was proposed that the advertisement hoarding would be illuminated, the City Council has communicated consistently to the applicant that they would not support illumination and have notified the applicant that a condition would be attached to restrict illumination.

With the attachment of this condition, the two objections regarding concerns over illumination are considered to be resolved in respects to this.

In line with the above, the proposed advertisement in this instance is considered to be acceptable for the temporary period of time applied for, all in accordance with Places for Everyone policies JP-P1 and JP-P2, Core Strategy policies SP1, CC9, EN1, EN3 and DM1, and UDP saved policies DC15, DC18 and DC19.

Public Safety

The proposed banner would overhang the public highway by virtue of it being installed on a scaffold that is situated upon the highway.

The advertisement would not be illuminated so would not present a distraction to highway users.

The advertisement is to comply with minimum headroom requirements. Subject to an informative that would relay the need the applicant to discuss any proposals with the MCC's Highways Licensing Team, the proposal is acceptable in this regard and therefore accords with Core Strategy Policy DM1.

A condition has been attached to ensure that the scaffold wrap conforms to flame retardant classifications.

Conclusion

Whilst one objector who was a tenant in the building objected regarding the windows being covered up with tarp and this restricting access to fresh air and natural light, it is considered that this would cause some impact, but this would be for a temporary period of time and it is considered that the works that will be undertaken to remediate damage to the listed building, which will be funded by this advertisement, are considered to outweigh this.

Under the advertisement regulations, only matters concerning visual amenity and public safety can formally be considered by the Local Planning Authority. Therefore, these concerns raised cannot be considered by the Local Planning Authority under this advertisement consent application.

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1, JP-Strat2 and JP-P2, Core Strategy Policies SP1, EC3, CC1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC15, DC18 and DC19, National Planning Practice Guidance, the National Planning Policy Framework, and the Planning (Listed Building and Conservation Areas Act) 1990. 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 attached to this decision

- 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;

Received by the City Council as Local Planning Authority on 27 October 2025:

- Location Plan
- Proposed Scaffold Layout IA-14542-1-DRG-1 D
- Proposed Sections and Elevations SD25-CHORLTON-58
- Temporary Advertising Planning Application, Portland House, 103A Portland Street, Manchester, M1 6DF - produced by Ambient
- 13oz/450gsm Premium Knife Coated Flex Banner
- Wind Management Policy

Received by the City Council as Local Planning Authority on 02 February 2026:

- Portland House Program of Works

Received by the City Council as Local Planning Authority on 22 May 2026:

- Building Works Agreement and Priced Schedule of Works Portland House, 103A Portland Street, Manchester, M1 6DF

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.

- 3) Notwithstanding the details as set out in condition 2 above, the advertisement hereby approved shall be non-illuminated at all times.

Reason - In the interests of visual amenity and preserving the historic character of the George Street Conservation Area pursuant to policies SP1, CC9, EN3 and DM1 of the Manchester Core Strategy and saved policies DC15 and DC18 of the Unitary Development Plan for the City of Manchester.

- 4) a) The express advertisement consent hereby granted starting on the date of the commencement of the display of the advertisement hoarding hereby approved or 29 May 2026; if that is earlier.

b) Written notice shall be given to the Council of the date of commencement of the display of the advertisement hoarding(s) within 7 working days of that commencement.

c) On the date of the expiry of the express consent period on 28 September 2026, or on the date of completion of the relevant works; if that is earlier; the advertisement hoardings and all associated development shall be removed, any use of the land/building authorised by this consent shall be discontinued, and the land/building shall be reinstated.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, EN3, CC9, and SP1 of the Adopted Core Strategy for the City of Manchester, paragraphs 2.10, 2.20, 12.6, 3.1 and 8.8 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and DC15.2, DC18.1 and DC19.1 of the Unitary Development Plan for Manchester

- 5) The following measures shall be complied with for the duration of the display of the approved scaffold wrap:

a) The material used shall have flame retardant classification of TS62 certification (or equivalent) prior to its installation on site.

b) The Fire Integrity of the scaffold wrap shall be maintained at all times.

Reason - To ensure that the risk of fire damage to the non-designated heritage asset and the surrounding listed buildings is not increased due to the installation of the hereby approved scaffold wrap in accordance with saved policies DC18.1 and DC19.1; of the Unitary Development Plan for the City of Manchester and the Core Strategy for the City of Manchester, in particular Policies CC10, SP1, EN3 and DM1 and Section 8 (Promoting Healthy and Safe Communities) of the National Planning Policy Framework and the Regulatory Reform (Fire Safety) Order 2005.

Informatives

- 1) The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

- 2) The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk