AdFolio

18 June 2026

Planning, Growth and Development
PO Box 532
Manchester
M60 2LA

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

6 Oldham Road, Manchester, M4 5DB

Dear Sir/Madam,

Please find enclosed an application to add illumination to an existing temporary advertisement consent granted on 5th December 2025 and due to expire 5th December 2026 (Ref: 142760/AOH/2025). This consent relates to the provision of a printed protective scaffolding shroud with inset commercial advertising space, to be erected for a temporary period during re-cladding works at 6 Oldham Road.

The application is submitted on behalf of Street Vox, a specialist in out-of-home advertising, who are currently active in Manchester, with an active advertising site at the Royal Buildings in Piccadilly Gardens.

Street Vox has been approached by the landlord at 6 Oldham Road to assist with providing a printed protective scaffolding shroud for the building during anticipated works to replace the exterior cladding. Revenue from advertising at the site will cross subsidise the works, whilst the printed monorflex covering would provide screening, contain dust, and protect workers.

The site currently benefits from advertisement consent for scaffold shroud advertising of the same size and dimensions up until December 2026 (142760/AOH/2025). The proposal seeks to amend this consent, with the addition of illumination, which is necessary for the winter months. As it is not possible to submit a S73 amendment to an advertisement consent, a new application is submitted. However, this proposal otherwise remains the same and is pursuant to the existing build contract in place.

It is noted that the original application at the site included external illumination, but this was voluntarily removed from the plans prior to determination, as officers raised a

t: +44 (0) 7872 590 069
w: www.adfolio.co.uk
e: info@adfolio.co.uk
a: Studio 20, Meantime Studios, 14 Feathers Place, London, SE10 9NE

concern over the potential impact on nearby listed buildings. The applicant would like to request that this be revisited as a single issue, noting that such illumination is commonly approved on similar schemes in Manchester, including in heritage sensitive environments (See Table 1).

Site Address	Reference	Heritage Assets
79 Moseley Street	138826/FO/2024	Grade II Listed and within Conservation Area
109-127 Market Street, Piccadilly Gardens	137296/AOH/2023	Grade II Listed and adjacent to the Conservation Area
37 Peter Street	131370/AOH/2021	Grade II Listed and within Conservation Area
47 Peter Street	131370/AOH/2021	Adjacent to Listed Building and within Conservation Area
Royal Buildings, Piccadilly Gardens	142395/AOH/2025	Adjacent to Conservation Area and Listed Buildings

Table 1 – Comparable sites

With respect to the most recent Street Vox application at Piccadilly Gardens, officers requested the illumination be switched off between 2300 and 0700 hours. The level of illumination was to be restricted to 300cd/m2 in line with guidance from the Institute of Lighting Professionals.

In assessing the proposal at 6 Oldham Road, Environmental Health raised no objections and recommendation for condition for maximum luminance levels of 110 cm/m2. This reduced level of illumination is agreed to in the interests of residential amenity. It is also agreed to restrict the hours of operation to 10pm at night, which will be controlled via an automatic switch off mechanism. It should be noted that the proposed floodlight fittings would be fixed to the outside of the scaffold and would be directed to cast light downwards rather than back towards the building.

Heritage Impact

The proposal site is not listed. However, it is located within the Ancoats Conservation Area and is visible from the neighbouring Smithfield Conservation Area. The site also adjoins the Grade II Listed Crown and Kettle Public House and is opposite Grade II listed buildings at the former Midland Bank and number 8 Cable Street.

In accordance with the NPPF applicants are required to describe the significance of any heritage assets affected by a proposal, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. The following sets out the listing summary of each of these assets:

- Crown and Kettle (Grade II) - Probably earlier C19, altered. Buff brick with stone dressings, hipped slate roof. Square plan on corner site. Two storeys, 5x5 bays; very tall transomed 2-light windows to ground floor with Gothick tracery and

linked hoodmoulds, a doorway in the lower part of that in the centre of the Oldham Street facade, with 4-centred arched fanlight, and similar doorways in the 2nd and 5th bays of the Great Ancoats Street facade; shorter 2-light windows to 1st floor with cusped lights, also with linked hoodmoulds. Interior: unusual ceiling with very large Gothic pendents; small snug with mahogany panelling said from airship R.101. History: said to have been used as courtroom associated with former market close to this site.

- Midland Bank (Grade II) - Bank, now office. c.1914, renovated. Portland stone (roof concealed). Irregular plan on corner site, with semi-circular south end to Oldham Road. Classical style. Two storeys; rusticated ground floor, coupled Ionic pilasters at 1st floor, panelled frieze, dentilled modillion cornice and balustraded parapet. Pilaster doorcase with cornice on consoles surmounted by voluted keyblock; round-headed windows at ground floor with run-out voussoirs, square-headed windows at 1st floor with moulded architraves including ornamental balconies and cornices mounted on cartouches.
- 8 Cable Street (Grade II) - Warehouse or industrial building. Mid to later C19. Brick with some stone dressings. Rectangular. Four storeys, gable to road, 3 x 10 windows. Central segmental-headed doorway and segmental-headed windows, all these with stepped jambs in the form of simplified pilasters with moulded heads and feet; moulded brick band over top floor; rebuilt gable with central window, moulded bands to coping, and added or rebuilt chimney on left slope. Long sides similar, but with simpler windows (those to basement blocked). Rear gable wall has tiered loading doorways to right. Interior not inspected.

The proposal site is a modern building with limited architectural interest that contributes little to the Conservation Area or the setting of the surrounding Heritage Assets. The scaffolding is to be erected for a temporary period to allow for the like-for-like replacement of the existing cladding. The effect of erecting the scaffold will have a minor adverse visual impact on the Conservation Area and the settings of the listed buildings, however, this is an accepted part of development and in this instance will be balanced against the overall public benefit of completing the works, both in terms of safety and improving the aesthetic of the building.

An opportunity is presented to mitigate the visual impact of the scaffolding by providing a better solution for screening the works. The printed monorflex solution proposed will improve safety for workers, allow light through to windows and contain dust and debris from building works to the street. The proposal site holds little significance to the setting of the surrounding heritage assets, so even if illuminated, any harm that can be attributed would be at the lowest end of "less than substantial" and would be outweighed by the public benefit of the 1:1 printed display and of cross subsidising the works.

It should be noted that there is already a permanent digital advertising display located immediately adjacent the Midland Bank Building. Given this example and the examples in Table 1, it would be inconsistent to refuse to allow appropriately controlled illumination at 6 Oldham Road for the temporary period of building works.

Summary and Conclusion

The proposals have been advanced in partnership with the landlord and will be coordinated with the works to replace the cladding on the building. The proposed scaffold shroud with inset advertising has already been approved without external illumination. This proposal seeks to add low level time restricted illumination of the adverts in order to ensure the proposal is visible during the winter months and a viable prospect for cross subsidising the building works.

Application Submission

In order to complete the application, please find attached the following documentation:

- Completed application forms;
- Planning Statement (This Letter);
- Re-submission of build contract linked to the original application;
- Architectural drawings including;
    - Site Location Plan
    - Site/Block Plan
    - Existing Elevation A
    - Existing Elevation B
    - Proposed Elevation A
    - Proposed Elevation B
    - Fixing details
    - Proposed Section

Additionally, we will arrange payment to Manchester City Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,



Ben Kelly
Planning Consultant
DD: 07872590069
Email: ben@adfolio.co.uk