MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	145646/AOH/2026
Application type:	Consent to display an advertisement
Proposal:	Display of advertisement shroud for a temporary period of 6 months.
Site address:	Royal Buildings 2 Mosley Street Manchester M2 3AN
Ward(s):	Deansgate
Date application valid:	09 April 2026
Applicant name:	Ms Maddalena Sanvito
Agent (if any):	Mr Ben Kelly
Case officer:	Michael Pearson
Recommendation:	Approve
Date of recommendation:	18/06/2026

Description of site, building and/or area

The site relates to 106 - 122 Market Street, also known as Royal Buildings, a splendid Victorian five storey building with façade of Portland Stone. The property due to its ornate features is considered to be a non-designated heritage asset. The site is bound by Market Street to the north, Piccadilly Gardens/ Moseley Street to the east, Marble Street to the south and Fountain Street to the west. The ground floor of the site is occupied by various retail units, with its upper floors undergoing works to facilitate a hotel use, approved under permission 137450/FO/2023. The site is currently concealed by a building shroud whilst the aforementioned works are carried out.

The neighbouring area consists of Market Street, a major thoroughfare, and Piccadilly Gardens, the focal area of public realm in Manchester City Centre. The character of the area is predominantly retail, food and entertainment uses, with some residential and hotel uses to the upper floors of multiple buildings. buildings neighbour the application site in the form of the Grade II listed 1 Piccadilly, Rylands Building, Peel Statue and 10 Mosley Street. The Smithfield Conservation Area lies to the north of the site across Market Street, with the site also neighbouring the Upper King Street Conservation Area to the south. An active tramline passes the site along its Market Street and Mosley Street elevations.

Description of development

The application seeks advertisement consent for the display of an advertisement shroud for a period of six months.

The shroud would be externally illuminated to 300cd/m2 by floodlights, have a height of 10m and width of 30m, spanning the corner of the property along Mosley Street and Market Street. Illumination would only be used on site between the hours of 07:00 – 23:00.

The advertisement shroud is affiliated with the implementation of permission 137450/FO/2023 and would be removed after six months.

Relevant planning history

CDN/25/1017 - Discharge of condition 5 (Metrolink Risk) pursuant to advertisement consent 142395/AOH/2025 – Approved November 2025.

142395/AOH/2025 - Temporary advertisement shroud for a period of 8 months – Approved September 2025.

139269/FO/2024 - Elevational alterations including installation of a new shopfront – Approved May 2024.

137450/FO/2023 - Change of use of upper floors from offices (Use Class E) to hotel (Use Class C1), including infilling of lightwells, with boundary treatment to Meal Street – Approved December 2023.

Consultation, notification and publicity responses

Neighbouring properties were notified of the development by letter. No representations were received.

Environmental Health – No objection subject to conditions relating to use of illumination.

Highway Services – No objection subject to a condition relating to Metrolink safeguarding and informatives relating to highway hoarding.

Metrolink – No objection subject to the development adhering to previously approved risk assessment.

Relevant policies

Town and Country Planning (Control of Advertisements) Regulations 2007
The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—
(a)the provisions of the development plan, so far as they are material; and
(b)any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—
(a)factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
(b)factors relevant to public safety include—
(i)the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(ii)whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
(iii)whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Places for Everyone Plan – Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:
- Policy JP-Strat1 – Core Growth Area
- Policy JP-Strat2 – City Centre
- 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 DC19 – Listed Buildings

National Planning Policy Framework (NPPF)
- Chapter 9 – Promoting Sustainable Transport
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

National Planning Practice Guidance (NPPG)
Planning (Listed Building and Conservation Areas) Act 1990

Assessment

Amenity

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. The applicant has demonstrated that development is taking place on the site 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.

The advertisement would affect the setting of listed buildings. The building would be mostly covered by a shroud, with or without the installation of the proposed advertisement. It is acknowledged that the advertisement would be illuminated but planning condition would control this so it would only be between the hours of 07:00 and 23:00. The proposed scaffold wrap would cause a small amount of less than substantial harm to the setting of listed buildings, as well as

the Smithfield and Upper King Street Conservation Areas 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 and future structural integrity of a listed building which lies within an advanced state of disrepair within a conservation area. Environmental Health have requested that the advertisement be illuminated no higher than 300cd/m2.

In line with the above, the proposed advertisement, subject to appropriate planning condition, in this instance, it is considered to be acceptable for the temporary period of time applied for, all in accordance with Places for Everyone Plan Policy JP-P2, Core Strategy Policies CC9, EN1, EN3 and DM1, and Saved Unitary Development Plan Policies DC18 and DC19.

Public Safety

As mentioned previously within this report, the application site whilst not fronting out onto a road open to vehicular traffic, does neighbour an active tramline. The submission has been accompanied by a risk assessment previously approved under application CDN/25/1017. Metrolink do not object to the development subject to the proposal proceeding in accordance with the aforementioned document. Highway Services have requested that a risk assessment for Metrolink infrastructure be provided, and that informatives relating to highway hoarding be attached in the event of an approval. As a risk assessment has already been provided and been confirmed to be acceptable by Metrolink, the submitted assessment will be conditioned as a compliance condition as part of any approval issued. Subject to such a condition and informatives, the development is acceptable in this regard and accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Places for Everyone Plan Policies JP-Strat1, 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.

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:

· Covering Letter (Prepared by AdFolio; Dated 17/03/2026)

· Site Location Plan

· Siteplan – Proposed

· South Elevation – Proposed

· North Elevation – Proposed

· Flattened Full Elevation - Proposed

· Site Specific Method Statement and Risk Assessment (Prepared by Titchfield Gorup; Dated 06/03/2020)

· 100W Osram DOB LED Floodlight

· Typical fixing details, lights and banners

· Royal Building Manchester Rev 3 – Development Phasing Plan (Received 16/06/2026)

· Agreement and Conditions of Building Contract (Dated 15/06/2026; Received 16/06/2026)

Marked as received by the City Council as Local Planning Authority on 09/04/2026, unless specified otherwise.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and the National Planning Policy Framework.

3) a) The express advertisement consent hereby granted is limited to a period from 01/06/2026 to 30/11/2026.

b) On the date of expiry of the express consent period in part a) of this condition, the advertisement hoarding and all associated development shall be removed, and the building shall be restored to its original condition prior to the installation of the approved advertisement.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) 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 of the Core Strategy and saved Policy DC15 of the Unitary Development Plan for the City of Manchester.

4) The external floodlights hereby approved shall have a maximum luminance of 300cd/m2 that shall not be exceeded at any time for the lifetime of the development.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1 and DC18.1 of the Unitary Development Plan for the City of Manchester.

5) The method of illumination hereby approved will be controlled by an electronic sensor. The use of illumination outside of the hours 07:00 – 23:00 is prohibited for the lifetime of the development.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1 and DC18.1 of the Unitary Development Plan for the City of Manchester.

6) The development shall proceed in accordance with the Site Specific Method Statement and Risk Assessment (Prepared by Titchfield Gorup; Dated 06/03/2020; Received 09/04/2026).

Reason - To safeguard public safety and amenity, pursuant to policies SP1, DM1 and the Town and Country Planning (Control of Advertisements) Regulations 2007.

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

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