JCDecaux

Out of Home Media

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Ecuador
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Estonia
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7th September 2026

Manchester City Council
City Centre Team – DM
P.O. Box 532
Town Hall
Manchester M60 2LA

F.A.O. Jennifer Atkinson and Emily Booth

Dear Madam,

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Proposal: **The Replacement of Existing Freestanding Advertising Units (FSU) with Forum Community Information Panels (CIP) at Various Sites within the City Centre**

Application Sites:

OS 8 St Anns Square M2 7HA
OS 21 New Cathedral Street M1 1AD
Exchange Square OS 100 Corporation Street M4 3AJ
OS 90-100 Market Street M1 1PD
OS 9 Nicolas Croft c/o High Street M4 1EY

I write further to our recent meeting with you and Lisa Lingard from the Council's Neighbourhood Services team regarding the proposal for JCDecaux to take over the control of five existing freestanding advertising units (FSU) formerly operated by another outdoor contractor. The application sites are listed above and each relate to pre-existing digital displays approved by the

Council in 2013 and 2023. The applications seek consent to update the units whilst remaining on the same site footprint. An additional two applications are also being made separately in respect of the relocation of two existing JCDecaux FSU's which are required to facilitate the Council's planned street works in Piccadilly Gardens.

The applications concern Advertisement Consent under Regulation 9 of the Advertisement Regulations, to replace existing FSU's with the JCDecaux Forum unit designed by Fosters and Partners, to maintain a consistent and uniform design of roadside display across the City centre. The existing advertising structure operated on behalf of the Council bears the distinctive MCC logo in the base section, an example of which is shown in the image below.



The Forum unit accounts for 75% of the Council's roadside estate and stands at 2.95m with a narrow profile of 255mm. I enclose with the application documents the specification of the unit and on page 6 of Part 1 a comparison of the existing FSU with the Forum CIP it will replace. The five existing units

were approved by the Council in 2023 and a copy of the consent for each site is also included, and the officer reports can be provided if necessary. In each case the presence of digital advertising screens at the application site location was found not to have any harmful impact on the interests of public safety or visual amenity. The application sites continue to be suitable locations for the purpose of advertisement display.





EXISTING FSU ON MARKET STREET

The main difference between the existing and proposed replacement unit is minimal and confined to an increased height of 530mm, which accounts principally by the increased height of the unit skirt rather than the size of the advertisement screens. The proposed units have a narrower depth and marginally increased width than the existing structures, which has a negligible impact. In each case the replacement unit will remain on the same footplate as the existing structure and maintain the orientation to the street. The Planning considerations and merits of the advertising use at the application sites has been comprehensively assessed in the officers' reports in the recent consents from 2023. There have been no material changes within the local environment or in policy that would gainsay the earlier assessment or now render the principle of advertising at the sites as inappropriate.

JCDecaux

Overall, it is considered that the alteration from the existing FSU to the proposed CIP would not change the suitability of the application sites to continue to be used for the purpose of advertisement display. The change in unit design would provide consistency across the city Council's estate and maintains a high standard of design build and quality within the roadside environment.

I trust that the above and enclosed documents clearly explain the nature of the proposals but please call me if there are any further matters on which you need clarification.

Yours sincerely,

