JCDecaux

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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 Relocation of Existing Forum Community Information Panels (CIP) from Piccadilly Gardens**

Application Sites:

Pavement OS 45 Market Street C/O Brown Street M1 1PN
Pavement Adj 55-57 Bridge Street M3 3BQ

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 relocate two of the existing freestanding advertising units due to impending Council regeneration works within Piccadilly Gardens. The existing sites were permitted under block applications in 2021 which include Site 4 from Group 1 130164/AOH/2021 and Site 2 from Group 3 130397/AOH/2021. Copies of those decision notices are included with the application documents.

This application seeks consent to relocate these CIP units to the two application sites listed above, which were previously occupied by advertised

units forming part of the Councils LOOP network approved by the Council in 2013 and 2023. The proposed CIPs will occupy the same site footprint as the former displays as illustrated in the application site plans.

The applications concern Advertisement Consent under Regulation 9 of the Advertisement Regulations, to erect and display JCDecaux Forum units designed by Fosters and Partners, to thus maintain a consistent and uniform design of roadside display across the Council's City centre network. 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 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 LOOP units at the application sites have now been removed however the use of the sites for the purposes of advertising remain viable and appropriate locations without issue with regards to visual amenity or public safety. In both instances

the presence of digital advertising screens was not found to have any harmful impact.

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 in the case of Market Street and 780mm for Bridge Street which accounts principally by the increased height of the unit skirt and the smart city top box rather than an increase in 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. The replacement units will remain on the same footplate as the former structure they replace 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 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,

Martin Stephens

Martin Stephens BA(Hons) Dip TP MRTPI
Director of Planning
[redacted]