REF: P1557

PLANNING STATEMENT

Location: 137 Oxford Road, Manchester M1 7DY

Applicant: King Media Ltd

Date: September 2026

QUALITY ASSURANCE

Status	Issue	Date	Prepared By	Checked By
Final	1	September 2026	EH	PB

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1.0 INTRODUCTION

1.1 This Planning Statement has been prepared by Planning Insight on behalf of King Media Ltd (hereafter referred to as 'the Applicant') to accompany an Advertisement Consent application to the Manchester City Council in respect of the proposed temporary shroud and commercial advertisement display at 137 Oxford Road, Manchester M1 7DY (the 'Application Site'). The description of development is as follows:

"Display of one externally illuminated advertisement sign (23.8m x 7.6m) at 137 Oxford Road within temporary scaffolding shroud, incorporating a 1:1 facsimile of the building and its architectural features printed on it".

1.2 The proposed advertising banner will be in place for a temporary period of 11-months whilst the contractor undertakes surveys and investigations to inform and satisfy the pre-commencement conditions of an extant planning permission for the conversion and upward extension of the application building into a mixed-use scheme comprising of commercial and student accommodation.

1.3 Whilst the surveys and investigative works are underway, scaffolding is required around the building. The advertisement panel proposed is to be set into a high-quality banner, featuring a 1:1 illustrative replica of the existing building's facades and architectural features. The building requires a programme of asbestos and structural surveys, as detailed by the accompanying letter from the contractor. These required works generate, in turn, a requirement for scaffolding and a shroud for the specified period, regardless of this advertisement application.

1.4 As confirmed by the schedule of works, the works do not require standalone planning permission, as they do not meet the statutory definition of 'development' (Town and Country Planning Act 1990, Section 55).

1.5 The commercial advertisement display covers part of the south-eastern and south-western elevation above the application site. Accordingly, the principal use of the shroud is to screen the unsightly scaffolding which will be affixed to the building's elevations. In the absence of consent, a 'blank' shroud will be erected by the main contractor, which will have a more harmful impact on the appearance of the building and the street scene than the proposed advertising shroud.

1.6 This *Statement* describes the application in more detail and provides an assessment of the proposed display of advertisement against relevant policies and other material considerations.

1.7 The Applicant has commissioned a consultant team to prepare an Advertisement Consent application at the Application Site. It should be read in conjunction with the following documents which have been prepared in support of the application:

Document	Consultant
Planning Statement	Planning Insight
Drawings Package and CGI	King Media Ltd
Contractor Letter	Nationwide Regeneration

1.8 The above documents are considered as appropriate.

2.0 SITE CONTEXT

2.1 The Application Site, 137 Oxford Road, Manchester, is located in Manchester City within the city centre, core growth area, and regional centre. The site is bordered by both Oxford Road and Grosvenor Street.

2.2 The building is four storeys in height and is situated behind the footpath on both frontages. The host building is not grade listed or locally listed.

2.3 Manchester Metropolitan University is located directly across Oxford Road to the west.

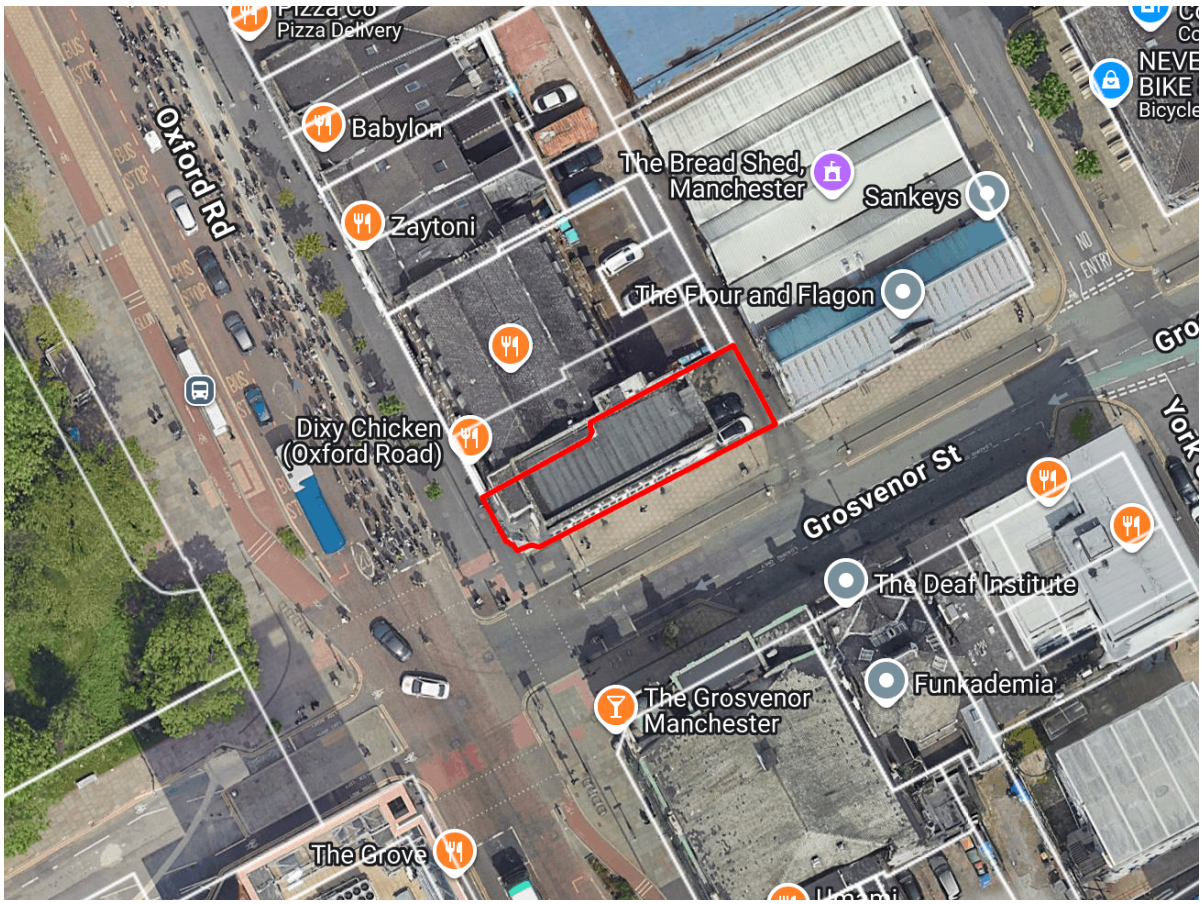


Figure 1: Aerial View of Site

Planning History

- **140735/FO/2024** – Erection of single storey roof extension to create Purpose Built Student Accommodation (Use Class Sui Generis) comprising 20no bedspaces, with commercial Class E at ground floor, together with elevational alterations, and other associated works. Approved 13th December 2024.

2.4 The conditions attached to the decision include pre-commencement conditions, which prior to being discharged require survey and investigative works to inform the discharge of condition applications.

3.0 ADVERTISEMENT PROPOSALS

3.1 Advertisement Consent is sought for the display of an advertisement and scaffolding shroud. The commercial display is to be located across the Oxford Road and Grosvenor Street elevations. The display will be contained at upper levels, leaving the ground floor frontage unimpeded.

3.2 The temporary scaffolding is to cover the remainder of the elevations. External illumination comprising 8no. discreet lights not exceeding 300 candelas per sqm is proposed. A condition can be imposed to secure the illumination levels.

3.3 The measurements for the proposed display are:

- Total Advertisement Area – 180.83m^2
- Total Shroud Area – approx. 262.25m^2
- Advert Area as Percentage of Total Shroud – approx. 68.95%

3.4 The proposed advertisement displays will change approximately every 14 days, with the panels expected to host commercial advertising for approximately 50% of the time the shroud is in place, based on the applicant's experience elsewhere.

3.5 The banner and commercial displays will be in position for a temporary period of 11-months from the commencement of the survey and investigative works of the existing building through to their completion. The works are expected to commence when the scaffolding is erected. A condition can be imposed which secures this timeframe, or once these works cease, whichever is the sooner.

4.0 PLANNING LEGISLATION AND POLICY

4.1 This section of the *Statement* provides an overview of the legislative context and planning policy relevant to the determination of an Advertisement Consent application.

Town and Country Planning (Control of Advertisements) Act 2007

4.2 Regulation 3 of The Town and Country Planning (Control of Advertisements) Regulations states that a local authority should exercise powers under the Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material, and any other relevant factors.

4.3 Regulation 3 identifies factors relevant to amenity, including the general characteristics of the locality, as well as the presence of any feature of historic, architectural, cultural or similar interest. Factors relevant to public safety are the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome; 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; or 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 a vehicle.

4.4 The advertisement regulations do not provide an exhaustive definition of amenity or public safety. Further guidance is set out in national planning policy.

National Planning Policy Framework

4.5 National planning policy guidance is set out in the National Planning Policy Framework (NPPF) (2026) document.

National Planning Practice Guidance

4.6 National Planning Practice Guidance Paragraph 005 (Reference ID: 18b-005-20140306) states that "*Buildings which are being renovated or are undergoing major structural work and which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large 'wrap' advertisements covering the face, or part of the face, of the building. In all cases, express consent from the local planning authority will be required for these advertisements.*"

Development Plan

4.7 The Development Plan for the Manchester City Council comprises the:

- Places for Everyone Joint Development Plan for Bolton, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan 2022 to 2039;
- Core Strategy 2012-2027;
- Extant (remaining) Unitary Development Plan policies.

4.8 The guidance in the Development Plan relating to the display of advertisements is a material consideration although not determinative.

4.9 Extant Unitary Development Plan Policy DC15 relates to advertisements. DC15.1 sets out the matters of interest to be taken into account for wall mounted posters; DC15.2 outlines the criteria in relation to amenity and safety.

Other Guidance

4.10 Manchester have published a 'Shopfront and Signage Design Guide' document. Page 32 includes a section on banners and states, *"this type of advertisement will not be permitted unless erected on a temporary scaffolding in line with an agreed contract of works."*

Case Law

4.11 The Court of Appeal in *Mansell v Tonbridge and Malling Borough Council* [2017] EWCA Civ 1314 clarified when a fallback may be considered a material planning consideration. Lindblom LJ confirmed that a fallback position is a material consideration where there is a 'real prospect' of it coming forward; it does not have to be probable or likely that the fallback position will be implemented, a possibility will suffice.

4.12 The High Court in *London Borough of Southwark v Secretary of State for Housing, Communities and Local Government and Blow Up Media* [2025] EWHC 1556 (Admin) confirmed that a 'net' approach to assessing impacts on character and heritage assets, taking into account the facsimile or illustrative shroud which a proposed shroud advertisement delivers, is appropriate.

4.13 The above policies and material considerations are referred to as appropriate within this *Statement.*

5.0 PLANNING ASSESSMENT

5.1 The Council can only exercise control over advertisement proposals in the interests of amenity and public safety, taking into account the development plan and any other material considerations.

VISUAL AMENITY

Existing Character of the Area and Application Building

5.2 The area has a busy, varied character, with buildings of different scale, age, and typology supporting a variety of light commercial, retail, dining, and resident uses, alongside community uses.

5.3 The wider area forms the Oxford Road Corridor, an extension of the City Centre of Manchester that provides access to its core and to surrounding university campuses.

5.4 The application site is also within the Higher Education Precinct Character Area which contains major educational and medical institutions located alongside a linear route in a variety of large-scale buildings. Underlying this are remnants of the historic past such as the grid iron street pattern dating principally from the 19th Century. The area contains a network of open spaces often resulting from more recent developments and is busy especially with public transport and pedestrian movement through much of the 24-hour day with patterns of movement linking areas to both sides of Oxford Road. The Oxford Road Corridor represents the only area where the levels of activity, range of uses and scale of built form associated with the City Centre extend beyond the Mancunian Way.

5.5 The character along the road reflects successive phases of development from the 19th through to the 21st centuries. The buildings utilise a wide range of materials, and architectural details creating variety and visual interest to the street scene.

5.6 The application building is a post-war modernist building with a staggered front elevation, flat roof, ground floor mezzanine and exposed concrete finish. It occupies a prominent corner site, with frontages to both Oxford Road and Grosvenor Street. However, the site is set for redevelopment as per the extant permission for change of use, extension and alteration (ref. 140735/FO/2024). The approved development will significantly alter the appearance and massing of the building, giving it a modernised and homogenised character.

5.7 The building is currently vacant as it awaits redevelopment, and is at risk of falling into an unmaintained appearance whilst it remains unused, as well as attracting antisocial behaviour and vandalism.

Requirement for Scaffolding over the Proposed Advertisement Period

5.8 The application building requires an urgent programme of preliminary investigative works which will provide vital structural and safety information to inform the discharge of pre-commencement conditions attached to permission (140735/FO/2024). Those pre-commencement conditions include a requirement to put together a detailed demolition and construction/fit-out management plan.

5.9 The landowner requires much more information about the structural condition of the building as well as the materials that need to be demolished – in particular the extent of any asbestos – before such a plan can be compiled for the approval of the Council. The information will also inform any ongoing safety measures which may need to be put in place. The preliminary survey effort is anticipated to require scaffolding for the duration of the works programme (11-months), without the requirement for planning permission. The programme is detailed within the Nationwide Regeneration letter which accompanies this submission.

5.10 Scaffolding and a shroud will also fulfil a secondary function of screening off this vacant site, which is at risk of falling into an unmaintained appearance due to its lack of use as it awaits redevelopment. This will also assist in protecting the site from antisocial behaviour or vandalism during this period of vacancy, both of which could pose safety issues.

5.11 For the avoidance of doubt, scaffolding and a builder's shroud can be erected in any event to carry out the required programme of works without planning permission. The presence of a blank builder's shroud for the same period of time represents the fallback position.

Impact of the Proposed Advertisement

5.12 As set out above, the area surrounding the application site is urban, commercial, vibrant, and can absorb the impact of a temporary advertisement without a harmful impact. The proposed shroud and advertisement would be experienced within a townscape characterised by commercial frontages and a variety of signage associated with restaurants and other commercial premises. Given the commercial character of the surrounding street scene, the proposal will not appear out of place. Furthermore, the proposed advertisement will secure a high-quality facsimile shroud which will have a more attractive, active appearance than the deadening visual impact of a builder's shroud. The visual enhancement the proposed advertisement secures against the fallback position is a material consideration in favour.

5.13 The application site is in a prominent corner position but, as set out above, its character will be significantly changed once the extant planning permission is carried out. Whilst the site awaits redevelopment and vital preliminary investigations are carried out, the site is vacant and at risk of falling into an unmaintained appearance, as well as of attracting vandalism. In this context the proposed 1:1 facsimile of the building's facades will introduce a high-quality, active appearance that preserves the existing underlying architectural character as far as possible and will continue to add visual interest to the street scene.

5.14 Across the road are two Grade II Listed Buildings being the Former Grosvenor Picture Palace and the Adult Deaf and Dumb Institute (Former). These listed buildings are experienced within the commercial context where advertisements are common. The proposal will only be seen with the Listed Buildings from oblique views along Grosvenor Street and Oxford Road. The proposal would change the appearance of a small part of the street scene temporarily, but the relationship of the buildings to their neighbours and the urban grain would not alter. Given the limited visibility and commercial character of the street scene, the advertisement would not appear prominent and not harmfully change the setting of the listed buildings.

5.15 Harm to the significance of these assets is further mitigated by the temporary nature of the proposal. Furthermore, the proposals represent an enhancement, retaining a more active and attractive setting to heritage assets in comparison to the fallback position.

5.16 The 1:1 facsimile allows for the retention of the underlying features of the building and enhancing its appearance during unavoidable survey and investigative works, where scaffolding will be present. The frequent reversion to a 100% facsimile shroud during changeover/ void periods will further correspond with the existing building and surrounding area.

5.17 The proposed advertisement display and shroud will be in place for a maximum of 11-months whilst the survey and investigative works are underway. There will be no lasting impact on visual amenity, and long-term, the character and appearance of nearby grade listed buildings will be preserved.

Policy Compliance

5.18 As detailed above, the design and heritage impacts of the proposal meet the relevant policy tests set out in Policy CC 9 and DC15.2, as well as the NPPF. The proposal will not appear unduly prominent and can be readily absorbed within the surrounding busy commercial context. There will not be any harmful change to the setting of the listed buildings across Grosvenor Street.

5.19 Policy DC15.1 states that the matters to be taken into account for advertisements include the use of hoardings to disguise or improve the appearance of unsightly features and to screen buildings during development. The proposals include the use of a 1:1 facsimile shroud and advertisement panel to screen the application building whilst survey and investigative works are underway to enable the implementation of an approved planning permission. The shroud and advertisement will positively improve the quality of the visual environment and add visual interest (particularly in comparison to the fallback position) whilst the required survey and investigative works occur.

5.20 The Shopfront and Signage Design Guide is clear that advertising banners will only be permitted when erected on temporary scaffolding in line with an agreed contract of works. The proposals relate to the necessary survey and investigative works which require scaffolding and a shroud. The contractor's scope of works confirms that scaffolding will be required for 11-months, and the temporary advertisement display is limited to this period.

Conclusions on Visual Amenity

5.21 The proposed advertisement panel, in delivering a 1:1 facsimile shroud, will significantly enhance the appearance of the building itself and its setting in comparison to the fallback position, whilst this vacant building is prepared for redevelopment.

5.22 Case law (refer para 4.11-4.12) confirms that a net assessment, which includes the positive impacts of a facsimile shroud in association with the advertisement which delivers it, is appropriate.

5.23 Overall, the proposal will deliver a high-quality facsimile shroud and advertisement panel over a temporary period, which will allow the underlying architecture to continue to be understood. The subject proposals meet the criteria of relevant policies as well as the SPD.

Residential Amenity

5.24 The proposal would secure a light-permeable mesh shroud. The technical data sheet for the Kavalan shroud material is enclosed at Appendix A. By contrast, the contracted works would see the installation of a blank, mono-flex standard builders' shroud. There will be no opportunity to secure details of the materiality of this. The proposed advertisement, in securing the high-quality mesh shroud proposed, which will continue to allow natural daylight and outlook for neighbouring residents, the panel area represents an enhancement to their residential amenity during the temporary 11-month display period.

5.25 The 8 downlights will be directed towards the advertisement and static at 300 cd/sqm in accordance with the Shopfront and Signage Design Guide. The affected elevations face roads as opposed to any neighbouring residential uses. There will be no impact from light spill on residential uses in the area.

5.26 For the avoidance of doubt, the application building is vacant and will remain so for the duration of the proposed advertisement display whilst preliminary survey works are ongoing.

PUBLIC SAFETY

5.27 The proposed advertisement is located on the corner of Oxford Road and Grosvenor Street, with the principal portion of the panel to the Grosvenor Street elevation. This is a one-way street with vehicles travelling west only.

5.28 As the signage is affixed to the scaffolding at a high level, it will not visually impede any signage or signals.

5.29 The advertisement will be static and whilst illuminated, will have 8 downlights with intensity of illumination to the advertising area not exceeding 300 candelas per square metre in accordance with the relevant guidance issued by the Institute of Lighting Professionals. This mitigates light spill and glare onto the highway and helps ensures its safe operation. Traffic in the vicinity is slow-moving.

5.30 For these reasons, the proposed advertisement will not pose a distraction to road users, including cyclists and pedestrians, and will have no detrimental impact on public or highway safety.

6.0 CONCLUSION

6.1 This *Statement* has been prepared in support of an application to display a single commercial advertisement display and scaffolding shroud at 137 Oxford Road, Manchester.

6.2 This Statement has set out that the subject proposals are acceptable in visual amenity and public safety terms, and are in compliance with the relevant policies, the Shopfront and Signage Design Guide, and the NPPF.

6.3 The proposed advertisement panel is set within a light-permeable mesh with a high-quality facsimile of the underlying building, for a limited period of 11-months. This will add visual interest, and the impact can be absorbed within the busy commercial context without harmful change to the setting of the surrounding Listed Buildings, for a temporary period whilst the building is prepared for redevelopment.

6.4 The alternative is a blank scaffolding shroud which would have a deadening impact on the existing vibrant and commercial character. The enhancement to visual interest will be the case, even should the panel advertise 100% of the time, although in the applicant's experience the actual display period is more likely to be around 50%. The shroud will display a complete facsimile during 'void' periods.

6.5 For the reasons set out in this *Statement*, the proposed development is acceptable in terms of public safety, residential amenity and visual amenity, and it is respectfully requested that advertisement consent is granted.

Appendix A. Kavalan Data Sheet

Kavalan SPIDERWEB

TECHNICAL DATA SHEET

Spiderweb 300

PRINTER TYPES

UV

LX

FLAME RETARDANT STANDARDS

DIN4102-B1, EN13501-1, NFPA701

APPLICATIONS

Mesh banners. Window curtains.



Photo by courtesy of DIS Graphics UK, for Wolverhampton Wanderers F.C.

PROPERTIES	TEST METHOD	RESULT	UNIT
Weight		180 ± 20	gsm
Thickness		0.35 ± 0.02	mm
Regular roll length		50	meters
Max Width	DIN EN ISO 2286-1	5	meters
Composition	Polyester yarn • PVC-free resin		
Coating	Water-based • PVC-free • Phthalate free		
Characteristics	Lightweight • Perfect for high quality digital printing		
Tensile Strength (W/F)	DIN 53354	200/166	Kg/5cm
Tear Resistance (W/F)	DIN 53363	35/30	Kg
Temperature Resistance	DIN 53361	-40~+90	°C
Weave	Knitted		

*Test data is for reference only and may vary according to usage. *

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