MANCHESTER CITY COUNCIL

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Part 1 – Particulars of the application

Proposal:

Installation of 1no. advertisement totem.

Location:

Land Opposite New Cathedral Street Manchester M1 1AD

Application reference:

PLA-2026-001561

Applicant:

Mr Martin Stephens JCDecaux

Date of application:

07 September 2026

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part are **grantd** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

1) (a) 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.

(b) No advertisement shall be sited or displayed so as to:

i. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) 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.

(d) 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.

(e) 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 received by the City Council as Local Planning Authority on 7 September 2026:

- PROPOSED FORUM CIP Unit July 2026.pdf
- A03083 SITE PLAN New Cathedral Street M1 1AD.pdf

Reason - To ensure that the development is carried out in accordance with the approved plans pursuant to Places for Everyone Policy JP-P1 and Core Strategy Polices SP1 and DM1.

3) a) The luminance level of the digital display screen shall be controlled by a light sensor to adjust the screen brightness to reflect the ambient levels during the daytime and set to a maximum brightness of 600cd/m2 during hours of darkness to accord with the recommendations of the 'The Institute of Lighting Professional's 'Professional Lighting Guide 05/23: The Brightness of Illuminated Advertisements including Digital Displays. In the event of breakdown or malfunction the screen will automatically switch off.

b) The advertisement shall display no special visual effects of any kind during the time that the advertisement is displayed or on transition between advertisements. The displayed image shall not include animated, flashing, scrolling, intermittent or video elements and the transition between successive images shall not include fading, swiping or other animated transition method.

c) The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

d) The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change

with no visual effects (including swiping or other animated transition methods) between displays.

Reason - To ensure that the development is carried out in accordance with the approved plans pursuant to Places for Everyone Policy JP-P1 and Core Strategy Polices SP1 and DM1.

4) a) The express advertisement consent hereby granted is limited to a period ending on 23 October 2031.

b) On the date of the expiry of the express consent period on 23 October 2031, the advertisement hoardings and all associated development shall be removed, any use of the land/building authorised by this consent shall be discontinued, and the land/building shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality pursuant to Places for Everyone Policy JP-P1 and Core Strategy Polices SP1 and DM1.

Informatives

Licensing, hoardings / scaffolding, and skips

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.

Temp Arrangements

The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk.

Date: 26 October 2026

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

   The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/appeal-decision-consent-display-advertisement. The Inspectorate will publish details of your appeal on the internet. Alternatively, if you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.