

## Planning

## Growth & Development

### Delegated officer report for planning application

**Application no.** 143124/AO/2025

**Date registered valid:** 5 June 2025

**Proposal:** Advertisement consent for the display of 2 no. internally illuminated high level signs

**Address:** Holiday Inn Hotel Manchester Airport, 1 Palma Avenue, Manchester, M90 4ZY

**Ward(s):** Woodhouse Park Ward

**Applicant:** Mr Simon Hollinshead, Manchester Operating Company Ltd

**Agent (if any):**

**Case officer:** Robert Griffin  
Tel: 0161 234 4527  
Email: [robert.griffin@manchester.gov.uk](mailto:robert.griffin@manchester.gov.uk)

**Recommendation:** Approve

**Date of recommendation:** 29.07.2025

## Application details

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 10 July 2025

### Standard consultations:

Printed: 11 June 2025      Expired: 2 July 2025

### Neighbour notifications

Printed: 11 June 2025      Expired: 2 July 2025

### Site notice

No site notice has been produced

### Press advert

No press advert had been published

**Departure from Development Plan:** No

**Environmental Statement:** Not required

## Description of site/building

**Listed building:** Not applicable

**Conservation area:** Not applicable

**Tree Preservation Order:** Not applicable

## Description of area

The site is located at the northern extent of Manchester Airport, the application site is an irregular shaped plot comprised on some 0.6 hectares of developed land located between the M56 Spur and Palma Avenue.

The site does not lie within a Conservation Area and there are no listed buildings within its boundary or nearby. The site is located within the Manchester Airport Operational Area, the Manchester Airport Strategic Site as defined by the Manchester Core Strategy. The site is located adjacent terminal 2 of the Airport and is in close proximity to the Airport Ground Transport Interchange which is the public transport (train, Metrolink, Bus and Coaches) hub serving the airport and other local, regional and national destinations.

To the north and east of the site is the safeguarded route of the future expansion of the Metrolink Airport Line.

## Description of development

Planning approval was granted for the redevelopment of the site to consist of two 7 storeys buildings to form hotels (262-beds and 280-bedspaces) with ancillary floorspace including a business centre, restaurant and bars, and conferencing facilities. This consent has been

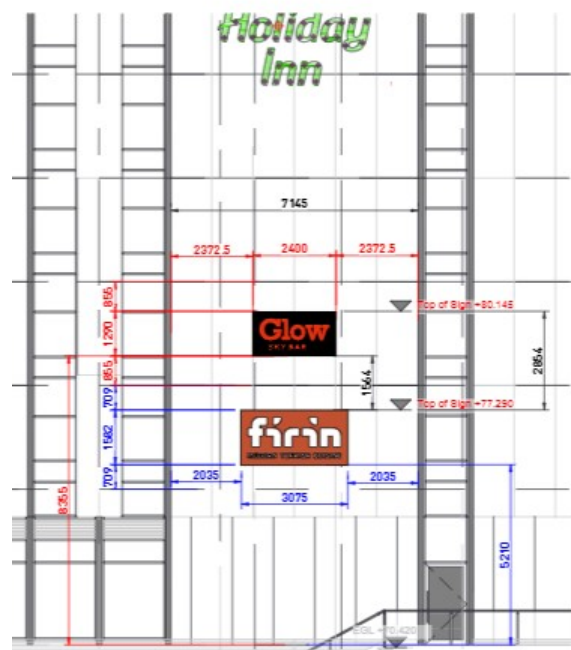
implemented and the hotels are operational and following approval of hotel signage this current proposal seeks advertisement consent for additional illuminated building signage in the form of two signs located below the main hotel signage on the western elevation of the building facing towards Palma Avenue.

The first sign would be 2.4m in width and 1.29m in height and would be 60mm in depth attached to the rain screen cladding of the building.

The second sign which would sit below the first would be 3m in width and 1.56m in height and again have a depth of 60mm attached to the rain screen cladding of the building.



Hotel Building and area of signage edged red



Proposed signage

## Consultations & Notification Responses

The application was subject to a neighbour notification letters and statutory consultees, the following responses were received.

Aerodrome Safeguarding Officer - Raise no objections to the signs. Informatives are recommended to be attached to any decision relating to cranes and drones.

Highway Services - Raise no objections to the signs proposed in relation to public safety. Informatives are proposed relating to any requirements for fit out arrangements.

## **Policy**

### **National Planning Policy Framework (2024)**

NPPF sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 141 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

### **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.

The regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012)

Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-

- Creating well designed places that enhance or create character

- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

Policy EN1 relates to Design Principles and Strategic Character Areas. It states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Policy DM 1 states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

## Saved Unitary Development Plan policies

Policy DC15 Indicates the way in which the City Council determine applications for advertisements including their effect on visual amenity, the design of structures and the relationship with any premises on which they are located.

## Issues

**Principle** - The siting of internally illuminated signs to a commercial building within the Airport estate is in general considered to be acceptable in principle. The issues to be considered relate to visual amenity and pedestrian safety of the proposed signage.

**Visual amenity** - It is not considered that the proposed signage would create visual clutter at the site and has been designed and sited to reflect the buildings they are to be attached to. The signage is not considered to disrupt or harm the host buildings architecture. There are similar signs attached to commercial buildings within the area and given the buildings location the proposals are not considered to give rise to concerns with regards to the visual amenity of the area.

**Public Safety** - It is considered that the signs do not raise concerns with regards to public safety. Highway Services have confirmed that they raise no concerns with the proposal.

## **Other Legislative Requirements**

### **Equality Act 2010**

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

### **Human Rights Act 1998 considerations**

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

**Recommendation:** Approve

### **Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse**

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, documents and details contained on the application form:

Drawing reference 12468 'Firin and Glow Signage – Holiday Inn Manchester' Revision P03 dated 23.01.2025 as received by the City Council as local planning authority on the 5<sup>th</sup> June 2025

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.

### **Informatives**

1) INFORMATIVE 1: The applicant's attention is drawn to the procedures for crane and tall equipment notifications, please see:  
<https://www.caa.co.uk/Commercial-industry/Airspace/Event-and-obstacle-notification/Crane-notification/>

2) The development lies within the flight restricted zone established for Manchester Airport. The applicant's attention is drawn to the procedures for drone notifications, please see:  
<https://www.manchesterairport.co.uk/aviation-professionals/drones/>

3) 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](mailto:highwaylicences@manchester.gov.uk).

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](mailto:highwaynetworkmanagement@manchester.gov.uk).

## **Appendix 1 – List of consultees & neighbours notified**

Highway Services  
Manchester Airport Safeguarding Officer  
Manchester Airport Group  
Ringway Parish Council

Ibis Budget Hotel Manchester Airport, 3 Palma Avenue, Manchester, M90 4ZY  
Level 7, Voyager, Chicago Avenue, Manchester, M90 3DQ  
Level 6, Voyager, Chicago Avenue, Manchester, M90 3DQ  
Level 5, Voyager, Chicago Avenue, Manchester, M90 3DQ  
Level 4, Voyager, Chicago Avenue, Manchester, M90 3DQ  
Level 3, Voyager, Chicago Avenue, Manchester, M90 3DN  
Level 2, Voyager, Chicago Avenue, Manchester, M90 3DQ  
Level 1, Voyager, Chicago Avenue, Manchester, M90 3DQ  
Commonwealth House Rooms 1007-1008, Manchester Airport, Ringway Road, Manchester, M90 3JB  
Commonwealth House Room 1015 Level 1, Manchester Airport, Ringway Road, Manchester, M90 3DQ  
Commonwealth House Fourth Floor Room 4008, Manchester Airport, Ringway Road, Manchester, M90 3DQ  
Commonwealth House Rooms 3011 And 3022, Manchester Airport, Ringway Road, Manchester, M90 3DQ  
Commonwealth House Levels 5 To 7, Manchester Airport, Ringway Road, Manchester, M90 3DQ  
Commonwealth House Fifth Floor Room 4007, Manchester Airport, Ringway Road, Manchester, M90 3DQ  
Manchester Airport, Outwood Lane, Manchester, M90 1WP  
Radisson Sas Hotel, Manchester Airport, Chicago Avenue, Manchester, M90 3RA  
Voyager, Chicago Avenue, Manchester, M90 3DQ  
Manchester Airport, Chicago Avenue, Manchester, M90 3RA

## **Appendix 2 – Planning constraints**

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4  
Green Belt Land - Greater Manchester Green Belt Local Plan 1984  
Airport Noise Index Zone - Noise and Nuisance Index - 40-49  
Susceptible to Surf Water Flood (Less) -  
Area Team Boundary - Name: SOUTH AREA