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**Our Ref: HB/KN0049/23**

17 September 2025

Manchester City Council
PO Box 532
Manchester
M60 2LA

Via the Planning Portal

Dear Sir/Madam,

**Application for Advertisement Consent**
**Premier Inn Hotel, Rochdale Road, Manchester**
**Planning Portal Reference PP-14202170**

We are instructed by our client, Premier Inn Hotels Limited, to submit this application for advertisement consent for signage on the new Premier Inn on Rochdale Road, Manchester.

Specifically, the application proposes:

*'Erection of 2 no. internally Illuminated individual letter and roundel building mounted signs.'*

The application has been submitted via the Planning Portal and along with the completed application form it comprises the following drawings:

- Site Location Plan
- Signage Drawing Pack 196508 Rev F 31/07/2025

The application fee has been paid directly via the planning portal.

**Introduction**

This application seeks approval for the installation of high-level signage on the north-east and south-west gables of the hotel.

A separate and concurrent application for advertisement consent has been submitted for street level signage at the entrance to the building.

**Site**

The application relates to the new Premier Inn hotel currently under construction at 25 Rochdale

Road, Manchester. Rochdale Road is main arterial route into the City Centre with the area immediately around the application site being characterised by tall modern buildings.

The site is positioned at the southwest end of Rochdale Road circa 120 metres from the Ring Road. It is bounded by Ludgate Street to the southwest, Dyche Street to the northwest, a church to the northeast and Rochdale Road to the southwest.

In terms of surrounding uses, the area comprises a mix of residential development and hotel accommodation interspersed with commercial uses.

**Planning History**

The site has a limited relevant planning history which is summarised below:

- 127537/FO/2020 – Erection of 11 storey 229 bedroom hotel (Class C1) with ancillary ground floor bar/ restaurant, together with associated public realm and other associated works. Approved July 2020.

- 138248/NMC/2023 – Non-Material Amendment to planning permission 127537/FO/2020 to amend the triggers within condition 4 (local labour) and 8 (archaeology). Approved October 2023.

- 143589/NMC/2025 – Non-Material Amendments to planning permission 127537/FO/2020 to make elevational alterations and update the building travel plan, together with alterations to conditions 2, 11, 12, 17, 24 and 25. Approved August 2025.

**Proposal**

The application seeks consent for two gable signs on the new Premier Inn:

Item 03

1 no. internally illuminated individual letter sign with internally illuminated roundel on the northeast gable of the building. The sign will have an overall length of 7.84 metre including the roundel.

The letters are white when non illuminated and illuminated. With regards the roundel, only the moon and stars are illuminated.

Item 04

1 no. internally illuminated individual letter sign with internally illuminated roundel on the southwest gable of the building. The sign will have an overall length of 7.84 metre, including the roundel.

The letters are white when non illuminated and illuminated. With regards the roundel, only the moon and stars are illuminated.

Both signs have been positioned to sit between the floors of the building.

**Planning Policy Context**

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that "*if regard is to be had to the development plan for the purposes of any determination to be made under the Planning Act, the determination must be made in accordance with the plan, unless material considerations indicate otherwise".* Any issue that relates to the use of land is capable of being a material planning consideration, this includes government statements of planning policy.

The Development Plan applicable to this site consists of the Places for Everyone Joint Development Plan 2022 to 2039 (adopted 2024), the Core Strategy (adopted 2012) and saved policies from the Manchester UDP (adopted November 2003). However, the NPPF, NPPG and local supplementary planning guidance are also material planning considerations.

**Development Plan**

Places for Everyone (2024)

The Places for Everyone Plan does not contain any specific policies relating to new signage and advertisements, however Policy JP-P1 *Sustainable Places* seeks to ensure beautiful places and that new development is legible.

Core Strategy (2012)

The Core Strategy does not contain any specific policies relating to new signage and advertisements, however Policy CC9 '*Design and Heritage'* requires new buildings to be of the highest standard in terms of appearance and function.

Manchester UDP (2003)

The following saved policy is considered applicable:

- Policy 15 '*Advertisements, Hoardings and Posters'* – this states that applications for advertisements will be considered in the interests of amenity and public safety. In assessing these interests, the Council will take into account the following:

    a. Development should not harm the character or architectural features of a building;
    b. They should be in scale with the locality and relate properly to the site;
    c. They should be unobtrusive;
    d. They should not be injurious to public safety or adversely affect the flow of traffic, by reason of position, size or design.

## Other Material Planning Considerations

National Planning Policy Framework (December 2024)

Section 12 provides guidance in respect of achieving well-designed places. Paragraph 141 of the NPPF refers to advertisements and states that "*the quality and character of places can suffer when advertisements are poorly sited and design… advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".*

National Planning Practice Guidance (NPPF)

Paragraph 26 relates to displaying advertisements. The NPPG states that "*Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary or offensive to public morals*".

Shopfront and Signage Design Guide

Paragraph 6.3 of the design guide provides specific advice with regard to signage. It states that "*new advertisement to existing and new shopfronts must be sensitively designed and well-integrated into an elevation and the wider street scene in design, proportion and position*". It goes on to state that "*signage must not dominate the building façade and should relate well to its overall composition, character, scale and architectural features. In most contexts, it should be the minimal required to identify the premises, in size, number and impact."*

## Planning Assessment

The amount of signage proposed on the hotel is the minimum necessary to enable customers to identify and locate the premises and to allow the applicant to draw attention to its presence.

Prior to the submission of both applications, pre-application discussions were undertaken with the Council to discuss and evolve the scheme and ensure that the submitted scheme is acceptable in planning and design terms. The submitted scheme reflects those positive discussions with the Council.

Planning policy and guidance at a national level sets out the factors that LPA's can take into account when making a determination on a proposed signage scheme. It states that LPAs can only control to the display of advertisements in the interest of amenity and public safety and that unless the advertisement is in itself harmful to amenity or public safety, consent should not be refused. Local planning policies and guidance support this approach.

Considering firstly the matter of visual amenity, it is considered that the proposed gable mounted individual letter and roundel signage safeguards and is not detrimental to local amenity. The signage

is of a good design and is functional and it is fabricated from materials that are robust and of a high quality ensuring its quality is maintained over time.

The signage is not excessively large and is of an appropriate and acceptable scale. It does not dominate the gables of the building and has been designed and sized to sit comfortably between the floors of the building. The colours are muted, sensitive and not garish, but reflect the applicants brand colours. Illumination is sensitive and appropriate for the location. Whilst the letters are fully illuminated only the moon and stars are illuminated on the roundel.

With regards public safety, which includes highway safety, the proposed signage is considered to be of an appropriate scale and not likely to cause a distraction to road users, nor does it over sail the pavement or highway.

Turning to local policy and the criteria in saved Policy 15, the signage is considered to be in keeping with the character of the building and local area and not to obscure or detract from architectural features of the building. The signage is of an appropriate scale and in proportion with the building and is unobtrusive. For the reasons explained above it is not considered to be injurious to public safety.

In terms of guidance contained in Shopfront and Signage Design Guide, it is considered that the signage integrates into the facade and is in proportion with and does not dominate the building.

Having regard to the above assessment, we conclude that the proposed signage accords with Policy JP-P1 of the Places for Everyone Plan; Policy CC9 of the Core Strategy and Policy 15 of the UDP. The scheme is also considered to accord with guidance contained in the NPPF and NPPG, together with local guidance contained in the Shopfront and Signage Design Guide.

**Conclusion**

Advertisements can only be controlled in the interests of amenity and public safety. The above assessment demonstrates that the proposed signage is not detrimental to either local amenity or public safety and that it accords with relevant planning policy and guidance in relation to display of advertisements. We accordingly respectfully request that advertisement consent is granted as soon as possible.

The applicant wishes to work closely with the Council on this proposal and as such, if you have any queries regarding the submission or require any additional information, please so not hesitate to contact us.

Yours faithfully,

[redacted]

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Cc Phil Whelan, GMI
Will Stewart, Premier Inn
Brian Williams, Baqus
Matt Ball, Ashleigh Signs

