

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143583/AO/2025

Date registered valid: 29 July 2025

Proposal: Installation of 5no. illuminated building mounted signs (internally illuminated or backlit), 1no. front lit canopy mounted sign & 1no. backlit sign to entrance roadway

Address: Land Off Enterprise Way And Bailey Lane, Manchester Airport, Manchester

Ward(s): Woodhouse Park Ward

Applicant: Evans Dakota Hotels Limited

Agent (if any): Mr Joe Horne, KPP Limited

Case officer: Robert Griffin
Tel: 0161 234 4527
Email: robert.griffin@manchester.gov.uk

Recommendation: APPROVE

Date of recommendation: 22.09.2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 14 August 2025 Expired: 5 September 2025

Neighbour notifications

Printed: 8 August 2025 Expired: 30 August 2025

Site notice

Posted: 29.08.2025 Expired: 19.09.2025

Press advert

Published: 12 August 2025 Expired: 3 September 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable - The closest designated heritage asset is the Grade II Listed 'Etrop Grange' (List Entry Number: 1197799) approximately 50m west.

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site extends to approximately 1.23 hectares and is located to the north-east of Manchester Airport and to the south of the residential areas of Wythenshawe and Woodhouse Park.

The site is bound by Bailey Lane to the north; an area of mature woodland to the east; and Enterprise Way to the south and west. Bailey Lane is located immediately beyond the north-western boundary beyond which are office units together with the Grade II listed Etrop Grange.

Beyond the existing woodland to the site's northern eastern boundary are residential properties along Hilary Road and Selstead Road forming part of the Woodhouse Park area in south of Wythenshawe, Manchester. A roundabout is located beyond the site to the south-east and Enterprise Way is beyond the site to the south-west. Manchester Airport is approximately 600m south of the site. The nearest bus stop is located 10m from the site on Bailey Lane, the nearest Metrolink and Train stations at Manchester Airport which is 620m south of the site.

Planning permission was granted on the site (reference 140206/FO/2024) for the erection of 7 storey 154 bedroom hotel, with associated car parking, feature vehicular drop-off area and canopy, service yard, landscaping and highways works to existing access, works are well progressed on site delivering this development.

Description of development

Advertisement consent is sought for the installation of a number of signs associated with the hotel building under construction, the signs consist of:

- An externally illuminated entrance canopy individual letter sign mounted to the canopy structure (A)
- A high level halo illuminated hotel logo sign (B)
- An internally illuminated entrance sign (C)
- Ground floor individual letter entrance sign (D)
- A ground floor individual letter internally illuminated fascia sign (E)
- A high level individual letter halo illuminated fascia sign (F)
- A halo illuminated individual letter road entrance sign (G)

Consultations & Notification Responses

Notification letters were posted, an advertisement placed in the Manchester Evening News and a site notice posted due to the potential for the proposals to affect a listed building.

MCC Highways – Requested clarification on the proposed sign to the entrance road retaining wall. Following the submission of further details, they confirm all of the proposed signs are acceptable.

Aerodrome Safeguarding Officer – Have recommend the attaching of two informative to any decision relating to crane and tall equipment and that the site lies within a flight restricted zone for Manchester Airport.

Policy

National Planning Policy Framework - 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.

Section 16 is titled 'Conserving and enhancing the historic environment' and deals with the consideration of the impacts on heritage assets through the decision making process.

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.

Places for Everyone (March 2024) - Places for Everyone (PfE) Joint Development Plan Document has been produced by nine Greater Manchester districts (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford, and Wigan for jobs, new homes, and sustainable growth. It has been published by the Greater Manchester Combined Authority (GMCA) on behalf of the nine districts. The Places for Everyone Plan took effect and became part of the statutory development plan for each of the nine PfE authorities on March 21, 2024. The following PfE policies are relevant to the proposal:

Policy JP-Strat10: Manchester Airport

Policy JP-J1: Supporting Long-Term Economic Growth

Policy JP-P2: Heritage

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

Policy SP1 Spatial Principles

Policy EN1 Design Principles and Strategic Character Areas.

Policy EN3 Heritage

Policy DM 1 Development Management

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.

Policy DC19 deals with the consideration of application proposals on amongst other things the impact on the setting of listed buildings.

Issues

Principle - The siting of building related signs on a commercial hotel is, in general considered to be acceptable in principle. The issues to be considered in this instance relate to visual amenity and pedestrian and highway safety of the proposed signage together with any impacts on nearby designated heritage assets.

Visual amenity - The hotel is a new addition within an area that is anticipated to undergo future redevelopment as part of wider regeneration plans as part of the MIX Manchester proposals subject to a draft Strategic Regeneration Framework. As such whilst the building is currently a prominent addition within this area the proposed signage is not considered to create visual clutter at the site with them having been designed and sited to reflect the context of the site and

the architecture of the building. The signage is also not considered to disrupt or harm the street scene or the general character of the area in which the building is located.

Impact on the setting of the Etrop Grange Grade II Listed Building - The location of the signs is not considered to affect views of or from the Etrop Grange Grade II Listed Building. Etrop Grange is a late 18th century house which has undergone extensive extensions and now provides accommodation for the homeless. The original open country setting of the building has been substantially altered as the airport and surrounding road network have expanded in the 20th century. The building maintains a prominent position facing the junction of Thornley Lane, Bailey Lane and Enterprise Way.

In considering the planning permission for the hotel building it was concluded that whilst the hotel is of a scale greater than Etrop Grange, its siting and location 60m across Bailey Lane would give rise to less than substantial harm to the significance of the heritage asset and its setting. The public benefits arising from the redevelopment of a vacant site and the provision of ancillary facility for Manchester Airport together with the employment opportunities arising were considered to outweigh this harm.

The proposed signs would be seen in the context of the overall scale of the hotel building and they have been sited in positions that would generally be seen from the highway network to the south. There is one high level fascia sign on the south west elevation that would be seen in the context of Etrop Grange in views north-east from the Thorley Lane/Enterprise Way junction. However, given the visual separation between the designated heritage asset and the hotel building there is not considered to be greater harm than was assessed as part of the overall planning permission for the Hotel where the general signage zones reflected in this current application were identified.

Given the signs would be viewed in the context of the Hotel building they are not considered to give rise to harmful impacts on the visual amenity of the street scene or listed Etrop Grange that would warrant refusal of the proposals.

Public Safety - It is considered that the signs do not raise concerns with regards to public safety. Highway Services and the Aerodrome Safeguarding Officer at Manchester Airport have confirmed that they raise no concerns or objections to the proposals.

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 references:

- i) L051-KPP-ZZ-01.ZZ-D-A-004114-P02 received on the 28th August 2025
- ii) L051-KPP-ZZ-01.ZZ-D-A-004113-P02 received on the 29th July 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

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/>

Informative 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/>

Appendix 1 – List of consultees & neighbours notified

Ringway Parish Council
Manchester Airport Safeguarding Officer
Highway Services
Environmental Health

Alliance Medical Manchester Airport, Kingsley Hall, 20 Bailey Lane, Manchester, M90 4AB
Crown Clinic Limited, Ground Floor, Global House, 16 Bailey Lane, Manchester, M90 4AB
Ground Floor, Thorley House, Bailey Lane, Manchester, M22 5NR
First And Second Floor, Thorley House, Bailey Lane, Manchester, M90 4AB
68 Selstead Road, Manchester, M22 1TR
Kingsley Hall, 20 Bailey Lane, Manchester, M90 4AB
95 Hilary Road, Manchester, M22 1PW
89 Hilary Road, Manchester, M22 1PW
83 Hilary Road, Manchester, M22 1PW
56 Hilary Road, Manchester, M22 1WQ
Global House, 16 Bailey Lane, Manchester, M90 4AB
Thorley House, Bailey Lane, Manchester, M90 4AB
79 Selstead Road, Manchester, M22 1TP
1 Saltdene Road, Manchester, M22 1PN
99 Hilary Road, Manchester, M22 1PW
97 Hilary Road, Manchester, M22 1PW
93 Hilary Road, Manchester, M22 1PW
91 Hilary Road, Manchester, M22 1PW
87 Hilary Road, Manchester, M22 1PW
85 Hilary Road, Manchester, M22 1PW
81 Hilary Road, Manchester, M22 1PW
109 Hilary Road, Manchester, M22 1PW
107 Hilary Road, Manchester, M22 1PW
105 Hilary Road, Manchester, M22 1PW
103 Hilary Road, Manchester, M22 1PW
101 Hilary Road, Manchester, M22 1PW
58 Hilary Road, Manchester, M22 1WQ
54 Hilary Road, Manchester, M22 1WQ
52 Hilary Road, Manchester, M22 1WQ
66 Selstead Road, Manchester, M22 1TR

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: SOUTH AREA