MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	144873/AO/2026
Date registered valid:	6 January 2026
Proposal:	Installation of 2no. illuminated high level building signs and 1no. illuminated entrance sign.
Address:	Mercure, Jarvis Piccadilly Hotel, Piccadilly Plaza, Manchester, M1 4PH
Ward(s):	Deansgate Ward
Applicant:	Venus Hotels Limited
Agent (if any):	Mr James Borley Avison Young
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Approve**
Date of recommendation:	**3 February 2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2 January 2026

Standard consultations:
Printed: 9 January 2026 Expired: 30 January 2026

Neighbour notifications
Printed: 9 January 2026 Expired: 30 January 2026

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:

Tree Preservation Order:

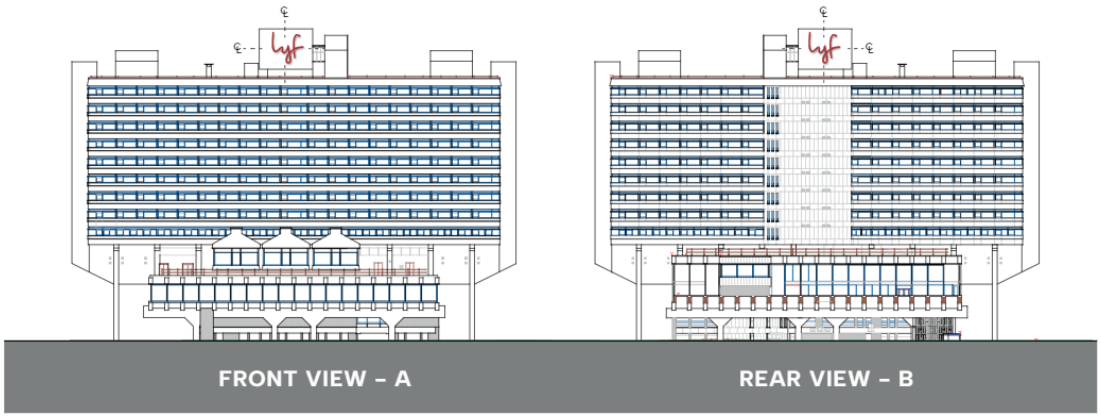
The application site is an eight-storey mixed use building. As originally conceived (059749/VO/CITY2/00) the building formed a significant part of the regeneration of Piccadilly area in the early 2000s. There are commercial uses (Class E) present on the ground floor, an underground car park and eight floors of hotel (Class C1) use. The building features distinct massing with the upper storeys being recessed from the lower, allowing for parking at the ground floor's roof. The site features glazing across the length of the first floor and ribbon windows at the storeys that constitute the hotel use. By virtue of its scale, and location, the site lends to the sense of place in the area.

Description of area

The area is characterised by modern buildings and varying Class E uses including hotels, offices, bars and restaurants. City Tower is adjacent to the site. Portland Street channels pedestrians, cyclists and vehicles moving between highly active areas of the City Centre such as Market Street, Piccadilly, Piccadilly Gardens Princess Street, Chorlton Street and Sackville Street. The area has a vibrant character and is composed of largely modern buildings. Chorlton Coach Station, the Piccadilly Gardens tram stop and bus stops, and Piccadilly Train Station are all in close proximity to the site. The Portland Hotel (Grade II), Brittania Hotel (Grade II*) and 5 New York Street (Grade II) are in close proximity to the site.

Description of development

Advertisement consent is sought for the installation of 2no. internally illuminated high level building signs and 1no. internally illuminated entrance sign.



Planning History

097629/AO/2011/C2 | Erection of 4 x high level vertical signage to the 4no angled corners of the building, 2 x high level signs, hanging sign set back inside the building, canopy sign above hotel entrance to the car park deck level, plaque to the right hand side of the hotel entrance on car park deck level and hotel car park directional sign at the entrance to the car park. (Approved November 2011).

144515/FO/2025 | External alterations to entrance area. (Approved January 2026).

Consultations & Notification Responses
Publicity

Highway Services – No objections. The proposed signage is not expected to have a detrimental impact on the existing highways. Proposed illumination level is considered acceptable.

Environmental Health – No objections. Signage should be installed in accordance with the illumination level included in the application form.

Policy

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.

Unitary Development Plan Policy
DC14 Shopfronts and Related Signs

Manchester Core Strategy (2012-2027)
DM1 Development Management
SP1 Spatial Principles

Other Material Considerations:

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework (2019)

Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

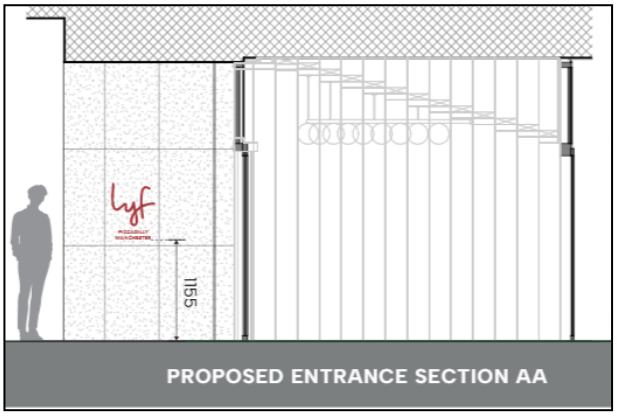
Draft National Planning Policy Framework (NPPF) (2025)

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Issues

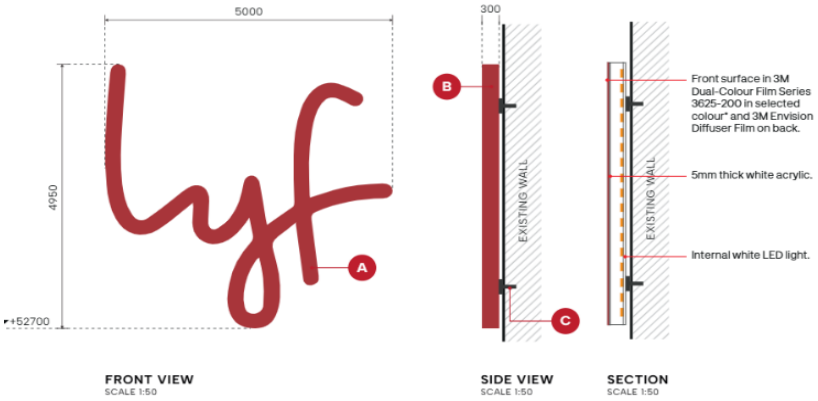
Visual Amenity



The Shopfront and Signage Design Guide requires that all signage i) constitutes the minimum required to identify the site ii) does not have a large quantity of signage on the same elevation iii) has a high-quality, coherent appearance and materiality.

Policy DC14 requires that signage is considered in the context of the application site's architectural features and appearance, in addition to that of the surrounding area. Policy DM1

requires consideration of siting, scale, appearance and details for all developments across the City of Manchester.



Section, details and materiality of proposed high-level signage.

3no. signs are proposed in total, two at high-level, on opposing elevations and one at ground level. The proposed high-level signs adopt the siting used by the previous tenant from 2001 to 2026. They would not obscure nor distort the features or form of the existing building. In addition, the quantum of high-level signage would decrease and be rationalised, thereby minimising the visual impact of the advertisements and adhering to the requirements of the Shopfront and Signage Design Guide and the National Planning Policy Framework.

The proposed ground floor sign would be sited at the recently approved entrance (144515/FO/2025) and its appearance would complement its proposed materials. The halo illumination is subtle, and just as the high-level signs, the letters would be composed of a high-quality, traditional aluminium material. The siting of the signage would be complementary to the existing site and in character of the previously approved hotel signage and the wider character of the area.

In light of the above the proposed installation of 3no. internally illuminated advertisements are acceptable, by virtue of their siting, scale, design and materiality. The proposal would therefore be in accordance with Core Strategy policies DM1 and SP1, Saved Unitary Development Plan policy DC14, the Shopfront and Signage Design Guide, and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Public Safety

As is required by policy DM1, DC14 and the Town and Country Planning (Control of Advertisements) Regulations 2007 considerations of public safety impacts are necessary.

The proposed advertisements are not expected to harm the adjacent pavement, nor highways. The illumination level of 350cd/m2 has also been confirmed as acceptable. As such the proposed works would be acceptable under policies DM1, DC14, and the Town and Country Planning (Control of Advertisements) Regulations 2007.

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 polices 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

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 and documents received by the City Council as Local Planning Authority on 6 January 2026:

- Drawing (Roof Signs): PDA-01
-Drawing (Entrance Sign): PDB-01

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.

3) The maximum luminance of the signage shall not exceed 350 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policy DC14.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Ground Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
7 New York Street, Manchester, M1 4JB
10 New York Street, Manchester, M1 4JD
Third Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Fifth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Ground Floor And First Floor, The Exchange, Piccadilly Gardens, Manchester, M1 4AJ
AVENSURE LIMITED, Twenty Fifth Floor Suite B, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Eighth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Eleventh Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Room 900, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Unit 3, 39 - 41 Piccadilly Plaza, Manchester, M1 4AJ
38 Piccadilly Plaza, Manchester, M1 4AJ
Eighteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
PaddyPower, 44 Piccadilly Plaza, Manchester, M1 4AJ
Ground Floor, Westminster House, 11 Portland Street, Manchester, M1 3PL
Huxters, Minshull Street, Manchester, M1 3EF
AO RETAIL LIMITED, Sixth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Fourth Floor, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Room 905, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Nineteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
42 Piccadilly Plaza, Manchester, M1 4AJ
Unit E, 35 - 36 Piccadilly Plaza, Manchester, M1 4AJ
Unit 2, 39 - 41 Piccadilly Plaza, Manchester, M1 4AJ
37 Piccadilly Plaza, Manchester, M1 4AJ
Fourth Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
4 Portland Street, Manchester, M1 4GS
Third Floor Room 1, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Fourteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Forrest Media Ltd, City Screen, Piccadilly Plaza, Manchester, M1 4BT
The Thrift Shop, 45 - 50 Piccadilly Plaza, Manchester, M1 4AJ
Seventh Floor, Westminster House, 11 Portland Street, Manchester, M1 3HU
Fifth Floor, Westminster House, 11 Portland Street, Manchester, M1 3HU
Fifth Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Unit C1, Piccadilly Plaza, Manchester, M1 4AJ
Twenty Ninth Floor Room 908, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty Third Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Ninth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Unit 2C Basement And Ground Floor, The Exchange, Piccadilly Plaza, Manchester, M1 4AJ
Eighth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Room 907, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Second Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
Second Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Sixth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Third Floor, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Rooms 902 And 903, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
The Exchange, Piccadilly Gardens, Manchester, M1 4BT
Sunley Building, Piccadilly Plaza, Manchester, M1 4BT

Third Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twelfth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Second Floor, 4 Portland Street, Manchester, M1 4GS
Faulkner House, Faulkner Street, Manchester, M1 4DY
GRAHAM COFFEY & CO LLP, First Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Manchester Souvenirs And News, Unit F4, City Tower, Piccadilly Plaza, Manchester, M1 4AL
AEGIS OUTSOURCING UK LTD, Seventh Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Fifth Floor Suite A, City Tower, Piccadilly Plaza, Manchester, M1 4BT
First Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Fourth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Room 904, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
35 - 36 Piccadilly Plaza, Manchester, M1 4AJ
Unit 1, Piccadilly Gardens, Manchester, M1 1LS
Twenty Seventh Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Third Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
Ninth Floor, Westminster House, 11 Portland Street, Manchester, M1 3BH
First Floor, Westminster House, 11 Portland Street, Manchester, M1 3PL
Second Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
HAYS SPECIALIST RECRUITMENT, Fourth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Thirteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Fifteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Second Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Sixteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Rooms 909-910, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
39 - 41 Piccadilly Plaza, Manchester, M1 4AJ
Department Of Enviroment, City Tower, Piccadilly Plaza, Manchester, M60 7JR
Edwards, Westminster House, 11 Portland Street, Manchester, M1 3HU
Eighth Floor, Westminster House, 11 Portland Street, Manchester, M1 3BH
Fourth Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Britannia Hotel, 35 Portland Street, Manchester, M1 3LA
Third Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Twenty Ninth Floor Room 906, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty First Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Quality Save, Unit C2, Piccadilly Plaza, Manchester, M1 4AH
Twentieth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Tenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Unit 8, City Tower, Piccadilly Plaza, Manchester, M1 4AJ

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: CENTRAL