

Our Ref: 04C500370/RS/JB

Your Ref: PP-14484920

5th January 2026

Lea Joseph
Manchester City Council
PO Box 532
Manchester
M60 2LA

Dear Lea

APPLICATION FOR ADVERTISEMENT CONSENT TO INSTALL 3NO. NEW SIGNS AT MERCURE MANCHESTER PICCADILLY HOTEL, PICCADILLY PLAZA, MANCHESTER, M1 4PH

On behalf of our client, Venus Hotel Ltd ('the Applicant'), please find enclosed a planning application seeking advertisement consent to install 3no. signs at Mercure Manchester Piccadilly Hotel, Piccadilly Plaza, Manchester, M1 4PH ('the Site').

Due to the site's location, size and type of signage, it does not benefit from deemed advertisement consent. Therefore, Avison Young have prepared this letter in line with the relevant policy to submit to Manchester City Council. This application relates to planning application Ref: PP-14484920.

In accordance with the National Validation Requirements, the following documents have been submitted in support of the advertisement consent:

- This Covering Letter;
- Application form, duly signed and completed;
- Application Fee;
- Site Location Plan;
- Existing Elevation Plans;
- Signage Package – LYF_MN_EX Signage_TD_251222 prepared by Whitespace Connect including:
 - Signage Type A (as per Signage Package from Whitespace Connect) at rooftop front elevation;

- Signage Type A (as per Signage Package from Whitespace Connect) at rooftop rear elevation; and
- Signage Type B (as per Signage Package from Whitespace Connect) at ground floor entrance (east elevation fronting Portland Street).

Application Site

The site relates to the Mercure Hotel, located off Portland Street, Manchester, which is an established 4-star hotel, located in central Manchester. The current brand (Mercure) is proposed to be replaced with a new provider 'Lyf' which operates as high-end, premium hotel accommodation for youthful travellers, seeking a place to socialise and network. The Lyf brand seeks to make a strong impression to the hotel market in Manchester by selecting central locations, within close proximity to shops and dining to attract modern and lively visitors.

This application seeks permission to replace the existing Mercure signage with new signage which appropriately indicates the new occupier, Lyf.

Signage Proposals

This application seeks to obtain advertisement consent to install 3 no. signs, to be located on the existing Mercure hotel building. The proposed description of development is as follows:

"Advertisement consent to display 3no. illuminated signs at the rooftop front and rear elevations and at the ground floor entrance"

Details including measurements, materials, scaled drawings, specification details and the location of the proposed signage can be found on the drawings prepared by Whitespace Connect which have been submitted as part of this application. The proposed signage which requires advertisement consent is summarised as follows:

- Signage Type A (as per Signage Package from Whitespace Connect) at rooftop front elevation;
- Signage Type A (as per Signage Package from Whitespace Connect) at rooftop rear elevation; and
- Signage Type B (as per Signage Package from Whitespace Connect) at ground floor entrance (east elevation fronting Portland Street).

Measurements, specifications and illumination levels of the proposed advertisements which require planning permission, are set out in Table 1 below and specified on the accompanying planning application forms.

Table 1. Information requirements for all proposed signage requiring advertisement consent

Information Requirements	Signage Type A Rooftop Front Elevation	Signage Type A Rooftop Rear Elevation	Signage Type B Ground Floor Entrance
What is the height from the ground to the base of the advertisement?	52700mm	52700mm	1150mm
What is the maximum projection of the advertisement from the face of the building?	300mm	300mm	70mm
Height of each sign?	4950mm	4950mm	680mm
Width of each sign?	5000mm	5000mm	500mm
Depth of each sign?	300mm	300mm	50mm
What materials will the sign be made of?	The aluminium structure will be retained and the acrylic face will be replaced with stretched vinyl using exterior-grade vinyl sticker	The aluminium structure will be retained and the acrylic face will be replaced with stretched vinyl using exterior-grade vinyl sticker	Aluminium acrylic lightbox with a powder-coated finish
What is the maximum height of any of the individual letters and symbols?	4950mm	4950mm	500mm
The colour of text and background?	There is no background as it is a cut-out logo. The logo colour is a powder-coated finish of colour Pantone 1807C (deep warm red)	There is no background as it is a cut-out logo. The logo colour is a powder-coated finish of colour Pantone 1807C (deep warm red)	There is no background as it is a cut-out logo. The logo colour is a powder-coated finish of colour Pantone 1807C (deep warm red)
Will the sign be illuminated?	Yes	Yes	Yes
Internally or externally illuminated?	Internally with internal white LED light	Internally with internal white LED light	Internally with internal white LED light
Illuminance levels (cd/m2)?	350	350	350

Will the illumination be static or intermittent?	Static	Static	Static
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Under Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the proposed signage does not fall under any of the “deemed consent” classes, and therefore advertisement consent is required.

The signage will be strategically located at the front and rear rooftop elevations and at the ground floor pedestrian entrance which will allow for effective wayfinding. All signage proposed is located on land within the Applicant’s control. All of the signage would be installed for a time period of at least 10 years from March 2026 to March 2036.

This application follows the receipt of verbal advice on a Teams call from Manchester City Council in October 2025, which proposed the installation of 13no. signs (Options A-M) on the elevations of the Mercure Manchester Hotel building and GF entrance signage. MCC confirmed that only signage Options A and G and the GF entrance signage would be supported, which have been applied for as part of this advertisement consent application.

Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires applications for planning permission to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Statutory Development Plan against which this application should be determined comprises the adopted Manchester Core Strategy (2012), the extant UDP policies (1995), the Places for Everyone Joint Development Plan (2024) and the NPPF (2024).

Manchester Core Strategy (July 2012)

Policy SP1: Spatial Principles sets out 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, and protecting and enhancing the built and natural environment.

Policy CC9: Design and Heritage states that the design of new buildings will need to be of the highest standard in terms of appearance and function. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.

Policy EN1: Design Principles and Strategic Character Areas states that all development in Manchester will be expected to follow the seven identified principles of urban design 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 DM1: Development Management states that all development should have regard to the following specific issues:

- Appropriate siting, layout, scale, form, massing, materials and detail.

- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.

Extant Unitary Development Plan Policies (1995)

DC15: Advertisements, Hoardings and Posters outlines that in assessing the interests of amenity and safety, the Council will take account of the following criteria:

- a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. they should be in scale with the locality and relate properly to the site on which they stand;
- c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Places for Everyone (PfE) Joint Development Plan (2024)

JP-P1: Sustainable Places sets out that all development, wherever appropriate, should be consistent with key attributes including:

- Distinctive, with a clear identity that respects and acknowledges the character and identity of the locality in terms of design, siting, size, scale and materials used.

National Planning Policy Framework (December 2024)

Paragraph 141 states that 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.

Planning Assessment

Paragraph 141 of the NPPF states that, 'advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.' Therefore, the main issues to be considered are the potential amenity impact of the proposed signage on the surrounding area and if there would be any impact on public safety.

This application seeks permission to replace the existing Mercure signage with new Type A signage for the new occupier, Lyf, at the central strategic locations on the building, which will be visible from the streetscape for wayfinding purposes. On the rooftop front and rear elevations, it is proposed to retain the existing aluminium structure, but replace the acrylic face with stretched vinyl using an exterior-grade vinyl sticker. The existing signage illumination levels of 350cd/m² for the Mercure signage will be retained for both of these replacement signs for Lyf.

The design of the signage is in keeping with the new occupier's brand strategy, which has been designed to a high-quality standard. Sign Type A does not protrude over a public highway and is positioned at a high level which will not obstruct vehicles, pedestrians or cyclists. The proposed signage is essential to indicate the occupier's location and will complement the surrounding uses within the wider, city centre precinct. The proposed signage is therefore in accordance with Policy DM1 of the Manchester Core Strategy, Policy DC15 of the UDP and Paragraph 141 of the NPPF.

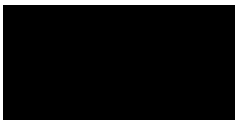
This application also seeks permission for new replacement signage on the wall adjacent to the right of the ground floor entrance doors (Type B). The entrance façade has been re-designed as part of application ref: 144515/FO/2025, which is currently pending determination. Illuminated signage is proposed with illuminance levels of 350cd/m2 that matches the existing lighting levels of the exterior signage on the building. Due to the small size of the proposed sign, it is considered that the signage will not cause harm to the surrounding area and is considered acceptable in visual amenity terms. The proposed signage location does not project over a footpath or other public highway space and is setback from the highway. The proposed signage is therefore in accordance with Policy DM1 of the Manchester Core Strategy, Policy DC15 of the UDP and Paragraph 141 of the NPPF.

Summary

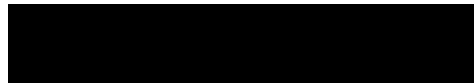
The application has been submitted electronically via the Planning Portal (Ref: PP-14484920). A payment of £168.00 plus a £85.00 Planning Portal service charge has been made to the Planning Portal via BACS.

I trust that the enclosed information will enable you to validate the application in short order. It would be appreciated if you could please confirm safe receipt. I trust that this is satisfactory for Manchester City Council to enable a swift validation of the application. If you have any queries or require any further details, please do not hesitate to contact me.

Yours sincerely,



James Borley
Senior Planner



For and on behalf of Avison Young (UK) Limited