

Our Ref: 04C500370/RS/JB

Planning Portal Ref: PP-14438200

13th November 2025Lea Joseph
Manchester City Council
PO Box 532,
Town Hall,
Manchester

Dear Lea,

**FULL (MINOR) PLANNING APPLICATION FOR THE RE-DESIGN OF EXTERNAL FAÇADE AT
GROUND FLOOR ENTRANCE AT MERCURE MANCHESTER PICCADILLY HOTEL, PICCADILLY
PLAZA, MANCHESTER M1 4PH**

Avison Young have been instructed on behalf of our clients Venus Hotels Limited (the Applicant), to submit a full (minor) planning application proposing a re-designed ground floor entrance at the existing Mercure Manchester Piccadilly Hotel, Piccadilly Plaza, Manchester M1 4PH (the site). The Applicant is proposing a re-designed entrance as a new operator 'Lyf Hotel' will be replacing the Mercure brand and a re-design of the entrance and external signage is required.

The proposed description of development for this full (minor) planning application is as follows:

"Full planning permission for re-designed external façade to ground floor hotel entrance."

This full (minor) planning application does not seek to alter the consented use of the site but seeks to amend the ground floor entrance to the building to update the hotel brand operator from Mercure Hotel (existing) to Lyf Hotel (proposed) only.

This planning application is considered a minor application, as the size of the site is less than 1 hectare and comprises of less than 1,000 sqm for floorspace.

Introduction to the Applicant and New Hotel Brand (Lyf)

Venus Hotels Ltd ('the Applicant') are current occupiers of the hotel, with a long lease agreement in place with Schroders who are the landlord of the wider City Tower asset. The Applicant has operated the Mercure hotel brand at the site for over a decade. Whilst the current occupiers have seen success of the hotel, and utilisation of other offerings such as events and meetings space, the Applicant are seeking to introduce a new hotel brand, 'Lyf', which are already established in major cities across the world including Singapore and Paris.

Lyf Manchester will be the first of its kind in the UK. There are extensive plans in place for full internal refurbishments to create an interiors-led and sophisticated hotel for next-generation

travellers, which aligns with the hotel's brand and the local context of Manchester. As part of these refurbishment works, full planning permission is sought from Manchester City Council to upgrade the ground floor front entrance, used by pedestrians only, by way of introducing new materials and appropriate advertisement¹.

Site Background

The site comprises of the ground floor of the existing Mercure Hotel and extends to approximately 14 sqm in size. The site is adjacent to Portland Street to the south east, and is bordered by retail units to the north, south and west. The site adjoins part of a wider commercial-led development, known as City Tower. The NCP Manchester Piccadilly Car Park, and other retail units occupy the ground floor. The site is not a Listed Building, nor does it fall within a Conservation Area. A location plan of the site is indicated in Figure 1 below.

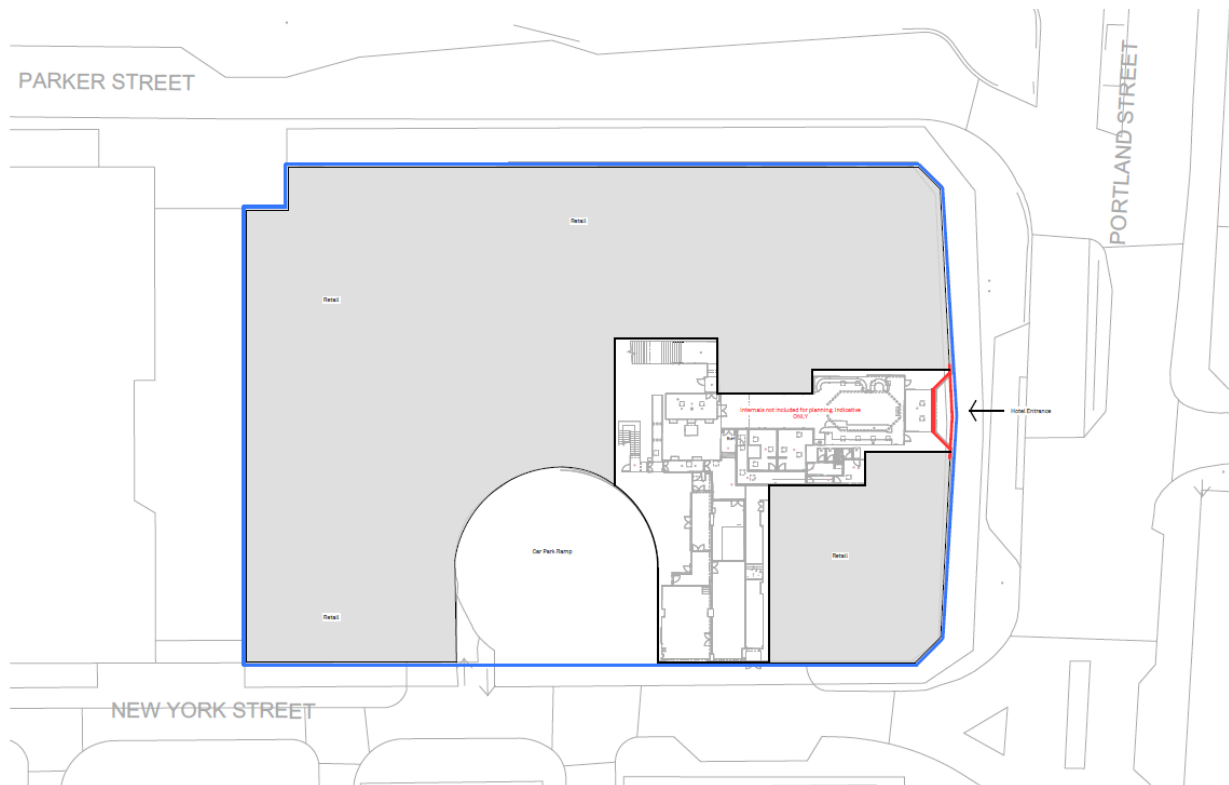


Figure 1: Site Location (outlined in red, wider asset ownership in blue)

Planning Application History

With regards to this specific unit within City Tower, no relevant planning applications have been lodged or determined within the past 5 years.

¹ N.B. Proposed signage will form part of a separate advertisement application

Proposed Development

This full (minor) planning application relates solely to the façade of the ground floor entrance of the existing Mercure Hotel, which is accessed off Portland Street. The entrance is used for pedestrian access only. A re-design to the ground floor entrance, which includes the introduction of new materials and signage, is proposed as the new occupier (Lyf) will be replacing the current operator (Mercure Hotel).

The inspiration for the brand includes overlapping patterns, bold and playful colours which will be rolled out through internal refurbish works. The hotel entrance is required to align with the overall Lyf Hotel design style, and as such, a carefully selected material (metallic copper panel) is proposed to be used, along with new finishes as shown in Table 1 below.

Table 1. Comparison between existing and proposed hotel front entrance

Existing Mercure Hotel Entrance (2025)



**Proposed Lyf Hotel Entrance (Advertisement consent being sought separately)
(dwg ref: 220-JMA-00-ZZ-VS-A-184001, Revision P01)**



1. Re-clad existing bulkhead
2. New metal cladding in tile formation. Anodised copper metal finish. Secret fixed
3. Location for illuminated signage. Final review to be confirmed via advertisement consent application
4. Existing paving. Retained
5. Existing frame to be retained and finished to match proposed metal cladding
6. Internals not included for planning. Indicative only
7. Window vinyl is categorised as interior. Indicative only

The full list of proposed works for which full planning consent is sought, is as follows:

- Installation of new metal panels to conceal structure behind;
- Installation of new metallic copper panels, treatment to be extending to the bulkhead;
- Existing door frame to be spray coated to match new proposed metal panels; and,
- Existing Mercure vinyl is proposed to be removed.

Policy Assessment

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that decisions should be made in accordance with the Development Plan unless material considerations indicate otherwise. The relevant Development Plan Document consists of the Manchester City Council Core Strategy (Adopted July 2012):

- **Policy CC9 (Design and Heritage)** states that design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.
- **Policy EN1 (Design Principles and Strategic Character Areas)** states that all development in Manchester will be expected to follow the seven of urban design, as

identified in national planning guidance and listed above 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. Design and Access Statements submitted with proposals for new development must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives.

Central to the National Planning Policy Framework ('NPPF') (December 2024), is the ambition to create high quality, beautiful and sustainable buildings and places. It has been noted as fundamental to what the planning and development process should achieve.

The proposed development is in full accordance with Policy CC9 and Policy EN1 of the Core Strategy, and Paragraph 131 of the NPPF, in that the new hotel entrance will result in a modern, striking façade design, which aligns with the new occupier's brand identity, and adds value to the existing streetscape along Portland Street. The existing vinyl is outdated, and it is proposed to be removed and replaced with a copper material and illuminated signage for which advertisement consent is sought separately. Portland Street is one of the major thoroughfares in the city, and as such, the streetscape will be significantly enhanced following the installation of the proposals.

Materials and fixing solutions have been carefully selected to appropriately reflect the new occupier's brand identity. The door frames are proposed to be spray coated in a colour to match the entrance walls and bulkhead.

Hotel visitors will be able to identify the entrance point clearly, through installation of new illuminated signage at the ground floor level (subject to a separate planning application), improving wayfinding and legibility. The proposals meet the requirements of Paragraph 135 (a) and (b) of the NPPF, in that it will function well, add to the overall quality of the immediate area (Piccadilly Gardens and Portland Street). The proposals are visually attractive and will be constructed in good quality materials which will last over the lifetime of the development.

As such, it is considered the proposals are wholly in accordance with the Development Plan and NPPF and should be approved without delay.

Summary

The proposed development will improve the streetscape significantly, when comparing the new designs against the current and existing design. The proposals are also essential for wayfinding and is entirely compatible with the incoming occupier's brand identity, whilst respecting the local context of Manchester. In summary, the proposals will create a well-designed hotel entrance which will contribute positively to the streetscape. As such the proposals fully accord with Policies CC9 and EN1 of the Development Plan, and National Planning Policy Framework and should be approved without delay.

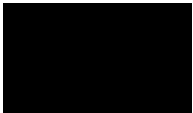
Supporting Documentation

The following documents are submitted in support of this application:

- This Covering Letter;
- Application form, relevant land ownership certificate (duly signed) and relevant planning application fee (£383 includes VAT and Planning Portal Surcharge);
- Site Location Plan; and
- Existing and Proposed Plans prepared by Jon Matthews Architects (refer to submission schedule).

This full planning application has been submitted electronically via the Planning Portal (PP-14438200). We trust that this submission will enable the timely validation of the application. Should you have any queries at all then please do not hesitate to contact me on the details below.

Yours sincerely,



James Borley
Senior Planner



For and on behalf of Avison Young (UK) Limited

Enc. Submission Schedule

Submission Schedule

Title	Reference and / or Date	Responsibility
Application Fee	£383 (includes VAT and Planning Portal Surcharge)	Venus Hotels Limited
Certificate Ownership	November 2025	Avison Young
Application Forms	November 2025	Avison Young
Covering Letter	November 2025	Avison Young
Plans		
Existing Site Location Plan	220-JMA-00-00-DR-A-001000, Rev P03	Jon Matthews Architects
Ground Existing Plan (Site Location)	220-JMA-00-00-DR-A-023000, Rev P03	Jon Matthews Architects
Ground Proposed Plan	220-JMA-00-00-DR-A-023001, Rev P03	Jon Matthews Architects
Existing Ground Floor Entrance	220-JMA-00-00-DR-A-102002, Rev P02	Jon Matthews Architects
Proposed Ground Floor Entrance	220-JMA-00-00-DR-A-102003, Rev P05	Jon Matthews Architects
Portland Street Elevation Existing	220-JMA-00-ZZ-DR-Z-041001, Rev P02	Jon Matthews Architects
Portland Street Elevation Proposed	220-JMA-00-ZZ-DR-A-041002, Rev P02	Jon Matthews Architects
Planning Entrance Study	220-JMA-00-ZZ-VS-A-184001, Rev P01	Jon Matthews Architects