MANCHESTER CITY COUNCIL

Planning
Delegated Officer Report

SUMMARY OF APPLICATION DETAILS

Application reference:	PLA-2026-000171
Application type:	Consent to display an advertisement
Proposal:	Installation of 3 high level illuminated signs, x1 illuminated porch sign and reclad existing illuminated totem sign.
Site address:	Diamond Lodge Hotel Hyde Road Manchester M18 7BA
Ward(s):	Longsight
Date application valid:	03 June 2026
Applicant name:	Mr Paul Williams
Agent (if any):	Jackson Harris
Case officer:	Joshua Lee
Recommendation:	Approve
Date of recommendation:	30 June 2026

DESCRIPTION OF SITE, BUILDING AND/OR AREA

The proposal is related to a three-storey hotel on the corner of Kirkmanshulme Lane, Hyde Road and Mount Road. The property features existing signage around the building.

The property is in a mostly residential part of Longsight ward. Adjacent the sits in the Crystal Suite banqueting venue and beyond that is the former Gala Bingo Site earmarked for new residential development.

DESCRIPTION OF DEVELOPMENT

The applicant is proposing the Installation of 3 high level illuminated signs, x1 illuminated porch sign and reclad existing illuminated totem sign.

The application seeks advertisement consent for a total of five signs:

- Sign 1 (x3 fascia signs):
  - Size: 1.8m (H) x 1.8m (W)
  - Positioned at 5.5m above ground level
  - Internally illuminated, static (450 cd/m)
  - Aluminium panel with fret-cut lettering and acrylic face
- Sign 2 (fascia sign):
  - Size: 0.85m (H) x 2.6m (W)
  - Positioned at 2.45m above ground level
  - Internally illuminated, static (450 cd/m)
- Sign 3 (freestanding / 'other' sign):
  - Size: 5.4m (H) x 2.3m (W)
  - Ground-mounted (base at 0m)
  - Internally illuminated, static (450 cd/m)
  - Aluminium-clad structure with acrylic display face

RELEVANT PLANNING HISTORY

Planning Application - 135722/FO/2022
Erection of single-storey extension to form enlarged staff services area
Approve
2023-02-15

Planning Application - 059080/AO/NORTH2/00
Erection of 3 no. illuminated name signs to buildings elevations, 2 no. flagpoles and one 6m. double sided totem sign.
Approve
2000-05-25

Planning Application - 056990/MO/CENTL2/99
RESERVED MATTERS APPLICATION For the erection of an 88 bed hotel with associated car parking (Approved in outline under planning reference 055805)
Approve
1999-10-01

Planning Application - 055805/OO/CENTL2/98
Erection of a 3-storey 88 bedroom hotel with car parking for 88 vehicles.
Approve
1999-03-25

CONSULTATION, NOTIFICATION AND PUBLICITY RESPONSES

Consultations

Manchester City Council Highways Services

Manchester City Council Highways have raised no objection to the proposal.

Manchester City Council Environmental Health

Manchester City Council Environmental Health had no objection noting the proposed illuminance levels are acceptable.

Notifications and publicity
1no local resident commented in objection with concerns regarding

- Ongoing noise disturbance from 24-hour generators.
- Noise impacts sleep (likened to a car engine outside window).
- Concerns signage will worsen existing disturbance.

Relevant planning concerns with be taken into consideration in assessment of the proposal. The referenced generators are not part of this proposal and any noise amenity issues are a separate matter to be raised with the City Councils Environmental Health team.

NEGOTIATIONS

Not required.

RELEVANT POLICIES

This application has been assessed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Under Regulation 3, the Council can only consider the impact of the proposal on amenity and public safety.

The National Planning Policy Framework supports advertisements that are well designed and appropriately located. It also makes clear that poorly sited or designed signage can harm the appearance of an area.

Relevant development plan policies are material in so far as they relate to amenity and public safety considerations.

In addition, the Council has a statutory duty to give special regard to preserving or enhancing the character and appearance of conservation areas, and to the setting of listed buildings, in accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990.

Relevant policies:

- The Manchester Core Strategy Development Plan Document 2012-2027
    - Development Management and Planning Obligations
        - DM 1 - Development Management
    - Objective 1 - Spatial Principles
        - SP 1 - Spatial Principles (Partially replaced by PfE Policy JP-S 1)
    - Objective 2 - Economy and the City Centre
        - EC 5 - East Manchester
    - Objective 6 Environment
        - EN 1 - Design Principles and Strategic Character Areas
- Guide to development in Manchester - supplementary planning document and planning guidance, April 2007
- Shopfront and signage design guide
- Extant Unitary Development Plan (UDP) –
    - Citywide Development Control Policies
        - DC14 - Shop fronts and related signs
        - DC15 - Advertisements, hoardings and posters
    - Environmental Improvement and Protection
        - E3.3 – City major radial and orbital roads and rail routes.
- Places for Everyone Plan Joint Development Plan Document 2022-2039-
    - Strategy
        - JP-Strat5: Inner Areas
    - Sustainable and Resilient Places

        - JP-S1: Sustainable Development
    - Places for Jobs
        - JP-J1: Supporting Long-Term Economic Growth
        - JP-J2: Employment Sites and Premises
    - Places for People
        - JP-P1 Sustainable Places
- National Planning Policy Framework (NPPF) December 2024–
    - Section 2 - Achieving sustainable development
    - Section 4 – Decision-making
    - Section 6 – Building a strong, competitive economy
    - Section 12 – Achieving well-designed places
- National Planning Policy Framework Draft for Consultation December 2025 - National decision-making policies
    - Chapter 3 – Decision-making policies
        - DM1: Preparing development proposals
        - DM2: Information requirements
        - DM3: Determining development proposals
        - DM6: Use of planning conditions and obligations
        - DM7: Relationship with other regulatory regimes
    - Chapter 4 - Achieving sustainable development
        - S3: Presumption in favour of sustainable development
        - S4: Principle of development within settlements
    - Chapter 7 - Building a strong, effective economy
        - E2: Meeting the need for business land and premises
    - Chapter 14 - Achieving well-designed places
        - DP3: Key principles for well-designed places
        - DP4: The Design process
    - Chapter 15 - Promoting sustainable transport
        - TR6: Assessing transport impacts
- Town and Country Planning (Control of Advertisements) Regulation 2007 –
    - Section 3 - Powers to be exercised in the interests of amenity and public safety

ASSESSMENT

Principle of Development

Under the Control of Advertisements Regulations, the City Council can only assess advertisements in terms of amenity and public safety, while taking relevant development plan policies into account.

Policies in the Core Strategy, Places for Everyone and UDP (including DC15) accept that advertisements can be suitable in such locations where they are well-designed and do not harm nearby residents, views, or the overall character of the area.

Given the site context and the ability to manage potential impacts, the principle of the development is acceptable.

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The site is located on a prominent junction on a main arterial route, characterised by a mix of commercial, leisure and residential uses. The application property is an existing hotel with established signage, and sits adjacent to other large-scale buildings, including a banqueting suite and a site

allocated for redevelopment. The surrounding townscape is therefore relatively robust in nature, particularly when viewed from Hyde Road, which is identified as a major radial route where a degree of signage is expected.

The proposed advertisements, by reason of their scale, positioning and design, are considered to be broadly in keeping with the host building and the wider character of the area. The level of illumination is typical for this type of use and would not appear excessively bright or visually intrusive in this context. The signage would not obscure any important architectural features of the building nor interrupt key views. Furthermore, there are no designated heritage assets or features of notable historic or cultural interest within the immediate setting that would be affected.

Whilst residential properties are located nearby, the signs are positioned at high level or are read in the context of the main road frontage and given the existing commercial character of the site, they are not considered to result in unacceptable harm to visual or residential amenity. Overall, the proposals are consistent with Core Strategy policies DM1 and EN1, UDP policy DC15, and relevant design guidance, which seek to ensure that advertisements are well designed and respect the character of their surroundings.

Factors relevant to public safety

In terms of public safety, the proposed advertisements have been assessed against the potential impacts on highway users.

The signs are positioned at appropriate heights and would not obstruct visibility splays or interfere with the safe movement of pedestrians or vehicles. The scale, siting and projection of the signage are modest in relation to the host building and adjacent highway.

The illumination levels are typical for commercial signage and are not considered to result in glare or distraction to drivers, particularly given the site’s location on a well-lit main road where illuminated signage is a common feature.

The proposals would not obscure or hinder the interpretation of any traffic signs, signals or other highway infrastructure.

Manchester City Council Highways have confirmed that the proposals are acceptable in principle and raise no objection on highway safety grounds.

Accordingly, the proposals comply with the requirements of the Advertisement Regulations in respect of public safety.

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.

CONCLUSION

The proposed signage is considered acceptable having regard to the limited scope of assessment under the Advertisement Regulations.

The scale, design, siting and illumination of the signs are appropriate to the host building and the character of the surrounding area, and would not result in unacceptable harm to visual or residential amenity.

The proposals would not give rise to any adverse impacts on public safety, including the safe operation of the highway network.

The development therefore accords with relevant policies within the Core Strategy, the Places for Everyone Plan, UDP policy DC15, and national guidance.

Approval is recommended.

RECOMMENDATION: APPROVE

CONDITIONS TO BE ATTACHED TO DECISION FOR APPROVAL

1. Advertisement mandatory condition

a. 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.
b. 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.
c. 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.
d. 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.
e. 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.

Reason - In the interests of pedestrian and highway safety, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

2. Specified plans

The development hereby approved shall be carried out in accordance with the following drawings and documents:

a. Location Plan.pdf - Location Plan - The location plan - May 2026
b. Site plan.pdf - Site Plan - 1 May 2026
c. 13374BBManchester260428.pdf – Plan - Signage plans x6 - 1 May 2026

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

3. Luminance

In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m2 in accordance with the recommended maximum night time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

Reason: In the interests of amenity, public safety pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.