MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

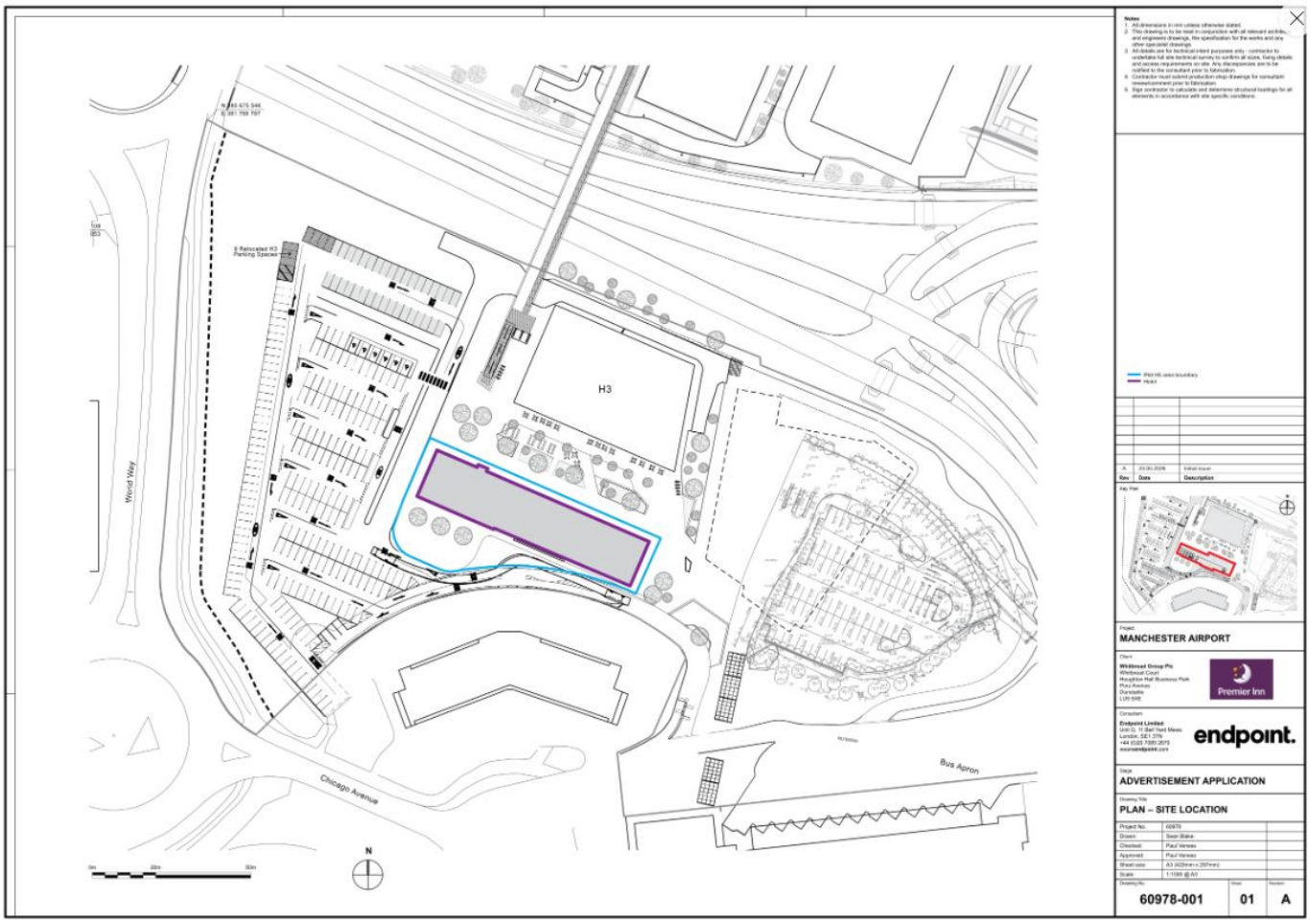
Application reference:	PLA-2026-000468
Application type:	Consent to display an advertisement
Proposal:	Installation of 4 x internally illuminated vertical, high level building signs, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting roundel.
Site address:	Chicago Avenue Manchester M90 3AH
Ward(s):	Woodhouse Park
Date application valid:	18 June 2026
Applicant name:	Ms Sarah Simpson
Agent (if any):	Mr Paul Veness
Case officer:	Holly Wright
Recommendation:	Approve
Date of recommendation:	12 August 2026

Description of site, building and/or area

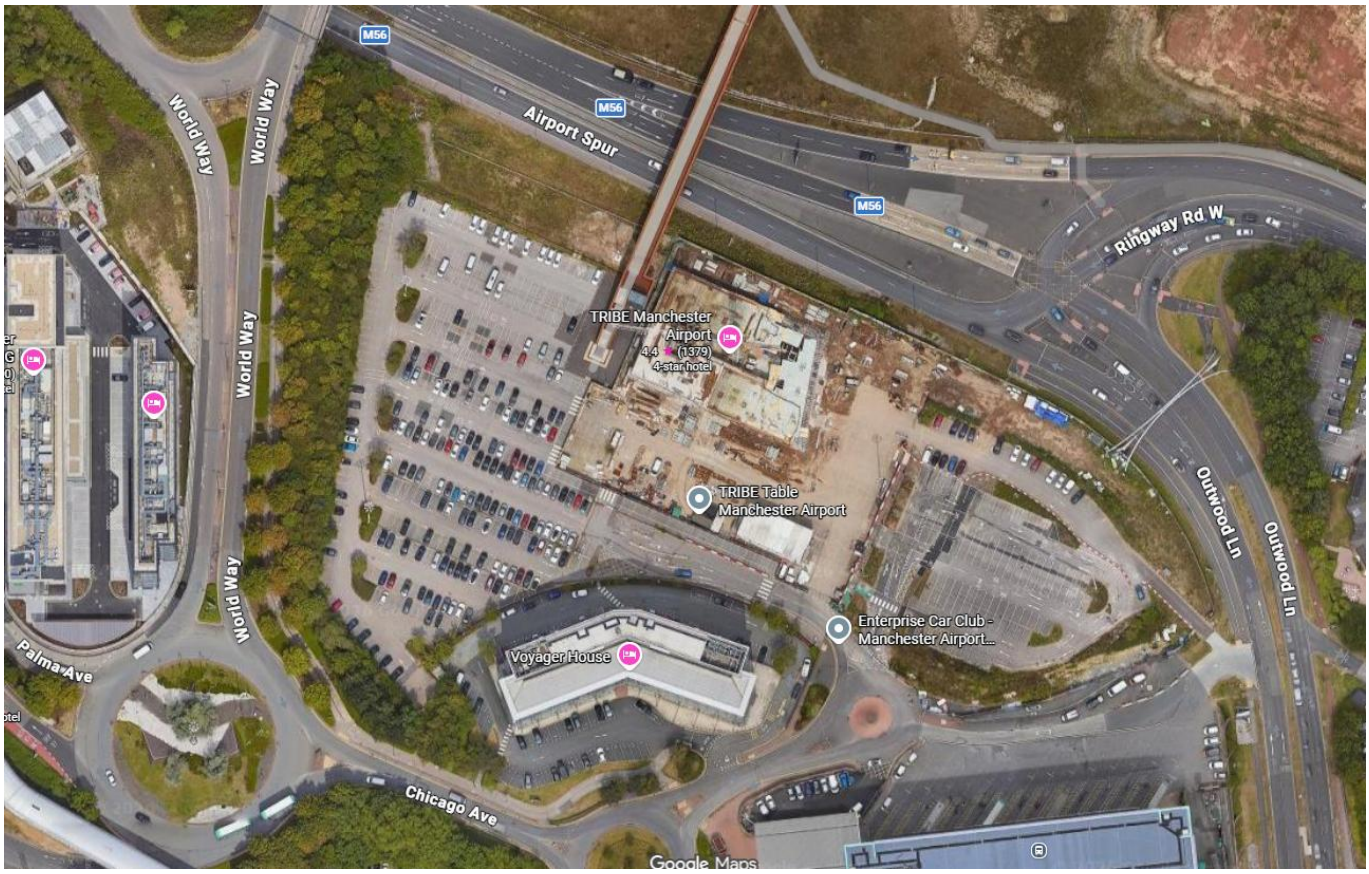
The application relates to a portion of land at Chicago Avenue located to the north of the Voyager office building and to the south of the Tribe Hotel, specifically a 9-storey hotel building approved under planning application reference 141662/FO/2024 with subsequent condition discharge and non-material amendment applications.

Situated in the Woodhouse Park ward of Manchester, the application site is located in proximity to Manchester Airport, Ringway Road West (A555), and surrounding car parks and hotels serving the airport.

The site does not relate to a listed building, nor is it sited within a conservation area.



Submitted site plan



Aerial view of site


TRIBE


Manchester Airport
Train Station
Coach Station
Metrolink
20

Description of development

The applicant is seeking advertisement consent for the installation of 4 x internally illuminated vertical, high level building signs, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting roundel.

Relevant planning history

Planning Application - 141662/FO/2024 - Erection of a 9-storey hotel with associated loading bay and landscaping – Approved (2025).

Consultation, notification and publicity responses

Consultations

Manchester Airport Safeguarding Authority indicated that the illumination of all signage at this location must not exceed 300cd/m2, requesting that this be secured by condition in the event of an approval. Informative notes were also recommended in the event of an approval.

MCC's Highways Services made the following comments in response to the application:

- The proposed signs appear to be located within the private site boundary.
- However, the dimensions of the signs within the application form appears inconsistent to the dimensions contained in the submitted Drawing No. 60978-004 01 B – Further clarification is required from the applicant.

Following clarification and submission of an amended application form, **MCC's Highways Services** advised that based on the signage details provided in drawing '60978_004-01-B' and the max illumination level of the signage being restricted to 300 cd/m², highways find the proposal acceptable in principle.

MCC's Environmental Health Services – no response received.

Notifications and publicity

No responses received.

Relevant policies

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 indicates that:

3.—(1) A 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)—000468

(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 following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:
- Policy DC14 – Shopfront and related signs
- Policy DC15 – Advertisements, hoarding, and posters

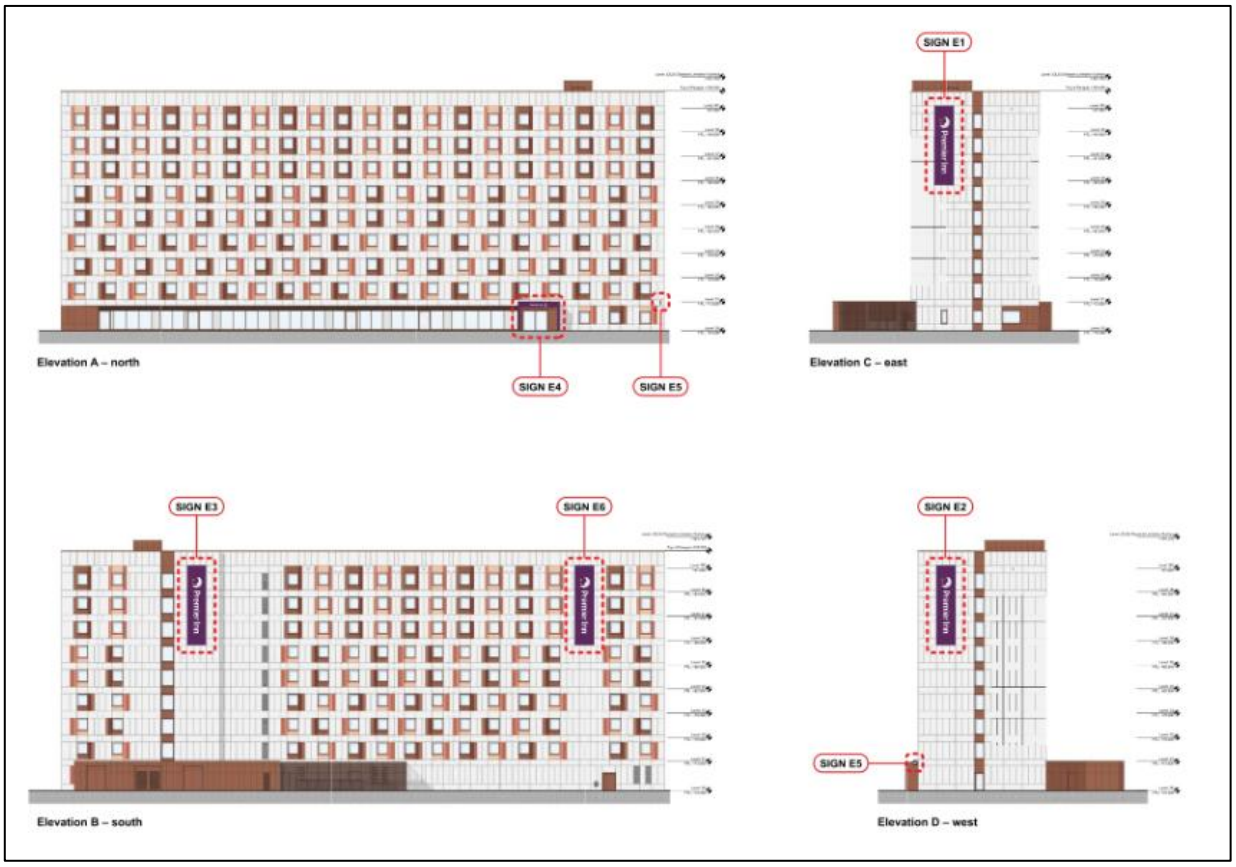
The Manchester Core Strategy – Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:
- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles

The National Planning Policy Framework (NPPF, 2024)
- Chapter 12 – Achieving Well-Designed Places

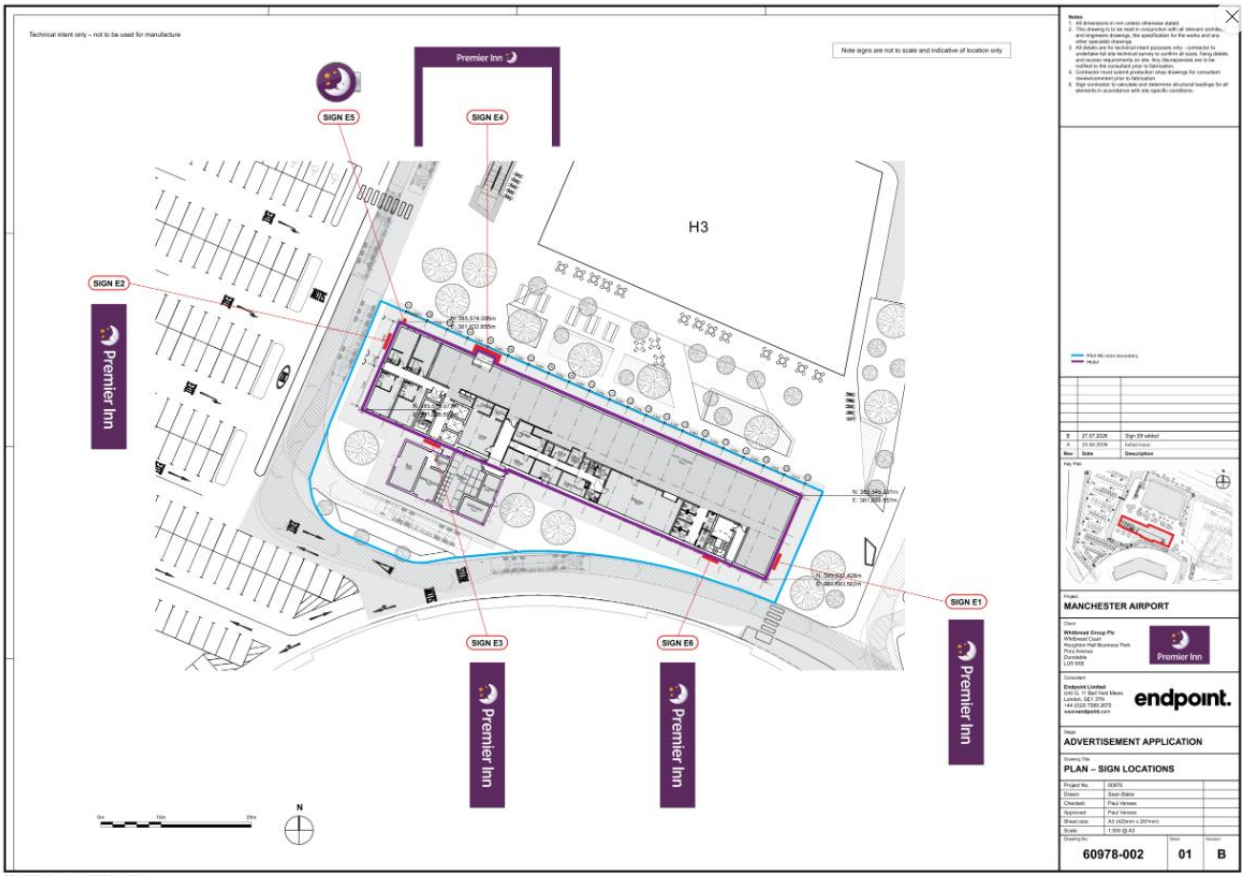
Places for Everyone - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.
- Policy JP-P1: Sustainable Places

Draft National Planning Policy Framework (NPPF, 2025)
The Government has published a consultation draft of the NPPF, intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making. While this draft is not yet adopted, it is a material consideration.
- Chapter 14 – Achieving Well-Designed Places
- Policy DP3: Key principles for well-designed places

Assessment



Submitted proposed elevations



Submitted proposed plan

Principle – the principle of installing 4 x internally illuminated vertical, high level building signs, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting roundel. 4 x internally illuminated vertical, high level building signs, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting roundel on the exterior of a hotel building to advertise and denote the name of a business is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity and public safety.

Visual amenity – the proposal includes the installation of 4 x internally illuminated vertical, high level building signs, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting roundel on the exterior of a hotel building.

The planning submission indicates that sign E1 (internally illuminated vertical, high level building sign) would be located on the eastern elevation of the building. Sign E1 would measure to approximately 9.875m in height, 2.4m in width, and 0.135m in depth, positioned approximately 18m above ground level. The maximum height of any individual letters and symbols would be 1.45m (as detailed on the submitted application form). The sign would be constructed of an aluminium frame with printed tension flexface with white text and moon and yellow stars against a purple background. It would feature static internal illumination levels of 300cd/m2 (as agreed during officer negotiations with the agent).

The planning submission indicates that sign E2 (internally illuminated vertical, high level building sign) would be located on the western elevation of the building. Sign E2 would measure to approximately 9.875m in height, 2.4m in width, and 0.135m in depth, positioned approximately 18m above ground level. The maximum height of any individual letters and symbols would be 1.45m (as detailed on the submitted application form). The sign would be constructed of an aluminium frame with printed tension flexface with white text and moon and yellow stars against a purple background. It would feature static internal illumination levels of 300cd/m2 (as agreed during officer negotiations with the agent).

The planning submission indicates that sign E3 (internally illuminated vertical, high level building sign) would be located on the southern elevation of the building. Sign E3 would measure to approximately 9.875m in height, 2.4m in width, and 0.135m in depth, positioned approximately 18m above ground level. The maximum height of any individual letters and symbols would be 1.45m (as detailed on the submitted application form). The sign would be constructed of an aluminium frame with printed tension flexface with white text and moon and yellow stars against a purple background. It would feature static internal illumination levels of 300cd/m2 (as agreed during officer negotiations with the agent).

The planning submission indicates that sign E4 (internally illuminated fascia sign) would be located on the northern elevation of the building. Sign E4 would measure to approximately 3.55m in height, 5.2m in width, and 0.135m in depth. The maximum height of any individual letters and symbols would be 0.415m (as detailed on the submitted application form). The sign would be constructed of an aluminium panel with acrylic logo and applied vinyl graphics with white text and moon and yellow stars against a purple background. It would feature static internal illumination levels of 300cd/m2 (as agreed during officer negotiations with the agent).

The planning submission indicates that sign E5 (x internally illuminated projecting roundel) would be located on the northern elevation of the building. Sign E5 would measure to approximately 0.6m in height, 0.6m in width, and 0.175m in depth, positioned 3m above ground level. The sign would be constructed of aluminium with acrylic logo and applied vinyl graphics

with white text and moon and yellow stars against a purple background. It would feature static internal illumination levels of 300cd/m2 (as agreed during officer negotiations with the agent).

The planning submission indicates that sign E6 (internally illuminated vertical, high level building sign) would be located on the southern elevation of the building. Sign E6 would measure to approximately 9.875m in height, 2.4m in width, and 0.135m in depth, positioned approximately 18m above ground level. The maximum height of any individual letters and symbols would be 1.45m (as detailed on the submitted application form). The sign would be constructed of an aluminium frame with printed tension flexface with white text and moon and yellow stars against a purple background. It would feature static internal illumination levels of 300cd/m2 (as agreed during officer negotiations with the agent).

Considering the characteristics of the signage, combined with its relevance to the site (as a hotel building) and surrounding area, the proposal is not considered to harm the visual amenity of the area as the signage is relatively standard in terms of its design and scale and is in an acceptable position in regard to its distance and relationship with the surrounding highway network. The proposed signage is therefore considered to have minimal detrimental impact upon the street scene and visual amenity of the area, thereby according with saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy, policy JP-P1 of Places for Everyone, chapter 12 of the NPPF (2024) and chapter 14 of the draft NPPF (2025).

Public safety – the proposed signage would be positioned an acceptable distance from the public highway, being at least 3m away. Manchester Airport Safeguarding Authority advised that the illumination of all signage at this location should not exceed 300 cd/m2. The applicant's agent was informed of this requirement and agreed to the imposition of a planning condition to secure compliance. Consequently, the signage would comprise static internal illumination with a maximum luminance of 300 cd/m², as agreed through negotiations between officers and the agent.

Further to this, Manchester City Council's Highways Service raised no objection to the proposal. It is therefore considered that the proposed signage would not give rise to adverse impacts on highway safety or public safety.

Scope of application - for the avoidance of doubt, this application seeks advertisement consent solely for the display of the following signage, as shown on the submitted drawings:

- 4 no. internally illuminated vertical, high-level building signs;
- 1 no. internally illuminated fascia sign; and
- 1 no. internally illuminated projecting roundel sign.

The application does not seek approval for any physical alterations to the hotel building itself.

Any amendments or alterations to the hotel building approved under planning permission 141662/FO/2024 fall outside the scope of the current application and are not under consideration as part of this assessment. Such works would require separate consideration and, where necessary, the submission of a full application for planning permission.

Conclusion - having regard to the above considerations, it is concluded that the proposed advertisements would be acceptable in terms of their impact on both visual amenity and public

safety. The scale, design, positioning and illumination of the signage are considered appropriate to the character and appearance of the building and surrounding area, and would not result in harm to highway safety or airport safeguarding interests.

Accordingly, the proposal is considered to accord with saved policies DC14 and DC15 of the Manchester Unitary Development Plan, policies SP1 and DM1 of the Manchester Core Strategy, chapter 12 of the National Planning Policy Framework (2024), and policy JP-P1 of Places for Everyone. Therefore, the proposed advertisements are considered acceptable and advertisement consent should be granted, subject to the recommended conditions.

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

1) Advert mandatory condition:

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) Specified plans:

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

- Proposed drawings shown on the drawing titled ‘ADVERTISEMENT APPLICATION – SIGN LOCATIONS’, numbered ‘60978-002 01 REV B’, received by the City Council as Local Planning Authority on the 27 July 2026.
- Proposed drawings shown on the drawing titled ‘ADVERTISEMENT APPLICATION – ELEVATIONS’, numbered ‘60978-003 01 REV B’, received by the City Council as Local Planning Authority on the 27 July 2026.
- Proposed drawings shown on the drawing titled ‘ADVERTISEMENT APPLICATION – SIGN DETAILS’, numbered ‘60978-004 01 REV B’, received by the City Council as Local Planning Authority on the 27 July 2026.

Reason - To ensure the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

3) Max luminance:

The maximum luminance level of the advertisements hereby approved shall not exceed 300cd/m2.

Reason – To safeguard pedestrian, highway and airport safety and to protect the amenities of nearby occupiers from excessive light spill or glare, in accordance with Policies SP1 and DM1 of the Manchester Core Strategy.

Informatives:

1) Given the location of this property relative to the airport, the applicant should be aware that the airport will take action against anyone found in contravention of the Air Navigation Order (“Order”). In particular in contravention of the following provisions under that Order:-

- Part 10: 240: A person must not recklessly or negligently act in a manner likely to endanger an aircraft, or any person in an aircraft
- Part 10: 241: A person must not recklessly or negligently cause or permit an aircraft to endanger any person or property.

The applicant’s attention is also drawn to Civil Aviation Publication CAP393 – Air Navigation: The Order and the Regulations Part 28, Article 221 (i) which states that:

"A person shall not exhibit in the United Kingdom any light which:
(a) by reason of its glare is liable to endanger aircraft taking off or landing at an aerodrome;
(b) by reason of its liability to be mistaken for an aeronautical ground light is liable to endanger aircraft."

The Order grants the Civil Aviation Authority power to serve notice to extinguish or screen any such light which may endanger aircraft.

2) 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/