

Our Ref: VH/KN00159/21

23 November 2021

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Planning Department
Manchester City Council
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Dear Sir or Madam,

Premier Inn 72 Dale Street, Manchester M1 2HR
Application for Advertisement Consent
Planning Portal Reference PP-10359933

We are instructed by Premier Inn Hotels Ltd. to submit an application for advertisement consent for signage in respect of the above site.

The application proposes:

“The installation of a scheme 4.no illuminated signs.”

The application has been submitted online via the Planning Portal. In addition to the completed forms, the submission comprises the following:

- Site Location Plan;
- Signage Detail Pack Ref. 163753 13/10/21 - KA

This letter should be read in support of the application.

Site and Surrounds

The application site comprises the Dale Street Premier Inn, this hotel sits at the corner of Dale Street and Lena street in the Piccadilly area of Manchester City Centre. The hotel is of modern construction, having been approved in 2010. There are currently 4.no illuminated Premier Inn signs on the building, on three elevations.

The area surrounding the site is mixed in nature and houses a number of differing uses, including a number of hotels, offices and residential buildings.



To the east of the proposal site is a car park, to the north is the Piccadilly Lofts apartment building, to the south is the Rochdale Canal, and to the west is a Sainsburys Local. The wider area is characterised by many different uses, including offices, takeaways, retail units and residential buildings. Piccadilly Train Station is approximately 200 metres to the south of the site.

The hotel is adjacent to the Stevenson Square Conservation Area and there are a number of listed buildings within its vicinity. These listed buildings include:

- The Grade II former Horrocks, Crewdson and Company warehouse;
- The Grade II entrance archway and lodge to yard of the Rochdale Canal Company;
- The Grade II 107 Piccadilly.

Relevant Planning History

093555/FO/2010/C2 - Erection of 12 storey hotel following demolition of existing steel structure

096369/AO/2011/C2 – Installation of 2no. individual letter high level signs, 1no. individual letter sign and 1no. projecting sign at the entrance and 3no. lighting units at ground floor level.

Proposal

This application seeks consent for 4. no signs to be located on the north east, north west and south west elevations of the hotel. The signs are illuminated and have been designed as part of the Premier Inn brand and follow their established branding principles.

The scheme of signage proposed under this application represents an upgrade of the existing scheme in order to bring this prominent hotel in line with current Premier Inn branding. The hotel currently houses 4no illuminated signs and this proposal seeks to replace each of these with a modern alternative which represents current Premier Inn branding.

North East Elevation Signs

Signs two and three will be located on this elevation, these are an externally illuminated wall mounted roundel sign and an internally illuminated individual letter sign with roundel.

Specifically, the externally illuminated wall mounted roundel will be located to the west of the main hotel entrance in the location of the existing wall mounted sign. The sign will be 600mm x 500 mm with a depth of 172 mm and will be at ground floor level. This sign will be constructed of aluminium panels with a vinyl face.

The individual letter sign will replace the existing sign to the east of the main hotel entrance. The sign will measure 4338 mm across, be 1000mm high and protrude 60mm from the wall, again this sign is at ground floor level.



North West Elevation Sign

This is a high level vertical individual letter sign with an internally illuminated roundel. Again, this sign is proposed to replace the existing and will sit in the same location as the existing sign. The sign will measure 8000mm in height, 1840 mm in width and will protrude 60mm.

South West Elevation Sign

This sign will directly replace the exiting and is a high level, horizontal, internally illuminated individual letter sign with roundel above. The lettered element of the sign will be 6092 mm in width and the roundel element will be 3500 mm in width and in total the sign will be 4855mm in height.

Policy Assessment.

The principle of illuminated signage at this site was wholly established via the approval of application Ref. 09639/AO/2011/C2. This application simply seeks to refresh and update approved signage to reflect the applicants updated branding.

Paragraph 136 of the NPPF explains that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The proposed signs are of an appropriate scale and will appear proportionate in size and scale to the hotel. They have been specifically designed to bring the hotel signage up to date with current Premier Inn branding. The proposal represents a refresh of the existing signage with the scale and massing of each sign remaining broadly similar to that which it replaces.

The proposal is fully compliant with NPPF paragraph 136 as it will not have a detrimental effect on neighbouring amenity and it will not pose a risk to public safety.

The planning fee for this application is £132 and this amount has been paid directly to the Planning Portal.

This proposal is compliant with national planning policy and we respectfully request that planning permission is granted without delay.



If you have any queries regarding the submission or require any additional information, please do not hesitate to contact us.

Yours faithfully

A handwritten signature in black ink, appearing to read 'V Harper', with a long, sweeping horizontal stroke extending to the right.

Vicky Harper MSc

Planner

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