

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132121/AO/2021
Date registered valid: 3 November 2021
Proposal: The installation of 4.no illuminated signs
Address: Premier Inn , 72 Dale Street, Manchester, M1 2HR
Ward(s): Piccadilly Ward

Applicant: Premier Inn Hotels Ltd. C/o Agent, , ,
Agent (if any): Vicky Harper Walsingham Planning Brandon House, King Street ,
Knutsford, WA16 6DX
Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approved and Refused
Date of recommendation: 27 April 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 1 December 2021

Standard consultations:

Printed: 17 November 2021

Expired: 8 December 2021

Neighbour notifications

Printed: 17 November 2021

Expired: 8 December 2021

Site notice

Posted: 1 December 2021 Expired: 22 December 2021

Press advert

Published: 23 November 2021

Expired: 14 December 2021

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

The application proposes:

"The installation of a scheme 4.no illuminated signs."

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:

- o The Grade 11 former Horrocks, Crewdson and Company warehouse;
- o The Grade 11 entrance archway and lodge to yard of the Rochdale Canal Company;
- o The Grade 11 107 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.

Description of area

Description of development

Consultations & Notification Responses

Publicity - The application has been advertised in the Manchester Evening News as: affecting a Conservation Area and affecting a Listed Building. A site notice was displayed and the occupiers of nearby properties have been notified

One representation has been received as a result of this publicity

Local residents - a local resident has objected to this planning application as their flat is directly opposite the Premier Inn and so the light from the signs will shine directly into their flat. This will affect their standard of sleep and standard of living.

Highways - Highways Section have noted that the proposed luminance of the signs is 5000 cd/m² which is greater than the 600cd/m² maximum stated by the Institute of Lighting Engineers. An email has been sent to the applicant requesting a reply stating that that the signs will have a luminance of 600cd/m².

Environmental Health - have reviewed the application and wish to make the following comment:

1. LIGHT1

Before the use hereby approved commences external lighting shall be designed and installed in accordance with a scheme approved in writing by the City Council as local planning authority so as to control glare and overspill onto nearby residential properties.

Reason - To safeguard the amenities of the occupiers of nearby properties.

*The information submitted is sufficient to discharge the condition.

Issues

The main issues for consideration relate to the acceptability of the proposed advertisements in terms of the impact on visual amenity. The main policies that relate to the proposal are UPD DC14.5 (Shop Fronts and Related Signs), DC18.1 (Listed Buildings) and DC19.1 (Listed Buildings)

Amenity - Highways Section have noted that the proposed luminance of the signs is 5000 cd/m² which is greater than the 600cd/m² maximum stated by the Institute of Lighting Engineers. An email has been sent to the applicant requesting a reply stating that that the signs will have a luminance of 600cd/m² and they have replied stating that they can confirm that the signage will have a luminance of 600cd/m². The proposals are considered to be acceptable in terms of highway safety

Environmental Health have requested a condition stating that:

Before the use hereby approved commences external lighting shall be designed and installed in accordance with a scheme approved in writing by the City Council as local planning authority so as to control glare and overspill onto nearby residential properties.

Reason - To safeguard the amenities of the occupiers of nearby properties.

The nearest residential properties are located to the north-east of the application property but there are no signs proposed for the north-east elevation. It is not considered to be necessary to attach the above condition to the permission

Visual amenity

The proposed signs have been designed to relate to the features of the building and they consist of (on upper levels) individual letters and internally illuminated roundels. The closest residential properties are on Dale Street and Lena street. No high level signs are proposed on these elevations. The high level signs would be located on the remaining two elevations and would not be viewed at close range from any residential properties.

In addition to the above the applicant is proposing some signs at ground floor ceiling level. These consist of 2 signs on the Dale Street elevation and are described below:

1. an individual letters sign and single sided roundel located approx 2.62 metres from the right hand corner of the elevation facing Dale Street and 2.7 metres above ground level;
2. a 665 mm high (overall) wall mounted externally illuminated double-sided roundel projecting out 665mm from the building and with a depth of mm and 400mm including the custom fabricated trough lights with ribbon leds. This item will be positioned 3.6 metres above ground level and 7.7 metres from the left hand corner of the elevation facing Dale Street.

Extensive negotiations have taken place in regard to the thickness of item 3 above. Manchester City Council does not approve projecting signs with a depth greater than 30mm.

Correspondence has been sent to the applicant requesting that the proposals are amended but they have not agreed to this. They have responded by saying they do not want to amend their proposals but that they would be prepared to accept a split decision whereby the roundel is refused but would however reserve their position to contest that decision at appeal taking account of the robustness of the reason for refusal.

Given the above the recommendation is for a split decision approving all the signs apart from the externally illuminated double-sided projecting roundel.

Objector's comments - a local resident has objected to this planning application as their apartment is directly opposite the Premier Inn and so the light from the signs will shine directly into their flat. This will affect their standard of sleep and of living. The application property is located on the opposite side of Lena Street from the objector's property and no signs are proposed on the elevation that faces this road.

Public Safety

No issues

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 policies 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: Approved and Refused

Article 35 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance this has included advice about necessary amendments to the proposed externally illuminated double-sided roundel projecting sign. The applicant has not amended the sign in accordance with the advice given therefore this is a split decision.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

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

72 Dale Street Premier Inn Site Location Plan received 03.11.2021

The details relating to items 01, 02 and 04 in the proposed Signage and Elevations drawing pack with revision received via the email from Georgina Daintith of Thu 21/04/2022

Documents

The application form received the City Council as Local Planning Authority on 03 Nov 2021 as amended by the email from Georgina Daintith of Thu 14/04/2022

Covering Letter received 23/11/2021

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies CC9, EN1, EN3, SP1 and DM1 of the Core Strategy, saved policies

DC18.1, DC19.1 and DC26 of the Unitary Development Plan and Sections 12 and 16 of the National Planning Policy Framework.

3) The advertisement consent hereby granted only permits the display of the Item 01 PI-E-27 Special Internally illuminated letters on the South East Elevation, Item 02 PI-E-26 Internally illuminated letters on the North East Elevation and Item 04 PI-E-27 Special Internally illuminated letters on the South West elevation and excludes the display of all other signage as shown on the submitted plans, namely the sign identified as Item 03 (Qty 1) PI-E-18 Wall mounted projecting externally illuminated roundel (600mm Diam) on the North East Elevation.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC15.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

4) The proposed Item 03 PI-E-18 Wall mounted projecting externally illuminated roundel (600mm Diam) on the North East Elevation as shown on the submitted plans, is excluded from the consent as it would by virtue of its size, location, design and appearance have a detrimental impact on the character of the area and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, which would contribute to advertisement clutter and have a detrimental impact on the visual amenity of this part of the street scene, on the adjacent Stevenson Square Conservation Area, on the setting of nearby listed buildings including The Place Apartment Hotel (former London Warehouse), Ducie Street, Manchester, M1 2TP; Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE; 75 Dale Street, Manchester, M1 2HG; 68 Dale Street, Manchester, M1 2HR; 57 Dale Street, Manchester, M1 2HH and listed structures Locks 84 and 85, Rochdale Canal, Manchester.

Reason - The resulting visual clutter would have a detrimental impact on the visual amenity of the area and the proposed development contrary to saved UPD policies DC14.5 (Shop Fronts and Related Signs), DC 15.2 (Advertisements), DC18.1 (Conservation Areas), DC19.1 (Listed Buildings), contained within the Unitary Development Plan for the City of Manchester; Policies DM1 (Development Management) CC9 (Design and Heritage) and EN3 (Heritage) of the Manchester Core Strategy; and, Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment) of the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Starbucks At, Malmaison, Piccadilly, Manchester, M1 3AQ
3 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
111 Piccadilly, Manchester, M1 2HY
Malmaison, Piccadilly, Manchester, M1 3AQ
Fifteenth Floor, 111 Piccadilly, Manchester, M1 2HY
Ground Floor, 75 Dale Street, Manchester, M1 2HG
11 Ducie Street, Manchester, M1 2JB
Flat At, 97 Piccadilly, Manchester, M1 2DB
First Floor, 111 Piccadilly, Manchester, M1 2HY
The Place Apartment Hotel, Ducie Street, Manchester, M1 2TP
Unit D, 111 Piccadilly, Manchester, M1 2HY
Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Second Floor, 111 Piccadilly, Manchester, M1 2HY
Seventh Floor, 111 Piccadilly, Manchester, M1 2HY
Third Floor, 111 Piccadilly, Manchester, M1 2HY
Flat A, Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Unit C, 111 Piccadilly, Manchester, M1 2HY
Unit B, 111 Piccadilly, Manchester, M1 2HY
97 Piccadilly, Manchester, M1 2DB
Eighth Floor, 111 Piccadilly, Manchester, M1 2HY
Lower Ground Floor, Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
Sixth Floor Suite 6A, 111 Piccadilly, Manchester, M1 2HY
60 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
40 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
3 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
44 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
14 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
4 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Ground Floor, Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
Second Floor Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
Ninth Floor And Tenth Floor, 111 Piccadilly, Manchester, M1 2HY
55 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
11 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Cex, 1 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
Barnardo's, 4 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
2 Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
Third Floor, Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
First Floor, Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
Fourth Floor, Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
CAFFÈ NERO, Tower Unit A, Gateway House, Piccadilly Station Approach, Manchester, M1 2GH
2 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Suite 15B, 111 Piccadilly, Manchester, M1 2HY
Suite 15A, 111 Piccadilly, Manchester, M1 2HY
41 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
51 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
46 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
49 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE

47 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
43 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Q ONE AGENCY, First Floor, 75 Dale Street, Manchester, M1 2HG
Thirteenth Floor, 111 Piccadilly, Manchester, M1 2HY
Eleventh Floor Offices, 111 Piccadilly, Manchester, M1 2HY
Twelfth Floor Suite 12A, 111 Piccadilly, Manchester, M1 2HY
Unit E, 111 Piccadilly, Manchester, M1 2HY
Seventeenth Floor, 111 Piccadilly, Manchester, M1 2HY
Twelfth Floor Suite 12B, 111 Piccadilly, Manchester, M1 2HY
La Reserve Aparthotel, 7 Ducie Street, Manchester, M1 2JB
Fifth Floor, 111 Piccadilly, Manchester, M1 2HY
Unit A, 111 Piccadilly, Manchester, M1 2HY
Sixth Floor Suite 6B, 111 Piccadilly, Manchester, M1 2HY
75 Dale Street, Manchester, M1 2HG
52 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
38 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
33 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
16 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
5 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
39 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
36 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
21 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
12 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
58 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
17 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Brunswick Chambers, 4 Paton Street, Manchester, M1 2BA
37 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
32 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
26 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
10 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
42 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
23 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
20 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
15 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
6 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
28 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
22 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
19 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
8 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
64 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
7 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
45 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Fourth Floor, 111 Piccadilly, Manchester, M1 2HY
56 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
34 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
31 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
18 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
Sixteenth Floor, 111 Piccadilly, Manchester, M1 2HY
63 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
50 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
48 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
25 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
53 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
1 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE

9 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
61 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
54 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
27 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
24 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
The Manchester Abode Ltd, 107 Piccadilly, Manchester, M1 2DB
Fourteenth Floor, 111 Piccadilly, Manchester, M1 2HY
62 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
59 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
57 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
35 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
30 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
29 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CITY2