

Our Ref: 04B820318
Your Ref: PP-09612003

24 November 2021

Manchester City Council,
Floor 6 Town Hall Extension,
Albert Square,
Manchester,
PO Box 532,
M60 2LA

Dear Sir/ Madam,

Application for Advertisement Consent for Signage at Invicta House, 2-4 Atkinson Street, Manchester

On behalf of our client Khanna Enterprise Manchester (property) Ltd, Avison Young have been instructed to submit an application for advertisement consent for the display of signage directly relating to the new Moxy Hotel approved under planning permission, Ref. 116164/FO/2017 at Invicta House, 2-4 Atkinson Street, Manchester.

This application seeks permission for a total of two signs to be erected with the purpose of advertising the brand, name and location of the new Moxy Hotel. The requisite fee of £132 has been paid via the Planning Portal under reference PP-XX. The application is supported by the following plans prepared by ICA Architects:

- AL(92)003 External Signage Locations;
- AL(92)004 External Signage Details; and
- AL(92)005 Site Location Plan.

The details of the signs are set out below, to be read alongside the submitted plans.

Sign 1: Façade Sign along Atkinson Street

Sign 1 is positioned on the retained façade facing Atkinson Street and comfortably fits within the detailed former entrance to the building. It sits over 4metres off the ground above the entrance door. The appearance, style and colouring fits in with the Moxy brand which is imperative for the hotel's operations.

Sign 2: Projecting Sign along Atkinson Street

This sign serves an equally important purpose of advertising the entrance to the hotel. It's positioning and style will allow people to identify the hotel from a closer range as they look along Atkinson Street. Although it extends out onto the highway it is positioned at safe height and will not have an impact on highway safety.

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Planning Policy

Manchester City Council do not have an adopted policy specific to the installation of advertisements, nevertheless we have sought to assess these proposals against the relevant policies of the Development Plan focused on design and heritage which include:

Adopted Core Strategy

- EN3 (Heritage): states that the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of the City Centre. The policy requires new developments to be designed so that they preserve, or enhance the historic environment, character, setting and accessibility of listed buildings and conservation areas.
- CC9 (Design and Heritage): expects the design of new buildings to be of the highest standard in terms of appearance and function.

Unitary Development Plan

- DC18 (Conservation Areas): states that the Council will give particularly careful consideration to development proposals within Conservation Areas and will seek to preserve and enhance the character of its designated conservation area

The approved hotel has been designed to be of the highest quality that respects its unique setting amongst heritage assets. This point of view has been confirmed with Manchester City Council through the granting of approval for its development (ref: 116164/FO/2017). These proposed signs associated with advertising the hotel and acting as a way finder for future visitors have been designed and positioned so as not to detract from the high quality appearance of the facades or even impact on the surroundings of the hotel including listed buildings and within the conservation area. They are therefore considered to be wholly appropriate and can be supported by Officers.

Conclusion

The signs have been designed to reflect the hotel's brand with colouring that matches with the facades and suitable positioning to ensure they serve a purpose. It is considered that the proposed signage has been suitably designed to be in accordance and proportionate to the building on which they will be positioned and in keeping with the surrounding area characteristics.

I trust the above information is sufficient to allow you to validate and determine this application. If you require any additional information, please do not hesitate to contact me.

Yours faithfully



Joseph Smith

Planner

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For and on behalf of Avison Young (UK) Limited