

Our Ref: SB/KN0067/22

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Dear Sir/Madam

**Application for Consent to Display Advertisements at Premier Inn, Christie Fields
Business Pk, Derwent Ave, Manchester M21 7QS
Planning Portal Reference: PP-11274637**

We are instructed by Premier Inn Hotels Ltd to submit an application for Advertisement Consent in respect of signage at the Premier Inn Derwent Avenue. The application seeks approval for replacement signage for 5 signs on site.

Specifically, the application proposes:

'Replacement of 2 no. internally illuminated fascia signs, building mounted, 1 no. internally illuminated totem sign, 1 no. internally illuminated post sign and addition of 1 no. internally illuminated building mounted roundel.'

The application has been submitted via the Planning Portal and along with the completed application form comprises the following drawings:

- Site location plan
- Signage pack: Ref: 164416

Site and Surroundings

Premier Inn Manchester West Didsbury Hotel is accommodated in a 4-storey building located on Derwent Avenue, backing onto Barlow Moor Road. The front of the hotel faces south onto the car park. To the east of the hotel sits Christie Fields Beefeater public house and to the south and west are more commercial units. Behind these, slightly further west, sits a number of residential properties. Access to the hotel is off Christie Way to the south of site.

Proposal

This application seeks consent for the replacement and updating of existing signage on the Premier Inn hotel. The design, size and position of the signage on the building is generally contiguous with the current signage and includes:



- Northwest Elevation - Fascia sign (fascia sign 1) – building mounted, positioned northwest gable end of the building, internally illuminated using existing trough lighting (Replacement sign in same location).
- Southeast Elevation - Fascia sign (fascia sign 2) – building mounted, positioned southeast gable end of building, internally illuminated using existing trough lighting (Replacement sign in same location).
- East of site - Totem sign (other sign 1) – free-standing positioned east corner of the site, internally illuminated totem sign (Replacement sign in same location).
- West of site - Post sign (other sign 2) – free standing single sided sign, positioned west edge of site, at entrance, internally illuminated sign (Replacement sign in same location).
- Southwest Elevation - Roundel sign (other sign 3) – building mounted roundel sign, positioned on the south elevation of site, internally illuminated.

All signs are manufactured from high quality materials and are in keeping with their surroundings. Their primary purpose is one of wayfinding to direct customers to the hotel.

Planning History

079155/AO/2006/S1	Erection of two-metre-high double sided free standing externally illuminated advertisement boards. Refused
075061/AO/2005/S1	Repositioning of existing signage and installation of a 2-metre diameter internally illuminated circular sign. Approved April 2005
072915/AO/2004/S1	Installation 2 x 5-metre-high totem name board, 3 x individually lettered fascia name signs and various associated signs. Approved October 2004
072250/AO/2004/S1	Installation of one internally illuminated logo sign on both gables to hotel. Approved August 2004
066160/FO/SOUTH2/02	Erection of 3 detached units to form a 4 storey 78 bed hotel, 2 storey restaurant, fitness centre with associated parking and landscaping. Approved April 2004
070099/AO/2003/S2	Display of various illuminated signs associated with Brewers Fayre Restaurant and Travel Inn Hotel including free standing 6m high totem sign. Approved December 2003



068241/FO/2003/S2

Erection of 80 bed "Travel Inn" hotel and free-standing restaurant and associated car parking and landscaping. Approved November 2003

063483/AO/SOUTH2/01

2 no. freestanding double sided non-illuminated signs. Approved November 2001

Planning Policy and Designations

The adopted development plan consists of the Manchester's Local Development Framework Core Strategy (Adopted 2012) in addition, the NPPF is a material consideration in the determination of this application.

The NPPF seeks to ensure that there is a presumption in favour of sustainable development and that positive planning solutions are found to ensure that economic development is brought forward. Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development. It goes on to state that Local Planning Authorities should approve development proposals that accord with the development plan without delay. Paragraph 132 provides specific advice on advertisements. It states *"A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety. Taking account of cumulative impacts"*.

Policy CC 9 in Manchester's Core Strategy states 'developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form.' And Policy EN 1 on Design Principles states that 'development needs to retain the identity and take into account site context and local character'.

Planning Assessment

The proposed signage scheme has been designed to replicate the existing signage and in terms of its scale and position on the building, is almost identical. Both the fascia signs are in the same position as existing fascia signage on the southeast and northwest elevations and are internally illuminated. The replacement free standing signs on the east and west of the site are the same proportions as the existing. The roundel sign proposed is instead of the existing post sign, this will include no writing but just the moon and stars symbol, shown in plans. The removal of the post sign and replacement with the building mounted roundel will reduce clutter on the access route to the hotel but also still effectively identify the entrance of the hotel to customers.

As this signage scheme is virtually a like for like replacement of existing signage on the building, it is considered that it does not impact upon the character of the building and will form an integral part of the completed scheme. It is of a scale that is entirely appropriate to the building and the locality, and its siting does not adversely affect residential or visual amenity nor is it detrimental to highway safety.



The principal considerations when assessing proposals for signage of this nature, are issues of amenity and public safety, in line with national guidance. The proposed scheme is entirely acceptable in these terms and represents the minimal signage required by the operator in order to enable customers to locate the hotel. Indeed, the primary purpose of the signage is way finding rather than advertisement.

Conclusion

The scheme adheres to all local planning policy as well as national guidance set out within Paragraph 132 of the NPPF. This states that advertisements should only be controlled in the interest of amenity and public safety. As the signage is fundamentally updating and replacing previous signage, it is considered entirely appropriate in this location and does not negatively impact either amenity or public safety and as such fully accords with national guidance.

The fee for this application is £132.00 this has been paid directly to the Planning Portal for processing.

We are keen to work closely with the Council in relation to this proposal and as such, should you require any additional information or have any queries then please do not hesitate to get in touch.

Yours faithfully



Sarah Brown

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