

Our Ref: NL/LN/1673

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16th January 2020

Manchester City Council,
Planning
PO Box 532
Town Hall
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Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT AT SITE 3 ST PETERS SQUARE
(FORMER PETERLOO HOUSE), MANCHESTER, M1 4LF IN ASSOCIATION WITH
APPLICATION 116189/FO/2017**

I am writing to you on behalf of my client Property Alliance Group ('the Applicant') who are seeking advertisement consent for signage at Motel One and Staycity, 3 St Peters Square (Former Peterloo House), Manchester, M1 4LF associated with planning application reference: 116189/FO/2017, which was granted on 28 July 2017. The planning application permitted the following development at 3 St Peters Square (formally Peterloo House):

"Demolition of existing building and construction of a 20-storey building (and basement) comprising a 328-bedroom hotel (use class C1) (with ancillary food and drink uses) on ground floor to 8th floor and a 262 bedroom apart-hotel (class C1) with ancillary reception area, food and drink uses, and staff facilities on floors 9-20".

This application is supported by:

- This covering letter;
- Application form, duly signed and completed; and
- Application Drawings prepared by Leach Rhodes Walker Architects including:
 - Signage Elevations (Ref: LRW-7566-L(00)133D);
 - Signage Elevations (Ref: LRW-7566-L(00)134D);
 - Signage Plans (Ref: LRW-7566-L(00)135C);
 - Motel One Signage Details (Ref: LRW-7566-L(00)136);
 - Staycity Signage Details (Ref: LRW-7566-L(00)168E) ;

- 9th and 10th Floor Signage Plans (Ref: LRW-7566-L(00)169C); and,
- StayCity Signage Details (LRW-7566-L(00)170A).

Signage Proposals

This application proposes the erection of 4 signs for Motel One comprising:

- 1 fascia sign on George Street elevation (wall) - (Sign 01)
- 1 fascia sign on St Peters square elevation (glazing) - (Sign 02)
- 1 fascia sign on George Street elevation (glazing) - (Sign 03)
- 1 fascia sign on Back George Street (wall) - (Sign 04)

This application proposes the erection of 4 signs for Staycity comprising:

- 1 fascia sign on George Street elevation (wall) – Sign 01
- 1 projecting sign on St Peters Square elevation – Sign 02
- 1 fascia sign on St Peters Square elevation (curtain wall)– Sign 03
- 1 fascia sign on Princess Street elevation – Sign 04.

Further details of the proposed signage can be found in the drawings prepared by Leach Rhodes Walker Architects which have been submitted with this application.

Design

The proposed signs will complement the construction of the new 20 storey building which has been approved in application reference: 116189/FO/2017 and will add detail to the development to reflect the new tenancies. The design of the signs is in keeping with the brands, will complement the approved materials that are to be used on the site, and follow the design aspirations and broad locations as indicated in the original planning permission to ensure that their impact on the surrounding environment is negligible.

Fee

The planning application fee has been calculated at £157.00 (including £25 service charge) and this amount has been paid for via BACS to the Planning Portal.

I trust the information provided within this submission is sufficient to validate and determine the application. If you have any queries, please do not hesitate to contact me or my colleague Lauren Neary.

Yours faithfully,



Neil Lucas
Director
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For and on behalf of GVA Grimley Limited