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Our Ref: GD/KN065/19

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Dear Sir/Madam

**Application for Consent to Display Advertisements at Premier Inn Hotel, Block 14,
Circle Square, Manchester M1 7ED
Planning Portal Reference: PP-08522443**

We are instructed by Premier Inn Hotels Ltd to submit an application for Advertisement Consent in respect of signage at the new Premier Inn within the Circle Square development, Manchester.

Specifically, the application proposes:

'Erection of 2 no. internally illuminated fascia signs, 2 no. internally illuminated projecting roundel signs and 2 no. internally illuminated building mounted individual letter signs'

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

- Site location plan;
- Signage pack: reference 9334 Rev F-AA dated 27 January 2020;
- Ashleigh Signs Fixing Drawings: reference 145779 Rev B dated 8 January 2020

Site and Surroundings

The Premier Inn Hotel occupies the upper floors of Block 14 within Phase 1B of the Circle Square development. The building is positioned between Princess Street and Cloak Street within the Oxford Road Corridor. The Mancunian Way is immediately south of the building. The building is positioned adjacent to the elevated section of the Mancunian Way with the hotel element rising above it.

Proposal

This application seeks consent for the display of various signs on the Premier Inn hotel:



As ordered on the planning form and noted in the drawing pack, the following signs, locations and signage references are:

- Fascia sign 1 – entrance on east elevation (E-A1 001);
- Fascia sign 2 – entrance on north elevation (E-A1 002);
- Projecting sign 1 – entrance east elevation (E-E1 001);
- Projecting sign 2 – entrance north elevation (E-E1 002);
- Other sign 1 – high level north elevation (E-H3 001) and
- Other sign 2 – high level south elevation (E-H3 002);

All signs will be constructed to a high standard, and are in keeping with their surroundings. Their primary purpose, particularly the high-level building mounted signage, is one of wayfinding to direct customers to the hotel.

Planning History

A 10-storey multi storey car park was approved on the site (Block 14) in June 2016 and was one of four planning permissions granted across the former BBC site which together make up Phase 1B of the Circle Square development.

In November 2016, a further planning permission was granted in respect of Block 14 (ref: 113832/FO/2016). This amended the consented scheme to include a hotel and energy centre alongside the multi-storey car park.

Since then various applications have been made to amend the consented scheme. There is currently a live application for a non-material amendment to planning permission ref. 113832/FO/2016 to vary the cladding system on the hotel (ref 125554/JO/2019). It is material to the Council's consideration of this application for advertisement consent, that the changes proposed in the non-material amendment include the introduction of high level signage zones on the north and south elevations of the building within the cladding system to ensure signage on the building forms an integral part of the façade. The high-level signage proposed within this application has been designed to fit within these zones.

An application was previously submitted for signage on the hotel in 2019 (ref 123310/AO/2019). This application was not validated as it was deemed premature to consider signage prior to approval of the revised cladding detail.

This revised application comprises the following amendments to the previous scheme:

- The high level building mounted signage has significantly reduced in size from 2.8m to 1.7m in width and 12.5m to 7.4m in height.



- The high-level building mounted signage has been designed to fit within the proposed cladding system in signage zones rather than just fixed to the exterior of the cladding.

In terms of alternative locations for Premier Inn signage, there are no other options as our client has only been assigned rights to install signage on certain parts of the building, namely the hotel element and a limited number of areas at ground floor level above entrances. Specifically, my client has not been granted any rights to install signage for the hotel on those parts of the building that form the car park and energy centre.

Details of the high-level signage has been provided as part of the non-material amendment application currently under consideration by the Council. The signage proposed within this application for advertisement consent is consistent with that provided within the NMA.

Planning Policy and Designations

The adopted development plan consists of the Manchester Core Strategy (2012) and the Citywide Development Control Policies (save 11 July 2012). In addition, the National Planning Policy Framework is a material consideration when determining this application.

The site lies within the designated City Centre Area on the Proposals Map. The City Centre is covered by Core Strategy Policies CCI to CC10. These policies are supportive of economic development and uses such as retail, leisure, entertainment, cultural and tourism facilities within the City Centre.

Saved Policies DC15.1 – 15.3 are also relevant as they relate specifically to advertisements.

Policy DC15.2 states *‘in assessing the interests of amenity and safety the Council will take account of the following criteria:*

- development of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;*
- they should be in scale with the locality and relate properly to the site on which they stand;*
- they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*
- a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.’*

In terms of government policy, the NPPF states that *‘The quality and character of places can suffer when advertisements are poorly sited or designed. A separate consent process 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 into account cumulative impacts’* (Para 132).



Planning Assessment

The proposed signage scheme has been designed to protect the character of the building and to be an integral part of the elevational treatment of the building and cladding system. It is of a scale that is appropriate to the building and locality and its siting does not adversely affect residential or visual amenity nor is it detrimental to highway safety. Signs at high level that can be viewed from the elevated section of the Mancunian Way are also common place in this location. Whilst the signs are illuminated, the illumination is subtle and has been designed to not cause a distraction to drivers.

The principle considerations when assessing proposals for advertisements 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.

The proposed advertisements are functional, well designed and seek to identify the hotel both at a street level and from a distance. The design, size and detail of each sign is clearly set out within the signage pack. The proposed illumination is subtle and the signage proposed is minimal and functional, noting the fact that it will sit within a City Centre setting.

It is not considered that the proposed advertisements impact either the amenity of the surrounding area or will result in in any public safety issues. In this regard, the proposed scheme is entirely acceptable in planning terms and is in line with all relevant local and national planning policy and guidance.

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. The proposed scheme is 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



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