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PLANNING AND BUILDING CONTROL
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20 October 2010

Dear Nicki

Land off Victoria Way, East Moston, Manchester, M9 2HE

This letter has been prepared to support the application for an extension to the outline planning consents (087606/OO/2008/NI and 087590/OO/2008/NI) for hotel development at the above property. Jones Lang LaSalle has reviewed the Addendum to the Planning Statement - PPS 6 prepared by Savills (attached) which was submitted to support the original planning application.

Having reviewed the paper we provide the following as an update.

- Planning Policy Statement 6 has been replaced by Planning Policy Statement 4 – Planning for Sustainable Economic Growth (PPS 4). PPS 4 defines economic growth as 'development within the B Use Classes, public and community uses and main town centre uses.' The uses which are defined as town centre uses are:
  - 'retail development (including warehouse clubs and factory outlet centres)
  - leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls)
  - offices, and
  - arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).'
- Policy EC5 of PPS4 includes guidance on site selection and land assembly for main town centre uses. This policy includes the following guidance on the location for town centre uses, including the following:
  - 'locations in appropriate existing centres where sites or buildings for conversion are, or are likely to become, available within the plan period
  - edge-of-centre locations, with preference given to sites that are or will be well connected to the centre

- out-of-centre sites, with preference given to sites which are or will be well served by a choice of means of transport and which are closest to the centre and have a higher likelihood of forming links with the centre.'

- In addition to Policy EC5, Policy EC14 - Supporting Evidence for Planning Applications for Main Town Centre Uses, states that a 'sequential assessment is required for planning applications for main town centres uses that are not in an existing centre and are not in accordance with an up to date development plan.'

Although the Planning Policy Statement which provides guidance in relation to the development of town centre uses has changed, much of the Addendum to the Planning Statement is still relevant as many of the policies within the new PPS 4 mirror that which was contained within the replaced PPS 6. However we consider that it is beneficial to highlight the following in the context of the Addendum:

a) Need for Development

- There is already a complex of leisure style uses which surround the subject site including a Gym and a Public House. The proposed hotel would be on a vacant part of the complex which is ready for development.
- A hotel development at the subject site will bring additional employment and economic activity to the complex and Moston.

b) Securing the Appropriate Scale of Development

- Since the addendum was submitted further discussions have concluded that hotel operators would have a preference for an 80 to 90 bed hotel. The planning permission granted is in line with this and therefore the scale can be considered appropriate.

c) The Sequential Approach

- We are aware of no new opportunities in which to develop a hotel closer to Moston Centre. We concur that the only real opportunity other than the subject site would be to develop the North Manchester and Oldham Rugby Union Football Club playing field which is still fully operational. Should this site be redeveloped for a hotel it would contravene the guidance contained within PPS 17 and represent no real benefits above those at the subject site. Since the Addendum was drafted we are not aware of any windfall sites which have become available which would be suitable for hotel development.

d) Assessing Impact

- In addition to the commentary contained within the Addendum it is worth noting that we consider the hotel market on the outskirts of Manchester to be different from that of the City Centre. This different market means that a hotel development at the site will compliment rather than compete with the hotels in the City Centre. The hotel will widen the choice for hotel users within the Conurbation appealing to a wide variety of users including those on business trips, leisure trips and trips which are linked to the new Manchester Media and Arts College.

- Looking at the impact on the local market in Moston the hotel offer is very limited with little choice other than the Premier Inn at Broadway and a Travelodge to the north of the M60 just off junction 21. Therefore a hotel development in this location would not have much of a detrimental effect on the other hotels within the area. Additionally the hotel would complement and add to the vibrancy and viability of the existing uses in the immediate vicinity of the subject site including the gym and the public house. Additionally the location of the hotel five minutes' walk away from Moston railway station and a short drive from the M60 means that the hotel is well located for users wanting to access the wider conurbation.

e) Ensuring Locations are Accessible

- The proposed hotel is situated on the edge of Moston around 5 minutes' walk from Moston railway station and the commercial centre. This combined with the hotel's location as part of a leisure complex provides the opportunity for linked trips, allowing access to Manchester by rail, and access to the leisure complex and parade of shops on foot thus reducing the number of car journeys.

Local Market Context

Since the Addendum was undertaken by Savills we can confirm that the hotels market within the Manchester conurbation has remained relatively unchanged. However we would like to draw your attention to the following:

- Manchester remains the largest economic centre outside of London, with the UKs fourth largest airport and excellent transport infrastructure Manchester is a leading destination for business and leisure tourism within the UK. With attraction such as The Lowry Museum, The Trafford Centre, the M.E.N Arena and Manchester United football club this popularity with visitors will continue for the foreseeable future. Over the past ten years the increasing popularity of Manchester has been reflected in the number of hotel spaces which has doubled to around 5,400 rooms.
- The hotels market within the periphery of the City tends to perform a different function to those within the City Centre, catering for business trips, a base to visit the wider conurbation or trips which are related to a specific use e.g. the College. Although there are fewer operators that are looking for opportunities outside of the City Centre there is still appetite for sites which are in good locations with good transport connections.
- It is also worth noting that we do not consider that the granting an extension of the planning permission will not impact on the appetite for the development of hotels at other locations across the City. This can be seen by the fact that hotels have continued to be developed at other locations within the City whilst the subject site was marketed with the benefit of planning permission for a hotel.

In summary a hotel development at the subject site, although it is out of the town centre, is likely to have a positive impact on Moston and the Manchester conurbation. The hotel development would complement the leisure complex on which the hotel site is based and will also provide accommodation for a wide range of users. Additionally there are few hotels within close proximity to the site and therefore the hotel development is unlikely to have a detrimental

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effect on the other hotels within the area, particularly when considering the proximity to the new Manchester Media and Arts College. In terms of the hotel market within the North West, operators are still seeking opportunities to develop hotels in good locations and the granting of an extension at this location would not hinder the development of hotels in the wider Manchester conurbation.

I trust that the above meets with your requirements and can be relied upon for the extension application.

Yours sincerely,

H. Burton

Henry Burton
Senior Surveyor

cc. Peter Hayward
Mark Barnes