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PLANNING & HERITAGE STATEMENT

ON BEHALF OF ACCOR HOTEL GROUP

APPLICATION FOR ADVERTISEMENT CONSENT FOR INTERNALLY ILLUMINATED FASCIA SIGN, 2No ILLUNIMATED MENU BOARDS AND 6No NON-ILLUMINATED SIGNS TO MOBILE PLANTING BOXES

SITE AT ibis HOTEL, PORTLAND STREET, MANCHESTER, M1 4GX

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1 INTRODUCTION

1.1 This Planning and Heritage Statement is submitted in support of an application on behalf of Accor Hotel Group ('the Applicant') for the display of an internally illuminated box sign, 2No externally illuminated menu boards and non-illuminated display signs to 6No mobile planting boxes at ibis Hotel, 96 Portland Street, Manchester, M1 4GX ('the Site').

1.2 The proposed advertisements as shown on the submitted plan Ref PWD_045_03 include –

- Internally illuminated fascia box sign of 1100mm x 1100mm 50mm made of 1.5mm corten aged material, with fret cut lettering and opel acrylic backing to defuse lighting, with lettering to read "CHILL # 96 Artisan Coffee and Bar";

- 2No internally LED lit menu boards constructed of steel with toughened glass of 460mm x 335mm x 10mm, to be wall mounted on brick pilasters either side of display windows, each menu board to receive further customer illumination with wall fixed lamp and copper shade; and

- Proposed mobile planting boxes used to enclose external customer terrace to have non-illuminated logo plaque sign of 300mm x 300mm.

1.3 As part of internal refurbishment of the hotels lounge bar a planning application is also submitted proposing new shop frontage to provide new customer entrance independent of the hotel lobby and proposal for change of use of pavement to form external customer terrace for 4 tables and 9 chairs.

1.4 The proposed signage is compliant with the national planning policy guidance set out in the NPPF ('National Planning Policy Framework') and relevant 'saved' policies of Manchester Unitary Development Plan ("UDP"). Regard is had to matters of design and appearance and the impact on the architectural integrity of the host building and the character and appearance of the street scene in relation amenity and highway safety.

2 APPLICATION SITE AND 'SIGNIFICANCE'

2.1 The application site premises the ibis Hotel is a contemporary red brick constructed 5 storey hotel building situated within George Street Conservation Area; and identified Heritage Asset.

2.2 The proposed signs relate to the existing ground floor coffee bar use of the building adjoining the hotel reception and lobby.

2.3 In relation to the proposed Advertisement Consent application the 'significance' of the conservation area relates to the high quality of mixed architectural design where traditional buildings often of architectural antiquity sit comfortably along side more striking examples of contemporary design.



2.4 Where the application site building fronts Portland Street it effectively forms a substantial terrace with adjoining buildings of similar scale although of mixed architectural styles all providing ground floor; street level active commercial uses. The presence of the ground floor commercial uses along Portland Street of both traditional and modern frontages and their associated signage also forms an integral part of the conservation area setting and its 'significance'.

2.5 The proposed high quality signage is bespoke designed to 'fit' within the established contemporary façade comprising open floor-to-ceiling full glazed display windows without competing with or detracting from the architectural integrity of surrounding Listed Buildings or the conservation area street scene.



2.6 The internally illuminated box sign will sit on transom lines to replicate a similar form of signage on the adjoining 'Subway' unit. The signage is deliberately of a modest scale so not to dominate the open appearance of the unit display window.

2.7 The proposed Signage is subtle, well related to the architectural form of the building and whilst providing a contemporary appearance sits comfortably within the local context of the city centre location and as such will continue to maintain and preserve the identified 'significance' without harm to either setting or appearance.

3 NATIONAL PLANNING POLICY FRAMEWORK

3.1 The proposed Signage meets the Government's objective for planning for the historic environment to ensure the continued ***conservation**** of the George Street Conservation Area in a manor appropriate to it's significance (paragraph 126). The modest scale and high quality design of the proposed Signage ensure that the significance of the heritage asset and the setting is not harmed.

*NPPF defines ***conservation*** as – "The process of maintaining and managing change to a heritage asset in a way that sustains and where appropriate enhances its significance."

3.2 Paragraph 128 requires applicants submitting development proposals to identify the 'significance' of a particular heritage asset affected and any contribution made by their setting. In this instance the 'significance' of the asset; the Portland Road frontage of the conservation area (as referred to above) will continue to be preserved by the proposed Signage.

3.3 The effect of a development proposal on the 'significance' of a heritage asset is a material planning consideration. Having regard to guidance set out in the NPPF and the associated Historic Environment Planning Practice Guide (March 2010). It is considered that as a result of good design and understanding of the fenestration detail of the host building in relation to the local context the proposed Signage will continue to preserve the significance and setting of the conservation area, where 'setting' is defined at Annex 2 as – "The surroundings in which a heritage asset is experienced".

3.4 Paragraph 67 states that poorly placed advertisements can have a negative impact on the appearance of the built environment and requires only those advertisements which will have an "appreciable impact on a building or on their surroundings" to be subject to the LPA's detailed assessment.

3.5 The proposed signs are appropriately 'placed' and as a result of the design and context and will consequently not adversely impact on the *amenity* of the street scene setting or *highway safety*.

4 CONFORMITY WITH THE DVELOPMENT PLAN

4.1 The site lies within the city centre core as identified on the 'saved' UDP Proposals Map and within George Street Conservation Area.

4.2 The proposed signage contributes to the amenity of the public realm of Portland Street and is considered compliant with relevant criteria set out in 'saved' UDP policies DC14.5 and DC19.

4.3 The siting, design, appearance and materials of construction of the proposed advertisements comply with the objectives of the Advertisement Consent Regulations and policy guidance, where they are well related to the character, form and fenestration detailing of the host property and the surroundings and do not adversely impact of amenity or public safety.

5 AMENITY ISSUES

5.1 The proposed Signage is design-led and appropriate to the architectural context of the host building and in particular where the proposed signage relates to the ground floor commercial frontage.

5.2 The high quality Signage will make a significant contribution to the viability of the Applicant's business and consequently will positively contribute to the vitality of the area.

5.3 The proposed signs retain brand identity whilst creating an appropriate detail that integrates with and is complimentary to the character and façade articulation of the application site premises.

5.4 The proposed Signage is of a modest size, commensurate with the scale of the coffee bar frontage and hotel entrance and as such they will appear as appropriate forms in keeping with the appearance of the building and commercial uses without harm to the architectural detailing or the street scene setting.

5.5 The design and style of the proposed internally illuminated fascia box sign is both subtle and modest without harm to the identifiable 'significance' of the heritage asset.

5.6 The position of the coffee bar necessitates the need for both attractive and noticeable display window signage. The proposed signage will sit comfortably on the existing transom window detail. In relation to the scale, mass and the architectural detailing of the host building the proposed signage is appropriate to context.

5.7 The proposed Signage is compliant with national and local planning policy guidance, is in keeping with the prevailing form and character of the application site premises and without harm to 'amenity'.

6 HIGHWAY SAFETY ISSUES

6.1 The siting of the signs against the façade of the building ensures they will not appear unduly prominent or physically intrusive within the street scene so as to distract passing motorists or pedestrians that would likely result in highway safety conflicts.

6.2 The signs are subtle in design and finish and to be constructed to a high quality specification with static illumination and most importantly their scale is in keeping with the façade detailing of the host property.

6.3 The proposed Signage will have no adverse DDA implications.

I hope this information and that attached to the submitted plans is sufficient to provide support for the proposal, however should you wish to discuss these matters further or require additional details please do not hesitate to contact me on 07970 711548 or via wattsplanning@live.co.uk