PLANNING AND
BUILDING CONTROL
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savills

ERECTION OF A HOTEL, VICTORIA AVENUE EAST, MOSTON

Addendum to Planning Statement - PPS6

Introduction

1. This statement deals with issues arising from PPS6 (Planning Policy Statement 6: Planning for Town Centres) in relation to the above development.

PPS6

2. PPS6 paragraph 1.3 states that the Government's key objectives for town centres is to promote their vitality and viability by:

- planning for the growth and development of existing centres; and
- promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all.

3. PPS6 sets out Government policy on town centres and the main town centre uses. Paragraph 1.8 defines 'hotels' as a town centre use.

4. PPS6 paragraph 3.4 sets out the framework for assessing proposed developments, which is addressed below.

PPS6 Assessment

a) the need for development

5. The need case for the hotel is qualitative as an element of economic development. The proposed hotel will be located within an area previously allocated by the Manchester UDP for economic development. Whilst that policy has expired, the allocation has been implemented by the construction of the existing pub and fitness/leisure centre (and now residential development). This has established a complex of leisure style uses. The proposed hotel would be located on an otherwise vacant part of the complex, which is already hardstanded in preparation for development.

6. The vacancy of the planning application site, and the resultant absence of any economic generating activity, is detrimental to the remainder of the complex and the wider Moston area. It is noted that the public house is currently vacant and the incomplete nature of the complex arising from the vacant planning application site will clearly have been detrimental to the viable operation of the pub. The

development of the planning application site as a hotel will bring additional employment and economic activity to this area of Moston in line with the original economic development allocation.

7. It is noted that UDP Policy I1.9 states that the Council will allow a range of new hotel developments in appropriate locations along radial routes. The proposed hotel will be situated in close proximity to the M60 and the various radial routes from the city centre. The proposed development is considered to accord with this element of UDP policy and is therefore a preferred location for hotels.

b) securing the appropriate scale of development

8. Discussions have been undertaken with hotel operators that would consider operating the proposed hotel. Discussions suggest that a minimum number of rooms of 70-80 would be appropriate, with a preference for 80-90. The proposed hotel is in line with this scale and therefore the scale of development is considered to be appropriate. In reality, a smaller hotel is unlikely to meet operator requirements in the current market.

c) the sequential approach

10. Moston is a predominately residential area, with little commercial development. It is centred around a parade of shops, located to the east of the proposed development. These shops are identified as a retail parade in the adopted UDP.

11. It is clear that there are no opportunities for developing a hotel close to the 'commercial centre' of Moston. There is no vacant land. Most land is taken up by residential development, which dictates that the necessary plot size for hotel development could only be achieved by acquiring a number of residential plots. This is unlikely to be deliverable in the short term. It is also likely to lead to objections regarding the loss of residential units and the scale of the proposed hotel adjacent to the remaining residential uses.

12. The playing field and clubhouse for North Manchester and Oldham College Rugby Union Football Club is adjacent to the planning application site and marginally closer to the centre of Moston. However, the site is fully operational and not understood to be available for development. Further, the loss of playing fields would be likely to lead to a fundamental objection in terms of PPS17 and by Sport England. In any case, there are not real sustainability advantages in locating the hotel on the football club over the planning application site.

13. The proposed hotel site is well within walking distance of the local facilities and railway station. Accordingly, the proposal is in a location where users can make use of local facilities and therefore enhance their vitality and viability.

d) assessing impact

14. The proposed hotel is considered to be complementary to the existing market. It will widen choice for hotel users in the Manchester area and provide a good choice for those seeking a peripheral base for visiting the city. It is, for example, an entirely different product than a hotel in Manchester City Centre and will not genuinely compete with that market. Moston's hotel offer is otherwise very limited. Accordingly, the proposed hotel is not considered to have a detrimental effect on other hotels in the area.

e) ensuring locations are accessible

15. Moston railway station is situated approximately 5 minutes walking distance from the site to the east. The station provides regular services into Central Manchester and to Rochdale.

16. There is a local parade of shops further down Victoria Avenue East (on the opposite side of the railway line).

17. The site falls within a complex of complementary uses. It is quite likely that hotel users will also seek to use the fitness/leisure centre and the pub (when operational). Clearly the proposed hotel will be within easy walking distance of both these uses and there is good potential to provide 'linked trips' (i.e. some visitors may drive to the hotel but they *will* then need only to walk to use the fitness/leisure centre or pub). This sustainable principle reduces the number of car journeys.

18. For these reasons the accessibility of the site is considered to be excellent.

Summary

19. Whilst the above analysis positively addresses the requirements of PPS6, is must be noted that this proposal could not be argued to entirely accord with guidance in PPS6 as it is manifestly not within or on the edge of a recognised town centre.

20. However, the principle objective of PPS6 is to protect town centres from out of town development and it was primarily drafted to deal with retail development proposals.

21 In this case the qualitative arguments for the provision of a hotel in this location are key. The site falls within an area previously allocated for economic development. That allocation has been implemented, but the remaining vacant site within the established complex is detrimental to the remainder of the complex. There can be no clearer demonstration than the currently vacant pub. The

proposed hotel will enhance the vitality and viability of the existing complex and hence improve its contribution to the economy. It will also enhance the vitality and viability of the existing, albeit limited, retail offer in Moston.

22. In reality, the pub and fitness/leisure centre are both uses that ought, according to PPS6, preferably to be located in town centres. However the complex is established and was granted planning permission for qualitative economic development reasons. The proposed hotel ought to be granted planning permission in order to address the viability of the established complex and secure its long term vitality.