AshtonHale



Planning Statement

Moxy Hotel, 2-4 Atkinson Street- Proposed Hotel Extension

October 2024

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For and on behalf of AshtonHale Limited

1. Introduction

1.1 This Planning Statement has been prepared by AshtonHale Ltd ('AshtonHale') on behalf of KE Hotels, in support of a planning application submitted to Manchester City Council ('MCC') for the upwards extension of the Moxy Hotel in Spinningfields, 2-4 Atkinson Street, Manchester.

1.2 The application proposes the following description of development:

"Erection of a 3-storey extension to the existing 9-storey hotel building, external façade alterations, and other associated works."

1.3 Further details of the development are described in the Design and Access Statement ('DAS') prepared by ICA Architects and are presented within the enclosed application drawings. The application is also accompanied by a suite of supporting technical reports which have been listed within **Appendix II** of this Planning Statement. This Planning Statement should be read alongside the supporting plan and technical documents.

1.4 The purpose of this Planning Statement is to provide a detailed description of both the application site and development proposals, assessing the proposed development against all relevant policies of the Development Plan and other material considerations.

1.5 This application has been submitted to MCC to seek the upwards extension of the Moxy Hotel site following a series of pre-application discussions and previous planning submissions at the site, which culminated in the construction and opening of the current hotel in 2021. These previous planning submissions have established a series of principles that are directly relevant to the determination of this new application.

The Operator

1.6 Since permission for the hotel operation was granted under LPA ref. 116164/FO/2017 in 2017, Moxy has committed to providing an affordable and stylish hotel brand within the city centre. Moxy boldly breaks the rules of a conventional hotel stay. The animated brand combines stylish, industrial design and sociable service at an affordable price point, so that guests can save on space and splurge on experiences. Created for the young at heart, Moxy celebrates nonconformity, open-mindedness, and originality above all. Featuring small but

smart bedrooms and vibrant social spaces with bold programming to plug and play, the Moxy experience is seriously considered and playfully executed.

1.7 Following the establishment of the Moxy Hotel in Manchester, the hotel has managed to retain high occupancy rates across the past 24 months, leading to the proposition of the upwards extension to accommodate a greater number of visitors.

1.8 The following chapters of this Planning Statement are structured as follows:

- **Chapter 2- Site Location and Description:** this chapter provides a description of the application site, the surrounding area and its planning history
- **Chapter 3- Pre-application Consultation:** this chapter summarises the pre-application consultation which has been undertaken by the Applicant with MCC Planning Officers and other related parties.
- **Chapter 4- The Proposed Development:** this chapter provides a description of what planning permission is being sought for.
- **Chapter 5- Planning Policy:** this chapter summarises the relevant local and national planning policy to be considered during the determination of this planning application.
- **Chapter 6- Assessment of the Proposals:** this chapter examines the appropriateness of the proposed development.
- **Chapter 7- Planning Balance:** this chapter brings together all of the factors to be put into the planning balance to consider whether, when looked at as a whole, the scheme represents a sustainable form of development.
- **Chapter 8- Conclusion:** this chapter provides a summary of each of the above chapters and reaches the firm conclusion that the scheme is appropriate for planning permission to be granted.

1.9 In addition to the contents of this Planning Statement, a Local Labour Agreement and a Construction Management Plan Framework have been appended to this document in order to comply with the validation requirements of Manchester City Council.

2. Site Location and Description

2.1 This chapter provides a description of the site and its surroundings. For further detail (and to avoid repetition), please also refer to the submitted Design and Access Statement which has been prepared by ICA.

Site Description

2.2 The site is within the administrative area of Manchester City Council (MCC), and centrally located within the City Centre Boundary just off Deansgate. The Site Location Plan at **Appendix I**, and extracted below, illustrates the site location and extent of the application site edged red.

2.3 The application site is located at 2-4 Atkinson Street and is approximately 0.47 hectares in size. The site comprises the Moxy Hotel, located upon Atkinson Street, Scott Place and Tivoli Street, Manchester. The hotel was established in 2021 and comprises 146 guestrooms across a nine-storey building to the north of the site, and the retained façade of Invicta House. The hotel is traded under the 'Moxy' name, a branding owned by Marrott International Inc.

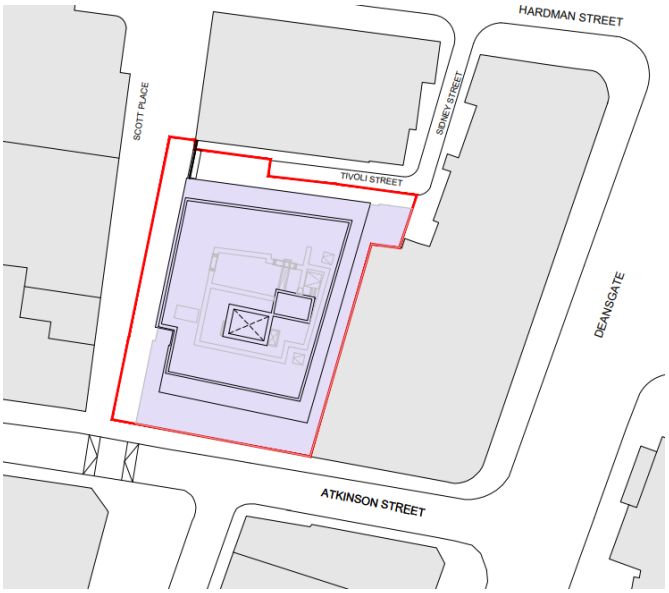


Figure 2.1: *Site Location Plan*

2.4 The site occupies a key location between the established commercial Deansgate thoroughfare to the east and the established commercial district of Spinningfields to the west.

Site Surrounding and Accessibility

2.5 The site is in a highly sustainable location within Spinningfields due to its proximity to public transport links, including the Metrolink (Castlefield- Deansgate and St Peter's Square), Salford Central, Oxford Road and Deansgate Train Stations, and good connections to the road network. Access to the site is taken from Atkinson Street.

2.6 The site lies within the vicinity to a number of bus stops including along Peter Street and Deansgate.

2.7 The Spinningfields area was heavily developed in the 2000s between Deansgate and the River Irwell. Over the last decade, Spinningfields has evolved to become the home for over 170 commercial organisations. Spinningfields is one of Manchester's largest and most successful urban regeneration initiatives, recognised as a prominent world class business hub and a destination of leisure and retail. The area has attracted significant international investment from major investors in the property, retail, and professional industries.

2.8 Spinningfields combines both architectural value and high-quality urban design to create a mixed use, modern and distinctive quarter of the city centre which is a prime attractor for high calibre organisations that are represented globally.

2.9 The Moxy Hotel's surrounding context has benefitted from a strong pipeline of development and investment within the past few years, which has given the Spinningfields area a new founded sense of place and improved public realm, and attracted a series of visitors to the city centre. It's estimated that 119m visitors travel to Manchester annually, and the city has the largest hotel market in the country outside of London.

2.10 Key attractions and in proximity to the site include the Ivy Spinningfields, 20 Storeys, Manchester Opera House and various museums. Furthermore, due to the site's sustainable location, attractions such as Old Trafford Stadium, the Etihad Campus, Media City, the Lowry, Aviva Studios, the Co-Op Live Arena, and the AO Arena are all easily accessible via public transport routes.

Environmental Constraints

- The site is located within Flood Zone 1

- There are no trees protected by a Tree Preservation Order within the curtilage of the site
- There are no listed buildings within the curtilage of the site, however the Moxy Hotel lies adjacent to three neighbouring Grade II listed buildings: Sunlight House; 184-186 Deansgate/ Oddfellows House; and 196 Deansgate/ Royal London House. Further heritage assets of note near the site include The Albert Hall, The John Rylands Library and The Manchester Opera House.
- The site is located within the Deansgate Conservation Area.
- There are no Public Rights of Way across the site.
- The site is located within Manchester City Centre's Air Quality Management Area.

Planning History

2.11 There are a number of relevant planning applications associated with the site which have previously been submitted to MCC. Applications of relevance have been set out below:

LPA Ref.	Description of Development	Decision
129249/JO/2021	Application to vary condition 2 (Approved Drawings and Documents) imposed upon planning approval reference 116164/FO/2017 under section 73 of the Town And Country Planning Act 1990 for additional louvres and increased visibility of louvres, removal of punched and recessed panels within window openings, a 100mm increase to the height of the plant screen, continuation of the pitched roof on the Atkinson Street elevation and rearrangement of internal floor layouts to provide an additional guestroom on the first floor.	Approved September 2021
126945/FO/2020	Redevelopment for a hotel use (Use Class C1), with ground floor ancillary facilities, comprising retention and refurbishment of main facade of Invicta House, erection of a ten-storey building to the rear, and other associated works.	Approved September 2020

LPA Ref.	Description of Development	Decision
116164/FO/2017	Redevelopment of Invicta House for Use Class C1 hotel development comprising 145 no. guestrooms, with ground floor ancillary facilities. Partial demolition of existing building with retention and refurbishment of main facade and erection of a nine storey building to the rear.	Approved 2017

2.12 The current Moxy Hotel site is built out pursuant to LPA Ref. 116164/FO/2017 (and its associated application amendments). The site comprises a nine-storey hotel with 146 no. guestrooms and roof mounted and screened plant. In 2019 an amendment to the permission was approved for a revised entrance and gable arrangement onto Scott Place, with a further amendment approved in September 2021 (ref: 129250/NMC/2021) that formalised an additional bedroom to take the consented number up to 146 beds.

2.13 A subsequent application was submitted to and approved by MCC in 2020 for the redevelopment of Invicta House for hotel use which included for an additional storey to the proposal – taking the number up to 10 storeys. This scheme was not taken forward because of funding reasons during the Covid-19 pandemic, however, informed the structural calculations of the existing hotel building, meaning it could include for additional storeys.

2.14 The Officer's Report associated with the 2020 permission (LPA Ref. 126945/FO/2020) concluded that the provision of additional hotel accommodation at the site would accord with Manchester's key growth priorities and would meet the demands of a growing economy and population. The increase in height from the 2017 permission was not considered to have a significant detrimental impact on the settings of surrounding listed buildings, and the development would enhance surrounding non-designated heritage assets in the area.

2.15 The Committee Report prepared for the built-out scheme (LPA Ref. 116164/FO/2017) additionally confirms that the establishment of the Moxy Hotel at the site would contribute to the on-going process of regeneration of Spinningfields. The 2017 report recognised a shortage of hotel accommodation within the Regional Centre and noted the importance of providing good quality accommodation at a site such as this. The design and scale of the

scheme was considered to be integrated into the city centre context without compromising any adjacent designated heritage assets.

Summary

2.16 The proposed development site is located within an area of Manchester which is undergoing, and will continue to undergo, transformational change.

2.17 The location of development is within a highly sustainable and desirable location for visitors to the city. The site's proximity to pedestrian, cycle and public transport facilities, along with key attractions creates a favourable location for increased development and provision of additional bed spaces at the Moxy Hotel.

3. Statement of Community Involvement

3.1 This Chapter of the Statement, which fulfils the validation requirement of a Statement of Community Involvement ('SCI'), sets out the consultation which has been undertaken by the Applicant prior to the submission of this planning application, demonstrating that relevant stakeholders have been informed of the proposals and describes the consultation which took place to obtain their views. These views, subject to their relevance and achievability, have been utilised to inform the evolution of the proposed development.

Planning Policy Guidance

3.2 The following documents provide an overview of local and national planning policy that promotes community involvement in the preparation of planning applications:

- Statement of Community Involvement, Manchester City Council (adopted in June 2018);
- The National Planning Policy Framework ('NPPF') (adopted in December 2023); and
- The Localism Act (adopted in November 2011)

Statement of Community Involvement 2018

3.3 Manchester City Council adopted a Statement of Community Involvement ('SCI') in June 2018. The statement sets out how the Council will consult and involve people in the preparation of local plans and in the planning application process. Section nine of the Council's SCI sets out the Council's approach to community involvement in planning applications.

3.4 At the pre-application stage the Council advises that development proposals will benefit from engagement with the local community early in the process and encourages applicants to undertake community involvement exercises using a variety of techniques. Specifically, the Council state that developers will be encouraged to carry out pre-application consultation with interested parties and community bodies to enable issues to be addressed early within the planning process.

National Planning Policy Framework (2023)

3.5 The NPPF contains the Government's most up-to-date planning guidance and sets out the Government's planning policies for England.

3.6 Paragraph 39 of the document states how "early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties" therefore leading to "better coordination between public and private resources and improved outcomes for the community".

The Localism Act

3.7 In November 2011 the Localism Act received Royal Assent. This is the Government's method of devolving greater powers to Councils and neighbourhoods to give local communities more control over planning decisions.

3.8 Chapter 4, Paragraph 122 of the Localism Act introduces a requirement for developers to consult local communities on a wider range of developments before submitting planning applications. Developers must consider any responses received before proposals are finalised and show how they have been taken into account when submitting applications. The intention is that this will facilitate meaningful consultation and feedback whilst the proposals are in draft.

Consultation with Manchester City Council

3.9 A pre-application meeting was held on 16 July 2024 between the project design team and senior planning officers at Manchester City Council.

3.10 During this meeting a three-storey extension to the existing Moxy Hotel was presented to the Council, which would deliver 54 no. additional rooms. It was discussed that the structure of the current building was designed and built to accommodate additional height given the previous consent for an additional storey, and that the provision of additional bedrooms in the scheme provides greater economies of scale for the business, creating a viable set up for long term growth and would help meet projected demand at the hotel and in the wider city centre.

3.11 Overall, the proposed vertical extension of the Moxy Hotel and the additional delivery in guest bedrooms was positively received. It was advised that consultation take place with

Historic England and surrounding landowners in advance of a planning application submission.

3.12 Following the pre-application meeting, Historic England were contacted by the project team. Historic England confirmed via email (dated 5 September 2024) that a meeting regarding the proposed extension would not be required and provided no further comments.

3.13 Notice via email has been given to the surrounding landowners regarding the proposed vertical extension of the Moxy Hotel including:

- 1 Hardman Street, Spinningfields, Manchester
- 2 Hardman Street, Spinningfields, Manchester
- 184-186 Deansgate, Manchester
- 196 Deansgate, Manchester.

3.14 Further details of the proposals were provided where requested.

3.15 The existing Moxy Hotel development has benefited from significant previous consultation with Manchester City Council, Historic England and surrounding landowners during the preparation of previous applications relating to the development of the hotel.

3.16 Prior to the submission of LPA Ref. 116164/FO/2017, a pre-application meeting was held with Manchester City Council on 2 February 2017. The 2017 Committee Report confirms that Officers worked with the applicant in a positive and pro-active manner to seek solutions to problems arising in relation to dealing with the planning application. Officers held pre-application discussions with the applicant to establish the in principle acceptability of the proposed development.

Summary

3.17 In summary, the Applicant has carried out necessary consultations throughout the pre-application discussions. The consultation has been undertaken in accordance with MCC's Statement of Community Involvement, as well as being in line with the principles of the localism act and the NPPF.

4. The Proposed Development

4.1 This chapter describes the use and amount, layout and scale, appearance and means of access to the development for which planning permission is sought. The application proposals are described in detail in the accompanying Design and Access Statement prepared by ICA, which should be read in conjunction with this Planning Statement.

4.2 The application seeks full planning permission for:

> "Erection of a 3 storey extension to the existing 9-storey hotel building, external façade alterations, and other associated works."

4.3 The Moxy Hotel site is currently comprised of 9 stories with roof mounted and screened plant. The Applicant seeks to enhance and expand the existing hotel offer through the vertical extension of three additional storeys to accommodate a further 54 no. guestrooms at the site, including one additional accessible bedroom, increasing the overall provision to 200 no. guestrooms. The application does not seek to alter the ground or lower floors of the existing Moxy Hotel.

4.4 In line with the 'Town and Country Planning (Development Management Procedure) (England) (Amendments) Order 2013 – Guidance Note for Design and Access Statement', the following subsections detail the proposed site layout, the development amount, scale and appearance, and the proposed landscaping for each aspect of the proposals.

Development Proposals

4.5 The proposed development aims to accommodate the increased demand for hotel rooms within the city, following the success of the Moxy Hotel over the past three years.

4.6 The approved 2017 scheme delivered a 146-guestroom hotel which also included ancillary communal areas, a bar, a restaurant, and staff facilities. The existing Moxy Hotel comprises ten storeys (GF + 9 storeys), with the façade of Invicta House remaining in place fronting Atkinson Street.



Figure 4.1: Existing view of the Moxy Hotel

4.7 This application seeks to erect a three-storey extension to the existing Moxy Hotel, retaining the upper-most storey and plant space. The additional storeys will retain the same industrial panel cladding and glass aesthetic with perforated panels to continue the verticality of the building.

4.8 It is proposed that the additional storeys will be created through the removal of the top storey of the existing building, the building will then be built up with typical floors replicated across the three new additional storeys, and then the upper floor shall be reinstated.



Figure 4.2: Existing and Proposed Views

Use and Amount

4.9 The proposed three storey will add an additional 54 rooms to the existing 146, to create a total of 200 no. guestrooms at the Moxy Hotel.

4.10 The proposed hotel extension includes the establishment of one additional accessible bedroom. All accessible bedrooms and bathrooms will be in accordance with Document M and British Standards size requirements.

Layout, Scale and Appearance

4.11 The hotel proposal retains the overall aesthetic approach of the existing Moxy Hotel, with the façade of Invicta House retained on both Atkinson Street and Scott Place. The taller element of the existing site is proposed to contain the additional three storeys, which shall be stepped back off the retained facades as per the current condition, with a glazed top storey element set back on three sides.

4.12 The additional three storeys will replicate the existing typical guestroom floor plates found on level 6-7 of the Moxy Hotel.



Figure 4.3: Existing Level 06-07 Plan

4.13 The materiality of the proposed extension maintains the logic and appearance established by the existing development and retains the palette and expression of previously approved materials. The proposed materiality of the development has been proposed to match the rest of the existing building, enhance the character of the location and its surroundings, and in addition continue to reflect the hotel brand ethos of a quirky, vibrant and distinctive place.

4.14 A consistent palette of weathered rainscreen panel cladding and curtain walling is proposed on the façade of the extension to match with the existing materials of the site. The weathered metal cladding includes randomly punched perforated panels, metal fins to the South Elevation, and horizontal banding and solid elements of the façade

4.15 Perforated panels and vertical fins will add additional visual interest to the design. The fins proposed on the south elevation will allow a visual rhythm to be understood on the façade and contribute to the provision of shading and privacy to the bedrooms.

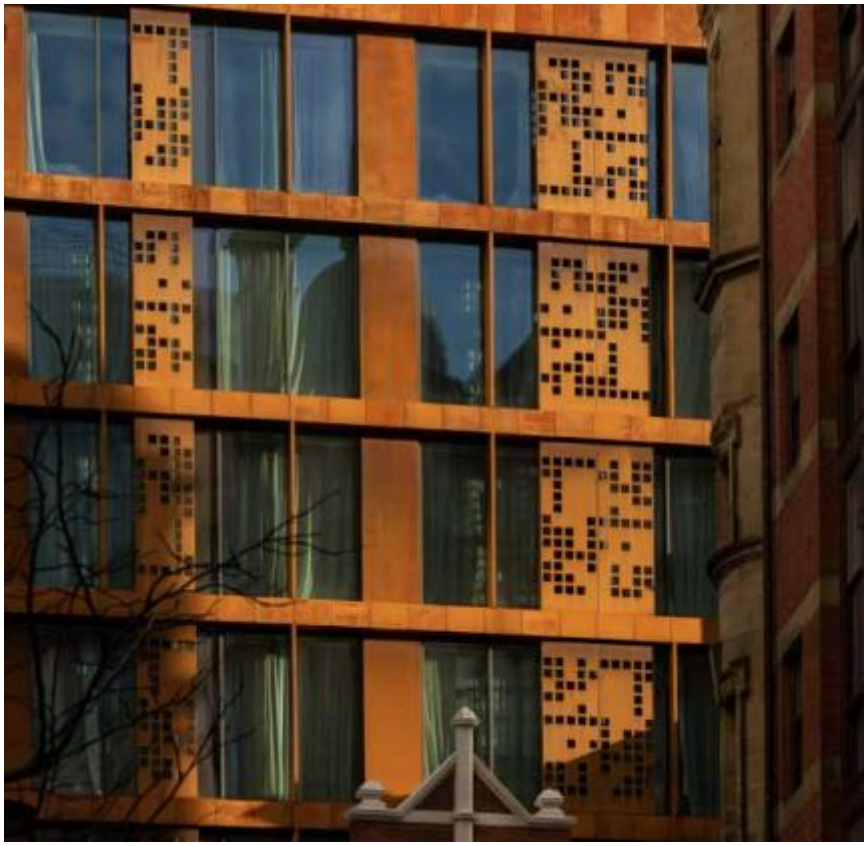


Figure 4.4: Existing Material Palette

4.16 The proposed elevations of the additional floors will reflect the design principles of the originally consented design including the following:

- Maintaining and enhancing the 'tower' element, which is stepped back off the retained facades.
- A glazed top storey element set back on three sides.
- Randomly located perforated facade panels within horizontal banding
- A materiality of metal cladding with a weathered aesthetic
- A rooftop plant enclosure.



Figure 4.5: Proposed Building View North with 3-Storey Extension

Access and Servicing

4.17 It is proposed that the development will remain car-free, and as a result no additional parking will be provided as part of this planning application. The lack of car parking will capitalise on the city centre location and should promote use of other travel methods such as public transport, in line with the current operation of the hotel

4.18 The car-free nature of the hotel was supported by officers within the original planning application.

4.19 The existing hotel has dedicated cycle parking as well as shower and changing facilities for staff use, in line with the city centre ambitions to promote cycling as a mode of transport. The proposed extension of the Moxy Hotel will provide three addition cycle spaces, creating a total of 20 spaces.

4.20 Pedestrian access to the building will remain as existing via the Hotel's main entrance on Scott Place. Staff access to the hotel can gained on Tivoli Street.

4.21 In line with the existing arrangement, the hotel will remain serviced via Tivoli Street / Hardman Street. This includes deliveries, refuse collection, and servicing of plant areas, which will not change as a result of the proposed additional rooms.

Summary

4.22 This section of the Planning Statement has described the proposed development, and detailed how the proposed scheme will compliment and enhance the exiting Moxy Hotel development.

5. Planning Policy Context

5.1 This chapter outlines and assesses the proposals against the Development Plan and all other relevant material considerations, which the decision maker should have regard to.

5.2 Section 70(2) of the Town and Country Planning Act 1990 (TCPA) and Section 38(6) of the Planning and Compulsory Purchase Act (PCPA) requires that planning decisions be taken in accordance with the adopted Development Plan unless material considerations indicate otherwise.

Development Plan

5.3 The Development Plan for the site currently comprises the following documents:

- Places for Everyone (adopted March 2024);
- Manchester's Core Strategy 2012-2027 (adopted July 2012); and
- The 'saved' policies of the Manchester Unitary Development Plan (adopted July 1995).
- Greater Manchester Joint Waste Development Plan document (2012); and
- Greater Manchester Joint Minerals Plan (2013).

Places for Everyone

5.4 The Places for Everyone ('PfE') plan is a Joint Development Plan for 9 of Greater Manchester's Planning Authorities, including Manchester City Council. The Plan was formally adopted by Manchester City Council on 20th March 2024.

5.5 The Plan seeks to deliver sustainable, inclusive growth through a number of Strategic Objectives, of most relevance to this application are:

- **Objective 3: Playing our part in ensuring a thriving and productive economy in all parts of Greater Manchester**- PfE seeks to ensure that there is adequate development land to meet employment need, prioritise brownfield land, and ensure that there is a diverse range of employment sites and premises.
- **Objective 4: Maximise the potential arising from our national and international assets**- PfE aims to improve visitor facilities within the City Centre. Development will be

focussed in the Core Growth Area and access to jobs within these locations will be improved.

- **Objective 5: Reduce inequalities and improve prosperity**- the objective sets out to ensure that people in each neighbourhood have access to employment opportunities. Development will be prioritised win well-connected locations.
- **Objective 6: Promote the sustainable movement of people, good and information**- PfE will focus new development within 800m of sustainable transport hubs and ensure new development is designed to encourage active and sustainable travel.

5.6 Further to the Strategic Objectives, PfE details the 'Core Growth Areas' across Manchester which have been identified to support growth across the area and provide opportunities for local communities. The proposed development site falls within the City Centre Core Growth Area.

5.7 **Policy JP-Strat1 (Core Growth Area)** identifies the city centre as playing a key role in Greater Manchester's economy with significant development potential. The Core Growth Area will be important in supporting the growth of jobs and providing employment opportunities. The city centre will be the largest source of new jobs within Greater Manchester, with an aim to create future employment opportunities across brownfield land.

5.8 **Policy JP-Strat2 (City Centre)** further details that the city centre will provide the primary focus for business, retail, leisure and culture within Greater Manchester. The role of the city centre as the most significant economic location in the country outside of London will be strengthened considerably.

Manchester Core Strategy

5.9 The Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy sets out the long-term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

5.10 **Policy SP1 (Spatial Principles)** provides the key spatial principles that will guide the strategic development of Manchester to 2027. The policy encourages the centre to be a focus for economic and commercial development, retail, leisure and cultural activity. Policy SP1 also states that the City Centre is covered by regeneration areas and development should have regard to the character, issues and strategies set out in the prospective plans. This policy also encourages development to minimise emissions, and to reduce the need to travel by locating development close to jobs, services, education and open space.

5.11 **Policy CC4 (Visitors- Tourism, Culture and Leisure)** states that the City Centre will be the focus for culture and leisure in the City Region. The policy also notes that hotels have become an increasingly important use across the City, and these are particularly important in the City Centre. New hotel developments which contribute to the quality of the City Centre hotel offer and proposals to improve the facilities for business visitors will be supported.

5.12 **Policy CC5 (Transport)** seeks to maintain and enhance sustainable access to the City Centre by all modes and to strengthen public transport capacity and quality.

5.13 **Policy CC6 (City Centre High Density Development)** states that City Centre development will generally be high-density and will need to have regard to the Council's approach to tall buildings (Policy EN2). Overall, the policy emphasises that high-density development will continue to be supported throughout the City Centre.

5.14 **Policy CC9 (Design and Heritage)** expects the design of new buildings to be of the highest standard in terms of appearance and function. It states:

"Development in Manchester City Centre should preserve and enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments".

5.15 **Policy EN1 (Design Principles and Strategic Character Areas**) seeks to ensure that new development follows the seven principles of urban design within the sites specific character areas and reinforces the sense of place and local distinctiveness of the City. The policy also states that Design and Access Statements should be submitted with proposals for new development and must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives.

5.16 **Policy EN3 (Heritage)** notes that the Council will encourage development that complement the historic and heritage features of the city centre. The policy requires new developments to be designed so that they preserve, or enhance the historic environment, character, setting and accessibility of listed buildings and conservation areas.

Saved Unitary Development Plan

5.17 The Moxy Hotel is located under the 'Policy RC20 Area 25' designation within the UDP which is recognised as an area that has been substantially redeveloped with the retention of some older buildings.

5.18 Further to this, **Policy 19.1 (Listed Buildings)** will need to be considered. This policy notes that the Council will have regard to the desirability of securing and maintaining listed buildings and protected their general setting.

5.19 **Policy DC18.1 (Conservation Areas)** states that the Council will give careful consideration to development proposals within Conservation Areas and will seek to preserve and enhance the character of its designated conservation area.

5.20 **DC26.1 and DC26.5 (Development and Noise)** the Council intends to use the development control process to reduce the impact of noise on people living and working in or visiting the city. The Council will control noise levels by requiring, where necessary, high levels of noise insultation in new development as well as noise barriers where this is appropriate.

Other Material Considerations

Guide to Development in Manchester Supplementary Planning Document

5.21 The Guide to Development in Manchester (2007) seeks to provide guidance which will help to development and enhance an environment within Manchester that is visually attractive, has a unique and positive sense of place and that properly caters for the functions which it accommodates both now and in the future. The advice covers the following issues: design; accessibility; environmental standards; street hierarchy; parking guidelines; housing density; promotion of a safer environment; design for health; and, internal design principles.

Green and Blue Infrastructure Strategy and Action Plan

5.22 Manchester's Green and Blue Infrastructure Strategy and Action Plan (2022) aims to build on investment to date and create a high quality, well maintained green and blue spaces which are integral part of neighbourhoods. The objectives of the Strategy include using appropriate infrastructure to create successful neighbourhoods and support the city's growth.

Manchester's Climate Emergency

5.23 Manchester City Council unanimously declared a climate emergency in July 2019 and has committed to the goal of reducing the city's climate emissions to net zero by 2038, or earlier if possible, which is at least 12 years ahead of the current national target.

National Planning Policy Framework

5.24 The National Planning Policy Framework ('NPPF') contains the Government's most up-to-date planning guidance for England. The NPPF F is a significant material consideration in the determination of this application. The overall emphasis of the NPPF is to reiterate the Government's key objectives of facilitating economic growth and securing sustainable development.

5.25 Paragraph 85 of the NPPF states that significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.

5.26 Furthermore, Paragraph 131 details that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. In addition to this, Paragraph 139 notes that significant weight should be given to outstanding or innovative designs which promote high levels of sustainability or help raise the standard of design more generally in an area.

Summary

5.27 This chapter has identified national and local planning considerations to be taken into account when determining this application. The following chapter assesses the proposals against the policies set out above.

6. Assessment of Principle of Development

6.1 This Chapter of the Statement assesses the planning policies of relevance in context to the proposed development. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise.

Principle of Development

6.2 Regeneration is a key planning consideration. The site is located within a key growth area within Manchester City Centre, which has undergone, and is continuing to undergo, significant regeneration. This is an ongoing process and much remains to be done if the city centre is to remain competitive. Manchester city centre is the primary economic driver in the City Region and is crucial to its longer-term economic success. It is essential therefore that the City Centre continues to grow and provide new accommodation in order to deliver regeneration.

6.3 Manchester City Centre and it's wider vicinity has established a series of successful tourist and visitor attractions including sporting facilities (e.g. Sportcity and Emirates Old Trafford), cultural attractions (e.g. HOME, the National Football Museum, the People's History Museum and the Imperial War Museum), a thriving media sector (e.g. MEDIACITYUK) and improvements in the City Centre's retail offer (Manchester Arndale is now the UK's largest inner city shopping mall).

6.4 The Greater Manchester International Strategy 2022 – 2025 identifies that the hotel sector continues to grow with over 7,800 new hotel bedrooms in the pipeline across Greater Manchester over the next five years to support over £200 million in investments in cultural attractions. The Strategy sets a key ambition to raise Greater Manchester's profile as a welcoming and diverse city-region with a strong place offer. This application supports the Strategy through the proposed extension of the Moxy Hotel to provide an addition 54 no. guestrooms within Manchester City Centre.

6.5 Furthermore, the Greater Manchester Strategy for the Visitor Economy 2014 – 2020 estimates that tourism within Greater Manchester generates c. £6.6 billion a year for the local economy and supports nearly 84,000 full time jobs.

6.6 Tourism is a critical part of the economy for the Greater Manchester city region. The Moxy Hotel site has proven its success in attracting guests over the past two-year period, clearly demonstrating itself as hotel of choice due to its existing facilities and sustainable location. The provision of additional guestrooms at the Moxy Hotel will enable further expansion of an established hotel facility, to keep pace with the future growth of the tourism industry in Manchester which is anticipated.

6.7 The applicant has provided records of the occupancy rate of the Moxy Hotel over the past 24 months (October 2022- September 2024):

MOXY MANCHESTER CITY	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23
Available Rooms	4526	4380	4526	4526	4088	4526	4380	4526	4526	4526	4526	4380
Rooms Sold	4003	3871	3433	3144	3162	3836	3779	3455	3861	3894	3540	3862
Occupancy	88.44%	88.38%	75.85%	69.47%	77.35%	84.75%	86.28%	76.34%	85.31%	86.04%	78.21%	88.17%

MOXY MANCHESTER CITY	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24
Available Rooms	4526	4380	4526	4526	4234	4526	4380	4526	4380	4526	4526	4380
Rooms Sold	3950	3901	3621	3655	3636	3652	3642	3588	3654	3828	3547	3856
Occupancy	87.27%	89.06%	80.00%	80.76%	85.88%	80.69%	83.15%	79.28%	83.42%	84.58%	78.37%	88.04%

Figure 6.1: *Occupancy of the Moxy Hotel (24-month period)*

6.8 As shown in the figure above, the Moxy Hotel has retained a high occupancy rate over the past two years, regularly exceeding an average 80% occupancy per month for corporate and leisure visitors, and often being full on busy weekends. These already high occupancy rates explain the Moxy's desire for the provision of additional guestrooms at the hotel in order to provide further variation in accommodation choice and account for current and expected growth in the tourism and visitor industry.

6.9 Policy CC4 of the Core Strategy recognises the importance of hotel delivery across Manchester, particularly those within the city centre which contribute towards the hotel offer and improvement of visitor facilities. The proposed upwards extension of the Moxy Hotel will accord with Policy CC4 through the provision of additional infrastructure to ensure that accommodation is available to Manchester's visitor economy. The provision of additional hotel bedrooms will bring significant investment and regeneration benefits over and above that of the consented scheme.

6.10 Manchester City Council[1] have recently acknowledged the requirement for further hotel provisions within sustainable locations and accessible to tourist locations to accommodate the city's future growth ambitions. The Officers Report associated with the permission of 12-16 Piccadilly Hotel in August 2024 confirms that occupancy rates for hotels have returned to pre-covid levels at 76% over the past 12 months. As Figure 6.1 displays above, the Moxy Hotel has exceeded this figure continually over the past 12 months.

6.11 The proposed extension of the site would support the growth of the city centre as a visitor attraction and business destination, domestically and internationally. It would be located close to a major transport hub with exceptional connections and would promote sustainable economic growth in accordance with Core Strategy Policies CC5 and CC6, and PfE Policies JP-Strat1 and JP-Strat2.

Height and Design

6.12 The principle of an increased height at the Moxy Hotel was established within the approval of LPA Ref. 126945/FO/2020, which sought the addition of an additional storey to the 2017 permission. The Officer's Report associated with the approval concluded that the additional storey sought would not lead to a significant detrimental impact on the settings of surrounding listed buildings, and the development would enhance surrounding non-designated heritage assets in the area. This application seeks an additional 3-storeys (2 above the 2020 consent), however, the supporting information concludes that the proposed height would still not lead to a significant detrimental impact on the settings of surrounding listed buildings.

6.13 The proposed extension to the site has been designed by the original hotel architects and retains the overall aesthetic of the existing development, in line with the principles agreed with the City Council, Historic England and neighbouring landowners. The existing hotel development has already been designed to compliment and enhance the existing urban design of the area, and the proposed scheme seeks to apply these principles within the extension. The proposed materiality and form will reflect the existing nine-storey tower at the Moxy Hotel Site. This application therefore accords with Core Strategy Policies CC9 and EN3.

[1] LPA Ref. 137794/FO/2023. Officer Report 20 August 2024.

Heritage

6.14 This application is accompanied by a Heritage Statement prepared by Heritage Architecture which appraises identified features of the surrounding historic built environment within the context of the site. The Statement concludes that the proposed extension will result in one instance of negligible visual impact and three instances of neutral impact. The upwards extension is designed harmoniously with the historic environment and the scale of the proposal has been formed to minimise the visual intrusion. The proposed development therefore accords with Core Strategy Policies CC9 and EN3.

7. Environmental and Technical Considerations

7.1 Under the provisions of Section 38 of the Planning & Compulsory Purchase Act 2004, Local Planning Authorities ('LPAs') are required to determine planning applications in accordance with policies contained within the statutory Development Plan unless material planning considerations indicate otherwise. Consideration is given to the following key issues:

- Daylight & Sunlight;
- Transport; and,
- Noise.

7.2 It is considered that there will be no material changes to the conclusions of the following technical reports originally submitted and approved as part of the planning consent in 2020 resulting from the proposed 3-storey extension, and this has been confirmed with planning officers at the pre-application stage:

- Air Quality Assessment
- Blue/Green Infrastructure
- Crime Impact Assessment
- Ecology Assessment
- Flood Risk Assessment
- Geo Environmental Phase 1 Report
- Sustainability Statement
- Utilities Statement

Daylight & Sunlight

7.3 GIA have prepared a note outlining that as a result of the proposed upwards extension, there would be no adverse effect on any relevant receptors and a daylight and sunlight assessment

will not be required for this application. The proposed development therefore accords to Core Strategy DM1.

Transport

7.4 A Transport Note, prepared by Mode Transport Planning, has been enclosed within this application. The Note confirms that the site is located within a sustainable location in relation to the proposed extension, with easy access by walking cycling, bus, light rail and rail. The report concludes that the proposal will have a negligible impact on the highway network, with only 10 additional trips in the AM peak and 8 in the PM peak. The development therefore complies with Core Strategy Policy CC5.

Noise

7.5 A Planning Noise Report has been prepared by Sandy Brown Ltd. to support the application proposals and to determine the required acoustic performances for the facades, and provide guidance on the ventilation strategy. An environmental noise survey has been carried out at the site. The noise survey was carried out between 6 September 2024 and 10 September 2024.

7.6 It is expected that standard thermal double glazing with mechanical ventilation shall be suitable to control environmental noise ingress to meet the Moxy hotel standards throughout. The assessment shows the site, subject to appropriate mitigation measures, is suitable for commercial development in terms of noise. Accordingly, the development therefore complies with Core Strategy Policy DM1.

8. Planning Balance

8.1 As demonstrated in this Statement, the application proposals accord with the relevant policies of the Development Plan when read as a whole and should therefore be approved without delay in accordance with the NPPF.

8.2 Notwithstanding the above, if the Council does identify conflict with any policies of the Development Plan, the potential harm is clearly outweighed by the economic, social and environmental benefits, as set out below, to which we would ascribe significant weight in the planning balance. The accompanying Heritage Statement outlines that the proposed development will result in one instance of negligible visual impact however, the overall design of the scheme has been developed to ensure harmony with the surrounding historic environment.

Economic Benefits

- Contribution towards Manchester city centre's economic value;
- The generation of both temporary and full-time equivalent construction jobs, including skilled professionals and lower skilled jobs, and associated job creation in the local economy;
- Provide investment into the local area through the construction process; and
- Generate increased spending in the immediate area of Spinningfields and Deansgate which will subsequently support job creation.

Social Benefits

- The provision of 54 additional hotel rooms within the City Centre to accommodate tourists and other visitors to Manchester within a sustainable location.
- Delivery of a well-designed development within central Manchester;
- Secure direct investment into the local economy by improving the area's aesthetics and streetscape. The proposed development will contribute to the ongoing regeneration of Spinningfields, proving infrastructure to ensure that the area is a location of choice.

Environmental Benefits

- Ensure efficient use of previously development land by maximising the buildings commercial potential with no additional impacts;
- Be designed to ensure that the building functions effectively from an operational perspective whilst also reinforcing an exciting and innovate remodelling.

Summary

8.3 In summary, the proposed development represents a highly sustainable form of development which will deliver new hotel accommodation upon the existing site. The proposals fully accord with the Development Plan and associated planning guidance.

9. Conclusion

9.1 This Planning Statement has been prepared by AshtonHale on behalf of KE Hotels in support of a full planning application made to Manchester City Council for the proposed 3-storey upwards extension and 54 no. additional hotel beds at the Moxy Hotel. This Statement has addressed all relevant planning policy considerations, and in particular the case for the expansion of the existing site.

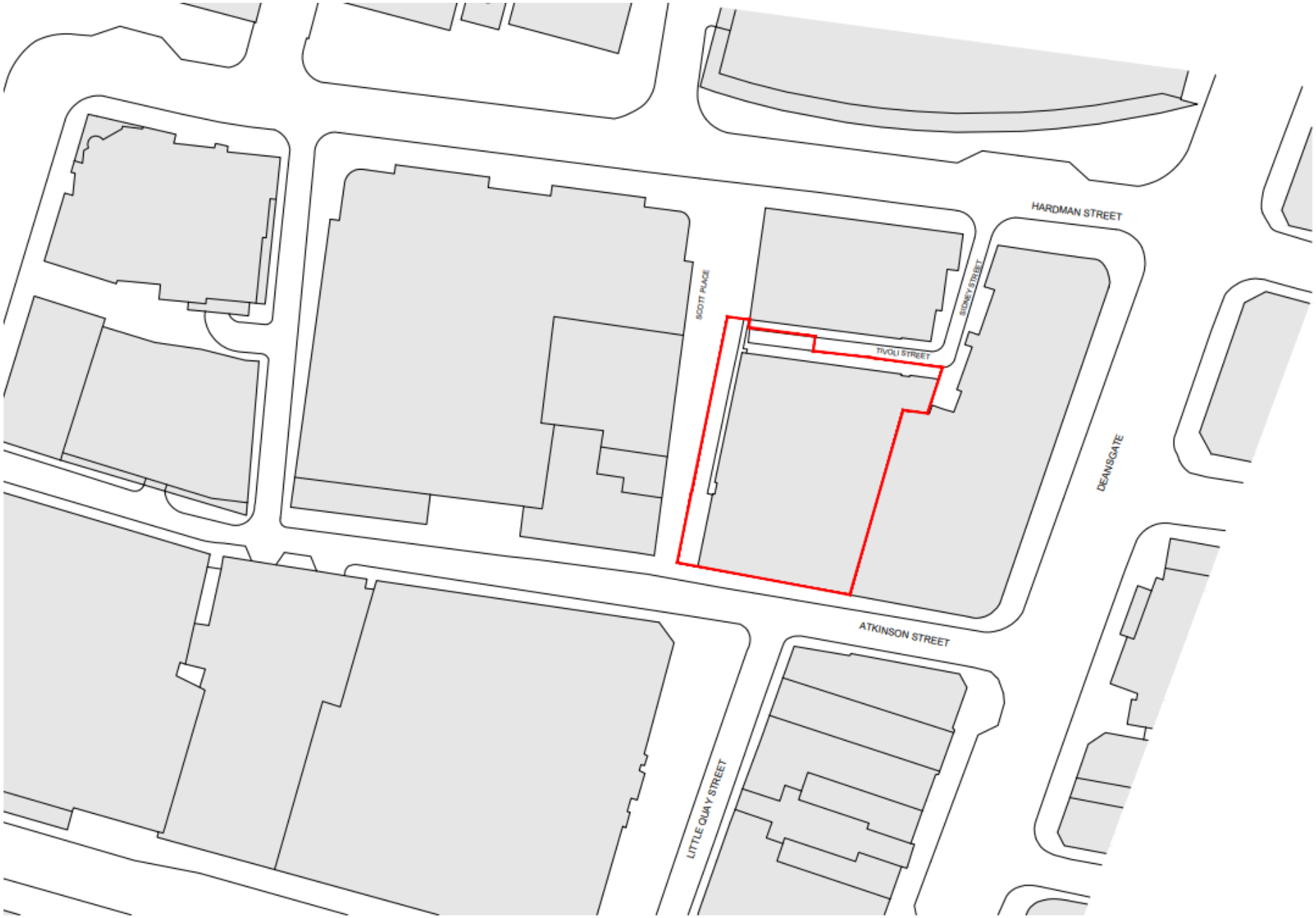
9.2 The site is situated within a highly sustainable location upon as site whereby the use of hotel accommodation is already established. In locational terms, the site provides an excellent opportunity to enhance the provisions of the site and the hotel, and the overall regeneration of the area.

9.3 The proposal has been designed with due regard to the technical assessments undertaken by the Applicant's project team,

9.4 The proposals will contribute towards the sustainable development of the site in alignment with the NPPF when taken as a whole. The proposals deliver beneficial economic, social and environmental prospects, and are fundamental in forwarding the ambitions of the Moxy Hotel brand.

9.5 Accordingly, it is respectfully requested that Manchester City Council grants planning permission for the proposals.

Appendix I
Site Location Plan


HARDMAN STREET
SCOTT PLACE
SIDNEY STREET
TIVOLI STREET
DEANSGATE
ATKINSON STREET
LITTLE QUAY STREET
Location Plan

Appendix II

Submission Schedule

Document	Author	Reference
Planning Statement	AshtonHale Ltd.	October 2024
Heritage Statement	Heritage Architecture	October 2024
Transport Note	Mode Transport Planning	October 2024
Noise Assessment	Sandy Brown Ltd.	October 2024
Daylight & Sunlight Note	GIA	October 2024
Design and Access Statement	ICA Architects	October 2024
Drawing Title	**Author**	**Reference**
Existing Location Plan	ICA Architects	PL(00)001
Existing Site Plan	ICA Architects	PL(00)002
Proposed Location Plan	ICA Architects	PL(00)005
Proposed Site Plan	ICA Architects	PL(00)006
Existing Ground Floor Plan	ICA Architects	PL(00)011
Existing Level 01 Plan	ICA Architects	PL(00)012
Existing Level 02 Plan	ICA Architects	PL(00)013
Existing Level 03-05 Plan	ICA Architects	PL(00)014
Existing Level 06-07 Plan	ICA Architects	PL(00)015
Existing Level 08 Plan	ICA Architects	PL(00)016 -
Existing Roof Plan	ICA Architects	PL(00)017
Proposed Level 06-08 Plan	ICA Architects	PL(00)018

Proposed Level 09-10 Plan	ICA Architects	PL(00)019
Proposed Level 11 Plan	ICA Architects	PL(00)020
Proposed Roof Plan	ICA Architects	PL(00)021
Existing Elevation Atkinson Street	ICA Architects	PL(00)040
Existing Elevation Scott Place	ICA Architects	PL(00)041
Existing Elevation Deansgate	ICA Architects	PL(00)042
Existing Elevation Tivoli Street	ICA Architects	PL(00)043
Proposed Elevation Atkinson Street	ICA Architects	PL(00)044
Proposed Elevation Scott Place	ICA Architects	PL(00)045
Proposed Elevation Deansgate	ICA Architects	PL(00)046
Proposed Elevation Tivoli Street	ICA Architects	PL(00)047
Existing Area Schedule	ICA Architects	AC(00)001
Proposed Area Schedule	ICA Architects	AC(00)002

Appendix III

Local Labour Agreement

Local Labour Agreement

Proposed extension of the Moxy Hotel

This agreement summarises how KE Hotels and/or the scheme contractor (herewith referred to as "The Company"), will discharge planning conditions in relation to local labour attached to the above planning application. The Company will engage voluntarily with Manchester City Council's Work and Skills Team to maximise the recruitment of local residents in construction and related jobs.

If applicable and within the remit of The Company, this will extend to end use job opportunities as well. The Company, and if applicable the end user, will also consider links with schools, employment support organisations and community groups to offer careers information, skills development, work experience or other activities to be agreed.

Construction Phase

We will agree with the Work and Skills Team indicative targets against key performance indicators issued as part of this Agreement. We will endeavour to deliver and monitor these targets, and we will provide regular updates as agreed with the Work and Skills Team.

End Use

Prior to completing the proposed development, The Company, the Work and Skills Team and the end users of the proposed commercial units (if known at that time), will explore how they can work together on recruitment for the end use. Sufficient lead in time will enable the Council and its partners to source and prepare suitable local candidates.

In the first instance, The Company will consider conduction a local candidate search using the Manchester Employers Suite and other local community networks. The Work and Skills Team will support this work.

If 2 months prior, or another period to be agreed, to the start of the end use of the commercial units not enough local candidates have been identified and recruited, The Company can broaden its search for suitable staff via whatever means it so chooses but ideally targets Greater Manchester first.

Scope of Agreement

There shall be no obligation to extend the above commitments for staff that are difficult to recruit locally because of specific or specialist qualifications, where The Company reserves the right to recruit as business needs dictate. However, The Company will explore with the Work and Skills Team how opportunities for local residents can be maximised.

Nothing in this undertaking shall be deemed to impose on The Company any obligation or require any action that would contravene any UK employment law or UK anti-discrimination law.

Appendix IV

Construction Management Plan Framework

Construction Management Plan Framework

The purpose of this section is to provide a framework for the preparation of the Construction Management Plan ("CMP") which will be prepared prior to construction and delivered via a planning condition. The CMP will provide details of how the proposed scheme will be managed during the construction.

A Construction Phase Plan is required by the CDM 2015 Regulations for any construction work carried out by contractors. This CMP will be prepared to satisfy these regulations. The CMP will be enforced by the Contracts/Project Manager on receipt of client pre-construction information.

The CMP will be checked by the client team or his appointed Principal Designer for accuracy and robustness before commencement of site works. Following agreement of the Plan, this will be issued to the construction team and be updated/maintained on site by the site manager.

Objectives of the CMP

The objectives of the CMP are to:

- Define the existing and proposed ground levels specific to the proposed development.
- Provide information on any environmental and sensitive local receptors relating to the construction of the development and associated infrastructure;
- Set out actions required to manage the specified environmental risks, through consideration of design requirements, monitoring schemes and appropriate method statements.
- Define the requirements for communication of the CMP to the project team, environmental training and awareness, stakeholder liaison.
- Define the processes for updating the CMP - management reviews, incident reporting and investigation, etc

The key function of the CMP is to highlight and manage the specific environmental effects of the construction phase and to ensure that the significant negative effects are mitigated, and where practicable that additional environmental enhancements are delivered through completion of the proposed works.

Perceived Environmental Risk from Construction Activities

The perceived and potential risks which the CMP will set out to address are:

- Contamination of soils, surface waters and groundwater through spills, run-off etc;
- Production of dust from construction activities;
- Management of construction traffic;
- Production of noise and vibration from construction activities;
- Production of construction waste from construction activities and;
- Damage to habitats (including flora and fauna and watercourses) from construction activities.

The following sets out the framework and structure of the CMP:

Chapter 1: Project Method Statement

The section will provide a detailed description of the proposed approach to the enabling and construction programme and set out the following:

- The construction process – sets out the programme and key construction operations such as setting up of compounds, access, any remediation required, changes in levels etc.
- Hours of operation – for the avoidance of doubt, the construction working hours will be 07:30 – 19:30 Mondays to Fridays and 08:00 to 13:00 on Saturdays. No construction work shall take place on Sundays or Bank Holidays.

Chapter 2: General Site Management

The project delivery team structure, roles and responsibilities for the overall development of the site will be presented. Roles include:

- Environmental Manager
- Ecological Liaison Officer
- Principal Contractor
- PCs Contract Manager
- Design Manager
- Sub-Contractors

Site induction procedures will be set out which will include instruction on emergency procedures and any training required for site-based staff. The project goal is zero reportable or major accidents and dangerous occurrences during construction. Other items covered under this section of the CMP include:

- Selection criteria for contractors and designers
- Security and fencing
- Offices and cabins
- Welfare facilities
- Emergency incidents and management
- Fire and emergency evacuation

Chapter 3: Arrangement for Controlling Significant Site Risks

Material placement, delivery, removal and waste management will be set out and measures to ensure that site services are protect and maintained. Consideration of adjacent land uses and protecting the public to ensure activities will not create unnecessary safety issues will be undertaken. All works will be planned to protect the public and adjacent site workers from the site's activities associated with construction site movement, deep excavations and movement of materials.

Preventing of falls is considered to be one of the highest control priorities and measures will be set out to control working at height. Fuelling and hazardous liquids has the most potential for environmental impact to surface and ground water and will be tightly controlled through measures set out in this chapter.

A subsection within this part of the CMP will set out measures to control deliveries and vehicle movement:

- Parking
- Deliveries
- Site access and vehicle movement
- Road Cleanliness

Chapter 4: Environmental Considerations and Management Measures

This section will set out the key environmental issues such as soil contamination and how any contaminated material will be handled, removal of any asbestos material, ground gas and set out techniques that will minimise noise and vibration. In addition to reduce the impact of dust and air emissions measures such as dust suppressants, stockpile management and speed limits on site will be considered. The site management team will ensure that all site personnel are appropriately briefed on any ecological issues at the site. Specific site related issues will be set out here.

Chapter 5: Health and Safety

This chapter will set out the information that will be required, by the Principal Designer, for inclusion in the Health and Safety File. The above sets out the framework for the CMP. The applicant invites the requirement for a CMP to be a condition to the planning consent.

Summary

In summary, this section of the Planning Statement has described various components of the CMP. This CMP will be prepared prior to construction and delivered via a planning condition. The final CMP once issued will provide details of how the proposed scheme will be managed during the construction.