

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137168/LO/2023 and 137167/AO/2023

Date registered valid: 25 July 2023

Proposal: Display of 2no. high level internally illuminated individual letter signs and 1no. externally illuminated projecting sign.
Display of 2no. high level internally illuminated individual letter signs and 1no. externally illuminated projecting sign.

Address: Manchester Travel Inn Metro , 112-114 Portland Street, Manchester, M1 4WB

Ward(s): Deansgate Ward

Applicant: Premier Inn Hotels Ltd

Agent (if any): Vicky Harper Walsingham Planning

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 24 November 2023

Application details

Type of application: Listed Building Consent and Advertisement Consent

Development type: Listed building alteration and Advertisements

Date of site visit: 8 September 2023

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 2 August 2023 Expired: 23 August 2023

Site notice

Posted: 8 September 2023 Expired: 29 September 2023

Press advert

Published: 8 August 2023 Expired: 22 August 2023

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: George Street Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The application relates to a property at 112-114 Portland Street that has frontages to Oxford Street, Portland Street and The Circus. The property is used as a hotel and accommodates shops, drinking establishments and restaurants within the ground floor. It is a Grade II listed building that has a large modern extension. The property is within George Street Conservation Area.

The site can be seen in context with other listed buildings including the Grade II Listed property at 15 Oxford Street. The environment around the building is rich in heritage, but also includes some modern development.

The building makes a positive contribution to the George Street Conservation Area within which it is prominently located, the settings of a number of nearby Grade II* and II listed buildings and the settings of a number of nearby buildings which, although not listed, could be considered to be 'non-designated heritage assets.

The building lies on the periphery of an area of the City Centre known as China Town and is within an area which contains a variety of uses including bars, restaurants, commercial, residential and hotel uses and facilities for the Chinese community. It is also close to the Town Hall Complex and St Peters Square.

Description of development

Advertisement consent and Listed Building Consent is sought for the following signage:

- 2no. individual rimless white aluminium letters with 60mm returns to be faced in white acrylic with internal white illumination with internally illuminated 135mm deep logo to be powder coated Premier Inn purple satin 70% gloss with digitally printed face. Internal white LED illumination to stars and moon only.
- 1no. Wall mounted externally illuminated projecting roundel that is 30mm thick with a 600mm diameter with acrylic face panels painted purple with applied vinyl to be illuminated by trough lights with ribbon LEDs.

The high-level signs would be attached to the non-listed fabric and the projecting sign would be attached to the listed building.

Consultations & Notification Responses

1137167/AO/2023 - Publicity - letters were sent to surrounding residents. No replies have been received.

113168/LO/2023 - Publicity - The application was advertised as affecting a listed building and being of public interest, a site notice was displayed on site and letters were sent to surrounding residents. No replies have been received.

Issues

Issues and Policy

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front works.

Saved Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, which provides a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester. Once the Places for Everyone Plan is adopted it will form part of Manchester's development plan.

To date, five consultations have taken place in relation on the Plan. The Examination of Plan, following its submission in February 2022, began in November 2022. Following the completion of the Examination of the Plan, main modifications have now been proposed which will now become the subject of further public consultation.

The City Council's Executive agreed the Main Modification on 4 October 2023 and endorsed an 8-week period of public consultation on the Main Modifications commencing no earlier than 9 October 2023.

Any representations will be forwarded to the Examination team managing the Plan. The Inspectors will consider all representations on the proposed Modifications before finalising the examination report.

Given the stage the Plan has reached, and level of public consultation and scrutiny it has received, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance.

Policy JP-P 1 (Sustainable Places) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.

Policy JP-P 2 (Heritage) aims to proactively manage and work with partners to positively conserve, sustain and enhance its historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct identity and sense of place. The policy requires development proposals affecting a designated heritage asset (or an archaeological site of national importance) and a conservation area to conserve those elements which contribute to its significance including those identified in any conservation area appraisal as making a positive contribution to the area. Harm to such elements will only be permitted where this is clearly justified and outweighed by the public benefits of the proposal.

National Policy

Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas. Development decisions should, therefore, accord with the requirements of the NPPF and to section 16 (Conserving and Enhancing the Historic Environment).

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

Paragraph 197 states that in determining planning applications, local planning authorities should take account of:

- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.
- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- The desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 194 advises that local planning authorities should require an applicant to submit sufficient information to describe the significance of any heritage assets affected, including any contribution made by their setting.

Paragraph 200 advises that any harm to or loss of a designated heritage asset should require clear and convincing justification. Substantial harm or loss should be exceptional and substantial harm to or loss of designated heritage assets of the highest significance, including grade I and II* listed buildings should be wholly exceptional.

Paragraph 201 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Visual Amenity -

Under these criteria the effect of the proposal on the affected heritage assets has been considered:

A number of proposals have been approved for high-level and low-level signage at the property. All proposed signs would be in locations previously given consent. The current scheme was granted permission in 2008 (086731/AO/2008/C2 and 087693/LO/2008/C2).

The high-level signs consist of individual letters and logo and would not be installed on the listed building. There would be one on each of the Oxford Street and Portland Street elevations.

The projecting sign would be installed adjacent the main entrance to the hotel and would replace the existing projecting sign. It would have a thickness not exceeding 30mm giving it a slim and non-box like appearance.

It is not considered that the signs proposed would be excessive or would compete with the architectural features of the building.

It is considered that the benefits of the proposal would outweigh the less than substantial harm caused to the affected heritage asset and are consistent with paragraphs 196 and 197 of the NPPF and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement due to the public benefit of the continued use of the listed building.

Public Safety - No issues.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

In assessing the merits of a planning application officers will seek to work with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. All such issues have been resolved due to the discussions within the applicant and the conditions.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

137168/LO/2023

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

The location plan received by the City Council as local planning authority on 13 November 2023

The drawings referenced 164415 Rev I Pages 1 to 10 (inclusive) prepared by Ashleigh Signs received by the City Council as local planning authority on 13 November 2023

The drawings referenced 164415 Rev I Pages 1 and 2 (inclusive) prepared by Ashleigh Signs received by the City Council as local planning authority on 14 November 2023

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy, saved policies DC14.5, DC18.1 and DC19.1 of the Unitary Development Plan.

137167/AO/2023

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Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy, saved policies DC14.5, DC18.1 and DC19.1 of the Unitary Development Plan.

3) The illumination levels of the illuminated signs hereby approved shall be limited to 250 cd/m2.

Reason - To not affect public safety, in particular highway safety in accordance with policies SP1, T1, T2 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1 and DC14.5 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF.

Appendix 1 – List of consultees & neighbours notified

Basement Suite Ba And Ground Suite Ga, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Buildings Suite 1da, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Buildings Suite 3A, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Second Floor, Beaver House, 125 Portland Street, Manchester, M1 4QD
47 Oxford Street, Manchester, M1 6EQ
Thirteenth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
131 Portland Street, Manchester, M1 4PY
Basement And Ground Floor, 131 Portland Street, Manchester, M1 4PY
Buildings Suite 1A To 1E And 2F04, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Buildings Suite 3D, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
110 Portland Street, Manchester, M1 4RL
The Circus, Oxford Street, Manchester, M1 4BH
First Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
106 Portland Street, Manchester, M1 4RJ
Buildings Suite 3C, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Third Floor, Beaver House, 125 Portland Street, Manchester, M1 4QA
Advertising Right JC DeCauxOutside 33 - 35, Oxford Street, Manchester, M1 4BH
Dickinson House, 20 Dickinson Street, Manchester, M1 4LF
Eden & Co Solicitors, 26 Oxford Court, Manchester, M2 3WQ
Unit 3A, 116 Portland Street, Manchester, M1 4RL
Third Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
16 Oxford Street, Manchester, M1 5AE
Buildings Suite 3F, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Buildings Suite 3E, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Ground Floor Rear, Beaver House, 125 Portland Street, Manchester, M1 4QA
Ground Floor And Basement Elemental, 47 Oxford Street, Manchester, M1 6EQ
116 Portland Street, Manchester, M1 4RL
The Paramount, 33 - 35 Oxford Street, Manchester, M1 4BH
Eleventh Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Eighth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
15 Oxford Court, Manchester, M2 3WQ
Offices, 16 Oxford Street, Manchester, M1 5AE
133 Portland Street, Manchester, M1 4PY
Buildings Suites 2C And 2D And 2E, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Buildings Suites 2A 2B And 3B2, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
Beaver House, 125 Portland Street, Manchester, M1 4QD
Column 11 Opposite Portland Hotel, Portland Street, Manchester, M1 3ZZ
Tenth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Car Park, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Buildings Suite 3b1, Portland Buildings, 127 - 129 Portland Street, Manchester, M1 4PZ
First Floor, Beaver House, 125 Portland Street, Manchester, M1 4QA
Ground Floor Front, Beaver House, 125 Portland Street, Manchester, M1 4QA
Fourth Floor And Fifth Floor, Beaver House, 125 Portland Street, Manchester, M1 4QA
63 George Street, Manchester, M1 4NS
William Hill, 40 - 42 Oxford Street, Manchester, M1 5EJ

34 Oxford Street, Manchester, M1 5EL
Seventh Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Fifth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Second Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
31 Oxford Street, Manchester, M1 4BH
Third Floor, 15 Oxford Court, Manchester, M2 3WQ
Car Spaces, 15 Oxford Court, Manchester, M2 3WQ

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - George Street Conservation Area 1985
Area Team Boundary - Name: CENTRAL