

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137661/AO/2023

Date registered valid: 14 August 2023

Proposal: Installation of 4no. illuminated fascia signs and 1no. directional non-illuminated totem sign.

Address: Macdonald Manchester Hotel, 91 London Road, Manchester, M1 2PG

Ward(s): Piccadilly Ward

Applicant: Hamilton Pyramid Europe

Agent (if any): Mr Darren Friston Street Design Partnership

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 04/10/2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 16 August 2023 Expired: 6 September 2023

Neighbour notifications

Printed: 16 August 2023 Expired: 6 September 2023

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application relates to the former Macdonald Manchester Hotel now Piccadilly Hotel (Class C1). The property is an eleven storey building that sits on the eastern side of London Road and spans across either side of Travis Street creating an underpass.

The property also features a vehicular access that fronts out onto Buxton Street and London Road creating a second underpass to the south of Travis Street. The property's design comprises of extensive glazing on all elevations, with concrete support pillars and protruding detailing, with a recessed eleventh floor.

The building features a number of existing advertisements, this comprising of 3no non-illuminated fascia signs, with 2no located on the building's front elevation and the third on the rear elevation facing out onto Travis Street. The fascia along the property's south-western corner shows remnants of a previous advertisement when the property was previously named the Macdonald Manchester Hotel.

The application site benefits from three planning permissions for the modification of existing signage, the erection of a two storey extension at ground floor and replacement cladding (Approved under planning applications 134373/AO/2022, 134666/FO/2022 and 136499/FO/2023).

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The neighbouring area is characterised by major road and rail infrastructure in the form of the Mancunian Way Ring Road (A57(M)) to the south of the site, an elevated railway line that serves Piccadilly Station to the north and London Road (A6) to the west, with an area of soft landscaping featuring a high number of mature trees and the university of Manchester Campus lying beyond said road. Immediately to the east of the application site lies high rise student accommodation between nine and nineteen storeys tall, situated along Buxton Street and Berry Street.

Description of development

The application seeks advertisement consent for the installation of 4no illuminated fascia signs and 1no non-illuminated totem sign. The proposed signage would be situated above the main entrance of the property on London Road, on it's south-western corner and it's northern facing side elevation all at first floor. The fourth fascia sign would then replace existing signage on the property's rear elevation facing out onto Buxton Street located on the eleventh floor. The proposed totem sign would be situated within the grounds of the application site, facing onto the junction where Berry Street meets Travis Street.

The dimensions of the proposed signage would vary, with the advertisements proposed to be displayed at first floor all having a maximum depth of 0.1m and that to be displayed on the eleventh floor of the property having a depth of 0.23m. All of the proposed fascia signage would be halo illuminated, with luminance levels of 200cd/m², and feature the same advertisement, this being the Marriott Hotel's logo and the word "Marriott". All fascia signage would be finished in stainless steel coloured grey, with the exception of the logo within the fascia sign situated above the property's London Road entrance which would be finished in stainless steel coloured red.

The proposed totem sign would utilise the support posts of an existing totem sign, seeing the replacement of said sign's panel, which would be 1.19m wide by 0.85m high. The sign would be non-illuminated and provide a way finding function to the hotel's reception and delivery drop-off point.

The proposed plans also depict that the property's existing fascia sign on the front elevation at first floor by the Travis Street underpass would be removed.

The proposed signs would form part of the Hotel's rebranding to that of Marriott Hotels.

Planning History

136724/AO/2023 – Erection of 4no internally illuminated fascia signs – Refused June 2023.

136499/FO/2023 – Proposed cladding replacement to bedroom floors 1-8 to A2 non combustible panels – Approved September 2023.

134666/FO/2022 – Erection of a two-storey extension at ground floor to extend hotel reception area and installation new entrance canopy – Approved October 2022.

134373/AO/2022 – Modification of existing signage and introduction of new entrance signage – Approved 2022.

Consultations & Notification Responses

Environmental Health – No objection.

High Speed Rail Two (Limited) – No objection received.

Highway Services – No objection subject to an informative relating to construction hoarding/scaffolding.

National Highways – No objection.

Network Rail – No objection.

Publicity – None received.

Policy

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The Manchester Core Strategy – Development Plan Document 2012 – 2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC15 – Advertisements, Hoardings and Posters

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places

Issues

Visual Amenity

The proposal would see the erection of 4no modern halo illuminated steel signs on a prominent contemporary building within the City Centre that features existing signage. The proposed signage would be located so that it would replace an existing advertisement on the rear elevation of the property, as well as on the site of a former advertisement, this being the property's south-western corner. It is considered the proposed advertisements, with a maximum depth of 0.23m would lie flush to the host building so not to appear as being bulky or incongruous. The proposed luminance levels would be 200cd/m² and as such it is also considered the advertisements would not appear overly bright within the street scene when illuminated.

The use of steel and halo illumination is considered to be an appropriate design choice that would compliment the building's architectural merits and visual prominence. It also noted the non-illuminated totem sign would simply replace an existing sign on a like for like basis and would thus have a neutral impact on the street scene. On this basis the proposal is considered to be acceptable with regards to its impact on visual amenity in accordance with Core Strategy Policies SP1, EN1 and DM1, Saved Unitary Development Plan Policy DC15, the National Planning Policy Framework and National Planning Policy Guidance.

Highway Safety

The proposed signage would not overhang the public highway and is within the recommended luminance levels so as not to be a hazard to road users.

Highways have noted that the proposed signage details meet the minimum requirements for headway and carriageway clearance and have also stated within their consultation response that the applicant should be advised that any requirements for licensing, hoarding/scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams. It is thus considered appropriate that in the event of an approval this information be relayed to the applicant via an informative. No objection has been received by HS2. On this basis it is considered the proposal is in accordance with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policies DC14 and DC15, the National Planning Policy Framework and National Planning Practice Guidance.

Conclusion

In light of the above, the proposal is considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, EN1 and DM1, Saved Unitary Development Plan Policies DC14 and DC15, the National Planning Policy Framework and National Planning Practice Guidance. The application is therefore recommended for approval.

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

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

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

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

- o 7442 PS.303 Revision B: Existing & Proposed West Elevation A-A (Dated 21/08/2023; Received 18/09/2023)
- o 7442 PS.304 Revision B: Existing and Proposed East Elevation B-B (Dated 18/09/2023; Received 18/09/2023)

- o 7442 PS.305 Revision D: Existing and Proposed North & South Elevations C-C & D-D (Dated 21/08/2023; Received 18/09/2023)
- o 7442 PS.306 Revision E: Signage Detailed Elevations Signs 1A & 6G (Dated 18/09/2023; Received 18/09/2023)
- o 7442 PS.307 Revision C: Signage Detailed Elevations Signs 2B & 3C (Dated 18/09/2023; Received 18/09/2023)
- o 7442 PS.308 Revision E: Signage Detailed Elevations Sign 4D (Dated 22/09/2023; Received 22/09/2023)
- o 7442 PS.309: Location Plan (Part) Sign - 6G Totem Location (Dated 14/08/2023; Received 18/09/2023)

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

3) The maximum luminance of signage shall not exceed 200 cd/m in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and E3.3 of the Unitary Development Plan for the City of Manchester.

Informatives

1) The applicant should be advised that any requirements for licensing, hoarding/scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email - highwaylicences@manchester.gov.uk and highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

High Speed Two (HS2) Limited
Highway Services
National Highways
Network Rail
Environmental Health

Flat 97, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 103, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 68, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 70, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 72, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 73, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 134, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 136, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 1, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 3, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 10, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 20, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 24, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 30, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 29, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 208, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 4, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 5, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 14, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 13, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 15, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 7, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 18, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 42, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 56, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 57, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 40, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 65, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 80, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 84, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 98, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 108, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 116, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 115, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 117, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 120, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 128, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 143, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 142, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 146, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 145, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 150, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 155, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 49, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 34, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 36, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD

[illegible]

[illegible]

Flat 30, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 26, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 1, Mill Point, 29 Berry Street, Manchester, M1 2AR
Mathematics And Social Sciences Building, Sackville Street, Manchester, M60 1QD
Flat 216, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 207, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 205, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 6, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 23, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 28, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 32, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 86, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 88, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 122, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 112, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 219, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 218, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 28, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 25, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 24, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 22, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 50, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 53, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 63, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 64, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 79, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 92, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 96, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 112, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 125, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 2, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 19, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 33, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 58, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 100, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 69, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 135, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 137, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 138, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 151, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 91, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 122, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 115, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 95, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 97, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 200, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 31, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 38, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 101, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 107, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 129, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 133, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 131, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 147, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG

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Flat 204, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 206, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)

HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (October 2020)

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: CENTRAL