

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136724/AO/2023

Date registered valid: 3 May 2023

Proposal: Erection of 4no internally illuminated fascia signs

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: Refuse

Date of recommendation: 26/06/2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 17 May 2023

Standard consultations:

Printed: 15 May 2023 Expired: 5 June 2023

Neighbour notifications

Printed: 15 May 2023 Expired: 5 June 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 live planning permissions for the erection of a full height extension to provide 2no lift shafts, a two storey extension at ground floor and modifications to existing signage (Approved under planning applications 123095/FO/2019, 134373/AO/2022 and 134666/FO/2022).

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 erection of 4no internally illuminated fascia signs. 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 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 0.2m. All of the proposed signage would feature the same advertisement, this being the Marriott Hotel's logo finished in red acrylic and the word "Marriott" finished in black acrylic.

The submitted plans have referred to the proposed signs by the following acronyms:

- Fascia sign above main entrance on London Road at first floor – 1A
- Fascia sign at first floor on south-western corner of property facing out onto London Road – 2B
- Fascia sign at first floor on northern facing side elevation – 3C
- Fascia sign on eleventh floor on eastern facing rear elevation – 4D

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.

Consultations & Notification Responses

High Speed Two (HS2) Limited – No objection. Due to the application site lying within close proximity of land that may be required to construct or operate HS2 it is recommend that the applicant monitor ongoing progress of the HS2 programme.

Highway Services – No objection. 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 Highways Team.

Environmental Health – No objection subject to a condition relating to external lighting.

Planning History

A high number of applications are on record for the application site, the most relevant of which are shown below:

136499/FO/2023 – Proposed cladding replacement to bedroom floors 1-8 to A2 non combustible panels – Application under consideration.

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 September 2022.

123095/FO/2019 – Construction of a full height extension to house 2no. passenger lifts, a two storey ground floor extension to create a dedicated executive entrance and lounge with internal remodelling – Approved August 2019.

082598/AO/2007/C2 – The installation of 6 no. individual letter signs, 1 no. aluminium plate sign with fret cut letters and 2 no. totem signs in association with Macdonald Hotels – Approved May 2006.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

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 DC14 – Shop Fronts and Related Signs
- Policy DC15 – Advertisements, Hoardings and Posters

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving Well-Designed Places

National Planning Practice Guidance (NPPG)

Issues

Design & Visual Amenity

The proposal would see the erection of 4no modern internally illuminated acrylic 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 0.2m 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. During negotiation a fifth sign on the property's southern facing side elevation was removed in the interest of visual amenity.

Notwithstanding the above however, the use of red acrylic is considered to be a low-quality material and one ill-suited for use on the application property given the prominence of the proposed advertisements and application site as a whole, as well as due to the host property's architectural merit. Furthermore, the use of red coloured acrylic specifically would provide a garish finish to the application site when taking into account the subtlety of the design of the host building, which in turn would create a stark contrast between it and the proposed advertisements to the detriment of local visual amenity. The use of internally illuminated advertisements would also cheapen the appearance of the host property and further emphasise the use of a low-quality material. It should be noted during negotiations the Local Planning Authority was provided a brochure of exterior signage specifications used by Marriott hotels for the signage of their hotel chain. Said brochure listed higher quality materials that would be more appropriate for the host building, this included chrome and steel signage. Upon request to amend the development so that steel signage would be proposed the applicant made it clear that the material of the proposed signage could not be comprised on. On this basis the proposal would have an unacceptable impact on visual amenity contrary to Core Strategy Policies SP1, EN1 and DM1, Unitary Development Plan Policies DC14 and DC15, the NPPF and NPPG.

Public & 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. HS2 do not object to the proposal but do advise the applicant monitor progress of the delivery of HS2 due to their close proximity to land that may be required for the construction of and/or operation of HS2, as such in the event of an approval this will be attached as an informative.

Environmental Health do not object to the proposal subject to a condition requiring that a scheme detailing the external lighting be submitted to and approved in writing by the Local Planning Authority in order to safeguard the amenities of the occupiers of nearby properties. Subject to the aforementioned condition and informatives the proposal is acceptable in this regard.

Conclusion

In view of the above, it has been determined that the proposal is unacceptable with regard to its design and impact on visual amenity. This is due to the proposed use of a low-quality material and red illumination that would render it a garish and incongruous form of development that would have a detrimental impact on the appearance of the application site and neighbouring street scene. The proposed signage is therefore harmful to visual amenity contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester (1995) and the National Planning Policy Framework.

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: Refusal

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

1) The proposed advertisements by virtue of their style, appearance, illumination and materiality would not respond positively to the architecture and appearance of the hotel building on a prominent road frontage. The acrylic finish, together with the red illumination, would provide a garish finish to the signage which would stand in harsh contrast to the subtle design of the host property. The proposed signage is therefore harmful to the visual amenity of the hotel building and surrounding street scene which is contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and National Planning Practice Guidance.

Appendix 1 – List of consultees & neighbours notified

High Speed Two (HS2) Limited
Highway Services
Environmental Health

Room 5 Flat 89, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 89, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 3 Flat 50, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 2 Flat 109, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 1 Flat 109, Mill Point, 29 Berry Street, Manchester, M1 2AR
Room 4 Flat 108, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 220, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 209, Piccadilly Point, 23 Berry Street, Manchester, M1 2DH
Flat 26, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 44, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 62, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 90, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 71, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 77, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 78, Piccadilly Point, 23 Berry Street, Manchester, M1 2AD
Flat 154, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 46, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 42, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 31, Mill Point, 29 Berry Street, Manchester, M1 2AR
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

[illegible]

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Flat 130, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 140, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 152, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 119, Piccadilly Point, 23 Berry Street, Manchester, M1 2BG
Flat 118, Mill Point, 29 Berry Street, Manchester, M1 2AR
Flat 111, Mill Point, 29 Berry Street, Manchester, M1 2AR

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
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