



Our Ref: 04B820318
Your Ref: PP-11668594

8th November 2022

Manchester City Council,
Floor 6 Town Hall Extension,
Albert Square,
Manchester,
PO Box 532,
M60 2LA

Dear Sir/ Madam,

Application for Advertisement Consent for Signage at Moxy Hotel, 8 Atkinson St, Manchester, M3 3HH.

On behalf of our client Khanna Enterprise Manchester (property) Ltd, Avison Young have been instructed to submit an application for advertisement consent for the display of signage at the Moxy Hotel, 8 Atkinson St, Manchester M3 3HH.

This application seeks permission for a total of two signs to be erected with the purpose of advertising the brand name of the new Moxy Hotel Bar. The requisite fee of £164.20 has been paid via the Planning Portal under reference PP-11668594. The application is supported by the following plans prepared by ICA Architects:

- Cover letter.
- 7374- Moxy Manchester- Signage Proposal Pdf.
- PL(00)00 Location Plan Pdf.

The details of the signs are set out below, to be read alongside the submitted plans.

Sign 1: Sign facing Atkinson Street

Sign 1. is positioned within the corten steel framed window at the front of the building facing Atkinson Street. This is set at high level between the 2 top smaller windows which will allow the public to see the sign from both sides of Atkinson Street as well as those at the bottom of little Quay Street just off the A34. The sign does not protrude into the footpath, but sits comfortably within the existing window opening.

Sign 2: Sign facing Nando's Restaurant

Signage 002 is located at the rear of the building projecting out from the newly constructed extension facing Nandos restaurant. This is also set above head height for safety reasons and is positioned above an existing CCTV camera on the street corner for security reasons. The doubled sided protruding light box sign will aid customers and visitors towards the building more easily with sighting from Hardman Street. As a result of using both illuminated signs, the MOXY Bar LED lighting will ensure that the display messages are visible both day and night from all angles and directions.

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Planning Policy

Manchester City Council do not have an adopted policy specific to the installation of advertisements, nevertheless we have sought to assess these proposals against the relevant policies of the Development Plan focused on design and heritage which include:

Adopted Core Strategy

- EN3 (Heritage): states that the Council will encourage development that complements and takes advantage of the distinct 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.
- CC9 (Design and Heritage): expects the design of new buildings to be of the highest standard in terms of appearance and function.

Unitary Development Plan

- DC18 (Conservation Areas): states that the Council will give particularly careful consideration to development proposals within Conservation Areas and will seek to preserve and enhance the character of its designated conservation area

These proposed signs are associated with advertising the Bar Moxy and act as a way finder for future visitors. They have been designed and positioned so as not to detract from the high-quality appearance of the facades or even impact on the surroundings of the hotel including listed buildings and within the Conservation Area. They are therefore considered to be wholly appropriate and can be supported by Officers.

Conclusion

The signs will aid customers and visitors towards the building more easily by using illuminated signs. The MOXY Bar LED lighting will ensure that the display messages are visible both day and night from all angles and directions. It is considered that the proposed signage has been suitably designed to be in accordance and proportionate to the building on which they will be positioned and in keeping with the surrounding area characteristics. I trust the above information is sufficient to allow you to validate and determine this application. If you require any additional information, please do not hesitate to contact me.

Yours faithfully



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For and on behalf of Avison Young (UK) Limited