

Important – Planning permission & notices of consent

Compliance with conditions

- Your planning approval or consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Some conditions will require action before you start development and it is imperative that you seek to have these discharged before any work commences.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of planning control and this may lead to enforcement action.
- Failure to comply with conditions may also result in the development not being lawful.
- It is in your interests to demonstrate that conditions have been complied with. Failure to do so may cause difficulties if the property is sold or transferred.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Applicant

Premier Inn Hotels Ltd. C/o Agent

Agent (if used)

Vicky Harper
Walsingham Planning
Brandon House
King Street
Knutsford
WA16 6DX

Part 1 – Particulars of the application/development

Proposal: Installation of 4.no illuminated signs

Location: Premier Inn , 72 Dale Street, Manchester, M1 2HR

Date of application: 3 November 2021

Application number: 132121/AO/2021

Part 2 – Particulars of decision

Manchester City Council gives notice that the **following elements** of the development referred to in Part 1 has been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

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:

72 Dale Street Premier Inn Site Location Plan received 03.11.2021

The details relating to items 01, 02 and 04 in the proposed Signage and Elevations drawing pack with revision received via the email from Georgina Daintith of Thu 21/04/2022

Documents

The application form received the City Council as Local Planning Authority on 03 Nov 2021 as amended by the email from Georgina Daintith of Thu 14/04/2022
Covering Letter received 23/11/2021

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies CC9, EN1, EN3, SP1 and DM1 of the Core Strategy, saved policies DC18.1, DC19.1 and DC26 of the Unitary Development Plan and Sections 12 and 16 of the National Planning Policy Framework.

3) The advertisement consent hereby granted only permits the display of the Item 01 PI-E-27 Special Internally illuminated letters on the South East Elevation, Item 02 PI-E-26 Internally illuminated letters on the North East Elevation and Item 04 PI-E-27 Special Internally illuminated letters on the South West elevation and excludes the display of all other signage as shown on the submitted plans, namely the sign identified as Item 03 (Qty 1) PI-E-18 Wall mounted projecting externally illuminated roundel (600mm Diam) on the North East Elevation.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC15.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Manchester City Council gives notice that the **following elements** of the development referred to in Part 1 has been **refused** in accordance with the application and plans submitted for the reason(s).

Reason(s) for decision

4) The proposed Item 03 PI-E-18 (item 3) Wall mounted projecting externally illuminated roundel (600mm Diam) on the North East Elevation as shown on the submitted plans, is excluded from the consent as it would by virtue of its size, location, design and appearance have a detrimental impact on the character of the area and constitute an unduly obtrusive, incongruous and over dominant feature within the street scene, which would contribute to advertisement clutter and have a detrimental impact on the visual amenity of this part of the street scene, on the adjacent Stevenson Square Conservation Area, on the setting of nearby listed buildings including The Place Apartment Hotel (former London Warehouse), Ducie Street, Manchester, M1 2TP; Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE; 75 Dale Street, Manchester, M1

2HG; 68 Dale Street, Manchester, M1 2HR; 57 Dale Street, Manchester, M1 2HH and listed structures Locks 84 and 85, Rochdale Canal, Manchester.

Reason - The resulting visual clutter would have a detrimental impact on the visual amenity of the area and the proposed development contrary to saved UPD policies DC14.5 (Shop Fronts and Related Signs), DC 15.2 (Advertisements), DC18.1 (Conservation Areas), DC19.1 (Listed Buildings), contained within the Unitary Development Plan for the City of Manchester; Policies DM1 (Development Management) CC9 (Design and Heritage) and EN3 (Heritage) of the Manchester Core Strategy; and, Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment) of the National Planning Policy Framework.

Informatives

There are no informative attached to this decision.

Date: 13 May 2022

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the First Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.