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Planning Statement

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

Advertisement Appeal

JULY 2022

Walsingham Planning

Brandon House

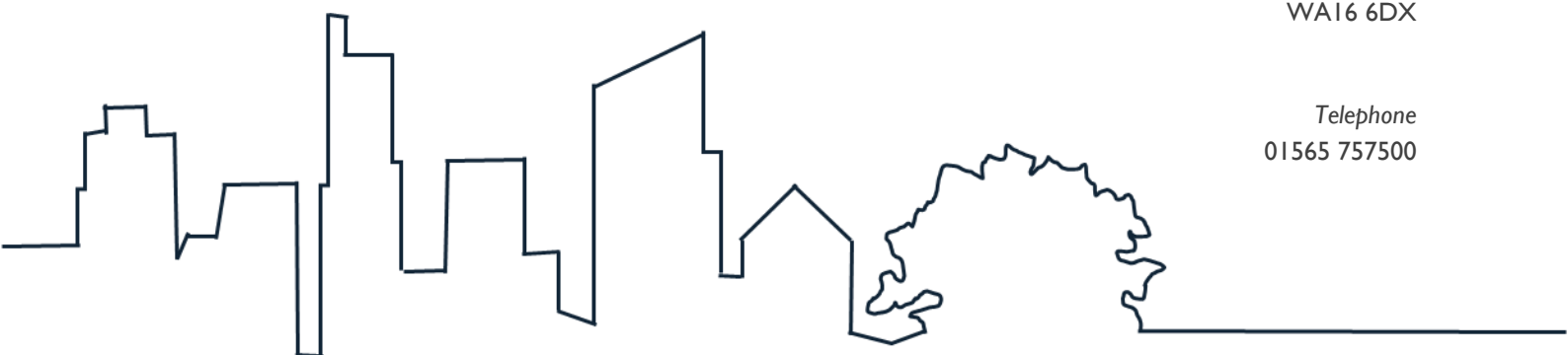
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TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) (ENGLAND) REGULATIONS 2007

Appeal Against:	Refusal of consent to display advertisements
Appellant:	Premier Inn Hotels Ltd
Appeal Site:	Premier Inn, 72 Dale Street, Manchester, M1 2HR
LPA Reference:	I32121/AO/2021
Walsingham Planning Reference:	KN0159/21

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APPENDICES

APPENDIX ONE – EMAIL DATED 13 DECEMBER 2021

APPENDIX TWO – CIRCLE SQUARE DEVELOPMENT DECISION NOTICE AND PLANS

APPENDIX THREE – EMAIL DATED 14 MARCH 2022

I INTRODUCTION

- 1.1 This Appeal Statement has been prepared by Walsingham Planning (“WP”) on behalf of the Appellant, Premier Inn Hotels Ltd. The appeal relates to Manchester City Council’s (“MCC”) refusal to grant consent for one sign that formed part of an Advertisement Consent Application (Ref:132121/AO/2021).
- 1.2 The original application sought advertisement consent for 4 no. illuminated signs. On 13 May 2022 MCC issued a split decision on the advertisement consent which granted consent for the three building mounted signs and refusal of the projecting roundel sign.
- 1.3 The Council advised that the reason for the split decision was *‘In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance this has included advice about necessary amendments to the proposed externally illuminated double-sided roundel projecting sign. The applicant has not amended the sign in accordance with the advice given therefore this is a split decision.’*
- 1.4 Condition 3 of the decision notice confirms that the roundel sign does not benefit from consent and states *‘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 SPI 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.’

- 1.5 Condition 4 of the decision notices states *‘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 streetscene, 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.'

I.6 The Appellant considers MCC's refusal to permit this single projecting roundel on the entrance elevation of the building to be unreasonable and unjustified taking account of the design of the sign, its proposed method of illumination; the location and context of the site; and the relevant planning policy context.

I.7 The remainder of this Statement is structured as follows:

- Section 2 factual background, including a description of the appeal site and its surroundings, relevant planning history and designations affecting the site
- Section 3 a summary of the appeal proposal
- Section 4 progression of the application and issues raised
- Section 5 a summary of relevant planning policy.
- Section 6 the Appellant's case for the sign.
- Section 7 our conclusion.

2 FACTUAL BACKGROUND

The Site

- 2.1 The appeal site comprises the Dale Street Premier Inn, this hotel sits at the corner of Dale Street and Lena street in the Piccadilly area of Manchester City Centre. The hotel is of modern construction, having been approved in 2010. There are currently 4.no illuminated Premier Inn signs on the building, on three elevations.
- 2.2 The hotel entrance is on the north east elevation fronting Dale Street. The street is not a main town centre shopping street, therefore signage is needed to be seen from different streets to direct visitors accordingly.
- 2.3 Whilst the high-level signs allow customers to identify the location of the hotel from a distance and from Piccadilly Train Station to the south, low level signage is required to the exact position of the building entrance.

The Surrounding Area

- 2.4 The area surrounding the site is mixed in nature and houses a number of differing uses, including a number of hotels, apartments and offices.
- 2.5 To the east of the proposal site is a car park, to the north is the Piccadilly Lofts, to the south is the Rochdale Canal, and to the west is a Sainsburys Local. The wider area is characterised by many different commercial and town centre uses, including offices, takeaways and retail units. Piccadilly Train Station is approximately 200 metres to the south of the site.
- 2.6 The hotel is adjacent to the Stevenson Square Conservation Area and there are a number of listed buildings within its vicinity. These listed buildings include:
 - The Grade II former Horrocks, Crewdson and Company warehouse
 - The Grade II entrance archway and lodge to yard of the Rochdale Canal Company
 - The Grade II 107 Piccadilly

Planning History

- 2.7 Planning records show the following applications relating to the Premier Inn building:

- 093555/FO/2010/C2 - Erection of 12 storey hotel following demolition of existing steel structure. Approved
- 096369/AO/2011/C2 – Installation of 2no. individual letter high level signs, 1no. individual letter sign and 1no. projecting sign at the entrance and 3no. lighting units at ground floor level. Approved

Designations

- 2.8 The site is not allocated for any particular purpose in the adopted Development Plan. However, the Policies Map shows that the site is adjacent, but not within, the Stevenson Square Conservation Area.



Extract from Conservation Area Map

- 2.9 The site is within Flood Zone I, as identified on the Environment Agency's online Flood Zone Maps

3 APPEAL PROPOSALS

- 3.1 The Application for Advertisement Consent submitted to MCC on 3 November 2021 and sought consent for *'the installation of a scheme of 4. no illuminated signs'*. These signs are to be located on the north east, south east and south west elevations of the hotel. The signs are illuminated and have been designed as part of the Premier Inn brand and follow their established branding principles.
- 3.2 The hotel currently houses 4no illuminated signs and this proposal seeks to replace each of these with a modern alternative which represents current Premier Inn branding. The replacement signs will be installed in the same position on the building as the existing signage.
- 3.3 For clarification consent has been received for the two high level sign and the wall mounted sign on the north east elevation adjacent to the hotel entrance.
- 3.4 This appeal solely relates to the refusal of Sign 3, the illuminated projecting roundel sign positioned at ground level on the north east elevation of the building. However, for context all four signs are summarised below:

North East Elevation Signs

- 3.5 Sign 3 is the sign subject to this appeal. It is the integrated illuminated projecting roundel sign that is located to the south west of the main hotel entrance, at ground floor level, in the same location as the existing externally illuminated projecting hanging sign. The proposed sign is 600mm x 500mm with a depth of 172mm. The illumination is contained within a frame measuring 400mm x 500mm that is attached to the top of the roundel sign.
- 3.6 Sign 2 is the consented wall mounted individual, internally illuminated letter sign and internally illuminated roundel (Replacement sign in same location).

South East Elevation Sign

Sign 1 is the consented high level horizontal individual, internally illuminated letter sign with an internally illuminated roundel above (Replacement sign in same location).

South West Elevation Sign

- 3.7 Sign 4 is the consented high level vertical individual, internally illuminated letter sign with an internally illuminated roundel (Replacement sign in same location).

4 PROGRESSION OF THE APPLICATION

- 4.1 During the course of the application the Council requested amendments to the proposed scheme. These included the provision of sections through the signs, correct labelling of elevations and scaling. Amended plans were provided by the Appellant to address these matters. The only matter that could not be resolved was that of the thickness of the projecting sign.

Thickness of projecting sign

- 4.2 In an email dated 13 December 2021 (Appendix 1) the Council first mentioned their concern over the thickness of the roundel stating '*Manchester City Council does not approve projecting box signs with a depth greater than 30mm*'. A request was made to amend the submitted drawings to show the projecting box sign (projecting roundel) with a depth of 30mm.
- 4.3 The Appellant considers this request to be spurious and believe it is not supported by any adopted policy or guidance.
- 4.4 The Appellant presented the Council with evidence of where a similar width illuminated projecting roundel had been consented by MCC in October 2020 at the Premier Inn Circle Square development (application ref: 126326/AO/2020). The decision notice and plans can be found in Appendix 2.
- 4.5 The roundel design of both the Circle Square development and the sign subject to this appeal is a standard sign installed by Premier Inn at numerous locations across the Premier Inn portfolio.
- 4.6 The Council considered that at the Circle Square development specific site-related reasons for allowing an exception to the requirement for projecting signs to be 30mm in depth were made and accepted. The Council believed there were no site specific reasons to allow an exception at this appeal site and maintained the sign subject to this appeal should be 30mm in depth.
- 4.7 As justification for this appeal sign, the Appellant highlighted to the Council that during discussions at the Circle Square development the Council had made reference to the existing hanging sign at Premier Inn Dale Street (appeal site) and therefore the Appellant concluded that the Council considered the two hotels to be comparable in location.

- 4.8 The Appellant contends that the justification of the width of the proposed roundel at the appeal site is equally comparable to that of the consented sign at the Circle Square development. However, further design justification for the roundel width was presented to the Council. It included:
- Roundel is illuminated via a frame that is integral to the roundel therefore no external light fittings are needed. The two existing light fittings can be removed thereby reducing clutter on the building facade.
 - Width of the proposed roundel at 170mm accommodates the electrical wiring and components and includes the curved edges of the sign which are an integral feature in producing good quality signage for the Premier Inn brand.
 - Proposed width is required to maintain the structural integrity of the sign, this is essential as it holds the electrical components.
- 4.9 On 14 March 2022 the revised signage pack (163753-PI-Manchester-(pl) B) was submitted to the Council, it contained revised labelling and scaled sections for signs 1 and 2 as requested by the Council. This submission also contained a further justification as to why the proposed roundel could not be reduced in width. Please see Appendix 3 for the email.
- 4.10 To clarify, from a physical, manufacturing perspective, it is not possible to create a roundel sign of 30mm with the desired rounded edges. To create a premium looking product with rounded edges of the aluminium panels the sign returns need to be a minimum depth to facilitate this. In addition, the sign also requires an internal fabricated steel frame that is strong enough to support its own weight and not be unstable, particularly as it overhangs a pedestrian footpath.
- 4.11 The proposed roundel is required to provide wayfinding to the hotel reception/entrance and is an appropriate solution for the location of the site. The proposed roundel is placed on an elevation that does not directly face the adjacent conservation area. The proposed roundel design incorporates a lighting framework which is streamlined and creates less clutter than the existing illuminated hanging sign.
- 4.12 The Appellant is aware of various examples of signage within Manchester City Centre where wider projecting signs have been consented. Despite providing technical justifications why the proposed roundel could not be reduced in thickness the Council were not accepting of these and maintained their request that the roundel should be 30mm wide.

- 4.13 Throughout the application period the Appellant consistently requested information from the Council on where this restriction in width and the arbitrary 30mm had come from. No information or explanation was offered by the Council.
- 4.14 The Appellant therefore maintains that the application of the restriction in width to 30mm by the Council is unreasonable in this location, as there is no policy justification to support the request.

Illumination

- 4.15 The Appellant was asked by the Council to confirm the luminance of all signs would be 600cd/m² maximum as the application form incorrectly stated illumination was 5000cd/m². For clarity, the Appellant agreed that the signage illumination should be 600cd/m².

5 PLANNING POLICY

- 5.1 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that *‘if regard is to be had to the development plan for the purposes of any determination to be made under the Planning Act, the determination must be made in accordance with the plan, unless material planning considerations indicate otherwise’*. Any issue that relates to the use of development of land is capable of being a material planning consideration, this includes Government statements of planning policy.

National Planning Policy Framework (NPPF) 2021

- 5.2 The National Planning Policy Framework (NPPF) seeks to ensure that there is a presumption in favour of sustainable development and that positive planning solutions are found to ensure that economic development is brought forward.
- 5.3 Paragraph 11 of the NPPF states that plans and decisions should apply a presumption in favour of sustainable development. It goes on to state that Local Planning Authorities should approve development proposals that accord with the development plan without delay.
- 5.4 Paragraph 80 of the NPPF states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt.
- 5.5 Paragraph 136 relates specifically to advertisements and states *‘The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts’*.

National Planning Practice Guidance (NPPG)

- 5.6 The National Planning Practice Guidance (NPPG) for Advertisements, updated on 22 July 2019, sets out guidance on the definition of advertisements, categories of advertisement consent and considerations in determining an advertisement consent.
- 5.7 Paragraph 001 (Reference ID: 18b-001-20140306) of the NPPG states: *‘The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.*

In this section, “the Regulations” means The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), and any reference to an individual regulation means the regulation as specified.

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.’

- 5.8 Paragraph 079 (Reference ID: 18b-079-20140306) relates to the consideration of amenity and states *“Amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.’*
- 5.9 Paragraph 079 goes on to state *‘It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.’*
- 5.10 Additionally, Paragraph 079 states *‘So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.’*

Development Plan

- 5.11 The adopted development plan consists of the Manchester Core Strategy, adopted in 2012 and the saved policies of the Unitary Development Plan for Manchester (July 1995). Below are the policy quoted on decision notice with reason for refusal:
- 5.12 Policy CC 9 ‘Design and Heritage’ states *‘Design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character. Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.’*

- 5.13 Policy EN3 ‘Heritage’ states *‘Throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre. New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.’*
- 5.14 Policy DM I ‘Development Management’ requires development to have ‘appropriate siting, layout, scale, form, massing, materials and detail. Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area. Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation.’
- 5.15 Saved Policy DC18.1 ‘Conservation Areas’ requires the council to carefully consider development proposals within Conservation Areas with an aim to preserve and enhance the character of the Conservation Area with consideration for amongst other things the effect of signs and advertisements. This policy states *‘development proposals adjacent to Conservation Areas will be granted only where it can be shown that they will not harm the appearance or character of the area. This will include the protection of views into and out of Conservation Areas.’*
- 5.16 Saved Policy DC19.1 ‘Listed Building’ seeks to protect listed buildings and includes wording to include control over the design of new development in the vicinity of a listed building.
- 5.17 DC14.5 ‘Shopfronts and related signs’ is written to supplement the Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. It states *‘In determining such applications, the Council will adopt the following policies:*
- a. In the interests of amenity, a. signs should not normally be positioned other than at fascia level;*
 - b. signs should respect the architectural form of buildings and shop frontages;*
 - c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;*
 - d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted;*

e. the Council will normally permit only one projecting box sign for each shop unit.'

- 5.18 This policy also requires that on listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs.
- 5.19 The justification for this policy is states as *'The Council wishes to ensure that the designs of shop fronts and associated signs respect the characteristics of the building on which they are located, and the character of the general area. The Council accepts that what is or is not "good design" is a matter of personal taste and judgment, and that planning control in this respect has to be exercised with particular care. Nonetheless, some general principles are involved which the Council considers it reasonable to have regard to, and these are set out in the policy.'*
- 5.20 Saved Policy DC15.2 'Advertisements, Hoardings and Posters' states *'In assessing the interests of amenity and safety the Council will take account of the following criteria: a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use; b. they should be in scale with the locality and relate properly to the site on which they stand; c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value; d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.'*

6 APPELLANTS CASE

6.1 The appeal relates solely to the proposed projecting roundel sign at ground floor level on the north east elevation.

6.2 The reasons for refusal set out as Condition 4 on the decision notice states:

'The proposed Item 03 PI-E-18 (item 3) Wall mounted projecting external 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 streetscene, 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.'

6.3 The Council have provided the following reason for the decision:

'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.'

6.4 The Appellant addresses each point within the reason for refusal below:

Size

6.5 The size of the proposed roundel is smaller than the existing externally illuminated hanging sign that it replaces. The Appellant cannot see how the Council have assessed this to be more impactful on the streetscene.

Location

- 6.6 The location of the proposed roundel is in the same position as the existing externally illuminated hanging sign that it replaces. The location of the sign at ground level on the north east elevation is required to indicate the main entrance to the hotel, which is to the west of the proposed sign's location.

Design and appearance

- 6.7 Whilst the proposed roundel does not exactly replicate the current externally illuminated hanging sign in its design, it does provide the same function to denote the entrance to the hotel. The proposed roundel design is consistent with the roundel design on the high level signage that has received consent as part of this signage scheme. The proposed roundel represents a simple, discrete sign with no requirement for individual letters, as it is easily recognisable by customers of the hotel. The Appellant therefore believes that the proposed roundel is of a design and appearance that is both appropriate and acceptable in the streetscene.
- 6.8 Furthermore, the Appellant strongly disagrees with the Councils assessment that this single roundel sign will impact upon character of area and is unduly obtrusive, incongruous and over dominant feature in the streetscene.
- 6.9 For the same reasons stated above to justify the design and appearance of the sign, it is the Appellants requirement to provide a street level point of reference to indicate the location of the hotel entrance. As stated above, it is a simple logo contained and illuminated within its own framework. Therefore, the Appellant contends that this sign is not unduly obtrusive, incongruous or over dominant as it is the minimum amount of signage the Appellant needs to provide indicate of the hotel entrance. This is a fundamental need and desire for any business to advertise its entrance.
- 6.10 The Appellant strongly disagrees with the Councils assessment that the sign will contribute to advertisement clutter as it replaces an existing sign in this location. As identified above it is essential for the success of any business that the entrance to the premises is clearly identified. This is even more applicable for a hotel business which can expect to receive visitors in the hours of darkness, and where the positioning and illumination of the sign becomes more important to guide them to the entrance safely.
- 6.11 Policies CC9 '*Design and Heritage*' and EN3 '*Heritage*' have been quoted on the decision notice, these policies seek to protect heritage assets and control development so it does not have an

impact upon the general character of historic areas. The Council consider the single roundel sign will have a detrimental impact on this part of the streetscene. The sign is placed on an existing hotel, and replaces an existing sign which is needed for wayfinding to direct customers to the hotel. The design of the proposed roundel represents a streamlined solution that respects the location of the hotel and actually reduces clutter to the facade of the building by virtue of the two existing light fittings no longer being needed and being removed.

- 6.12 The proposed roundel is required to be seen from Ducie Street and further along Dale Street to indicate the presence of the hotel for customers, particularly those arriving by foot, from either Piccadilly Station or Piccadilly Gardens. It is therefore inevitable that the sign will be viewed from and into the conservation area (a consideration stated within Policy DC18.1 'Conservation Areas'). However, the sign is a replacement for an existing sign and it is considered that it will have no greater impact upon these views or visual amenity than the existing externally illuminated sign.
- 6.13 The hotel is located on the corner of Dale Street and Lena Street, the Stevenson Square Conservation Area boundary runs along Lena Street and northeast wards along Dale Street, away from the hotel. The buildings directly opposite the hotel on Dale Street are also outwith the Conservation Area boundary. The northwest elevation of the hotel faces onto Lena Street and therefore has a direct relationship with the Conservation Area.
- 6.14 The proposed sign is positioned on the north east elevation of the building facing onto Dale Street, whilst it will be visible when approaching the hotel along Dale Street it is not visible from Lena Street and therefore it does not adversely impact upon the setting of the Conservation Area.
- 6.15 The Council also highlight in their reason for refusal that the proposed sign will have an impact upon the setting of nearby listed buildings. Our analysis of the identified buildings can be found below:

The Place Apartment Hotel (former London Warehouse), Ducie Street, Manchester, M1 2TP

- 6.16 Ducie Street is located approx. 65m south east of the hotel entrance. It is the purpose of the sign to be visible from Ducie Street to enable customers of the hotel to locate the entrance. The Appellant however strongly disagrees with the Council's assertion that the proposed sign will have an impact upon the setting of this listed building because of the size of the sign and its distance from the listed building.

Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE

- 6.17 This building is situated to the north of the hotel building fronting onto Dale Street. The proposed sign is positioned to the south of the hotel entrance approx. 30m from the corner of the Piccadilly Lofts building. The Appellant however strongly disagrees with the Council's assertion that the proposed sign will have an impact upon the setting of this listed building because of the size of the sign and its distance from the listed building.

75 Dale Street, Manchester, M1 2HG

- 6.18 This building is opposite the hotel building, whilst it does have a direct relationship with the elevation of the hotel containing the proposed sign, the Appellant believes that due to the size of the sign and the fact that an existing externally illuminated sign is present on the building there will be no adverse impact upon the setting of this listed building.

68 Dale Street, Manchester, M1 2HR

- 6.19 68 Dale Street is situated within the next block along the street, approx. 85m to the south east of the hotel entrance. As stated above the Appellant believes there to be no harm to the nearer Place Aparthotel building, therefore there is no harm to the setting of this listed building as it is even further away from the proposed sign.

57 Dale Street, Manchester, M1 2HH

- 6.20 57 Dale Street (Millington House) is located on the opposite of Dale Street approx. 80m from the hotel entrance. Again for reasons stated above due to the distance from the sign and the size of the sign the Appellant believes there will be no impact upon the setting of this listed building because of the proposed sign.

Listed structures Locks 84 and 85, Rochdale Canal, Manchester

- 6.21 The Rochdale Canal runs to the south of the hotel building, Locks 84 and 85 are located approx. 25m from the hotel entrance, however they are at a lower level than street level. The sign will not be seen from Lock 84 which is the closest lock to the hotel. The Appellant believes there will be no impact upon the setting of these listed structures.
- 6.22 The Council have sought to identify every listed building and structure within close proximity of the hotel building, and Policy DC19.1 includes a requirement to consider the impact of new development within the vicinity. However, the Appellant believes the Council have failed to

recognise that the proposed roundel would replace an existing externally illuminated hanging sign in the same position on the building. The Appellant therefore considers that the proposed sign would not have any adverse impact upon the setting of any of the buildings or structures identified by the Council in their reason for refusal.

- 6.23 In terms of Policy DC14.5 '*Shopfronts and related signs*' the proposed sign complies with this policy as it is positioned at fascia level, respects the architectural form of the building and replaces an existing hanging sign in the same position. Furthermore, it is the only hanging sign on the building. The building is not listed and is not located within a conservation area, so projecting signs are, in principle, acceptable.
- 6.24 Within the justification for this policy, the Council acknowledge what is or is not 'good design' is a matter of personal taste and judgement. The Appellant maintains that the proposed sign meets the requirements of this policy together with those of policies DMI, EN3, CC9, DC18.1 and DC19.1.
- 6.25 Furthermore, the NPPF, at Paragraph 136 is explicit in stating that 'advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'
- 6.26 The proposed roundel is one single sign that is placed at right angles to the elevation of the building, it is similar in its positioning to the externally illuminated hanging sign that it is proposed to replace. In terms of surface area the existing sign is larger.
- 6.27 The existing hanging sign has a larger surface area than the proposed roundel and is externally illuminated via two lights that are also attached to the building to provide the illumination. The proposed roundel has external illumination that is integrated within the signage framework.
- 6.28 The Appellant considers that the replacement of this externally illuminated hanging sign with the proposed roundel with integrated illumination contained within the sign will in fact reduce the clutter on the building not increase clutter as asserted by the Council on the decision notice. The proposed roundel offers a compact signage solution that will be visible, as it is intended to be from Ducie Street and further along Dale Street to aid in wayfinding.
- 6.29 The Appellant is an experienced hotel operator with premises in Listed Buildings and within Conservation Areas and is fully aware of the situational position of this appeal site. It is therefore considered that the single illuminated roundel offers a solution to wayfinding which

is essential for the operation of the hotel whilst respecting the character of the neighbouring conservation area and listed buildings within the vicinity of the site.

7 CONCLUSION

- 7.1 The appeal relates to a decision by Manchester City Council to refuse the installation of an illuminated roundel sign on the north east elevation of the hotel building. The sign would replace an existing externally illuminated hanging sign in this location.
- 7.2 The Appeal Statement explains the need for the proposed roundel and its design within the wider refreshed signage scheme. The statement also addresses the point of disagreement over the width of the proposed roundel and justifies the roundel's design in terms of technical constraints and planning policy.
- 7.3 The Appellant wishes to highlight that the proposed roundel offers a compact and streamlined alternative to the existing hanging sign and by virtue of its self contained illumination will in fact reduce clutter associated with advertisements on the buildings facade as the sign will not require the two existing light fittings to make it illuminated.
- 7.4 The NPPG guidance and the Advertisement Control regulations explicitly set out that advertisements can only be controlled with reference to their effect on amenity and public safety. The Appellant has demonstrated that the sign will be a replacement for an existing hanging sign and supplied technical, structural and manufacturing reasons why it cannot be reduced in width to 30mm as demanded by the Council.
- 7.5 The Council have not provided any explanation as to where this 30mm width derives from.
- 7.6 The Appellant firmly believes that the sign meets the policy requirements set out in the NPPF and Local Plan and is wholly appropriate and justified for this location.
- 7.7 Having regard to the information contained in this appeal we respectfully request that the sign is allowed.

APPENDIX ONE

Georgina Daintith

From: Georgina Daintith
Sent: 07 July 2022 16:10
To: Georgina Daintith
Subject: FW: Premier Inn , 72 Dale Street, Manchester, M1 2HR 132121/AO/2021

From: Gerry Reilly <gerry.reilly@manchester.gov.uk>
Sent: 13 December 2021 16:07
To: Vicky Harper <vicky.harper@walsingplan.co.uk>
Subject: RE: Premier Inn , 72 Dale Street, Manchester, M1 2HR 132121/AO/2021

Hi Vicky,

132121/AO/2021 The installation of 4.no illuminated signs Premier Inn, 72 Dale Street, Manchester, M1 2HR

It was good to speak to you earlier. I'm writing to you about 2 points in relation to the above application for advertisement consent

1. Thank you for the amended drawings. As I mentioned in the telephone conversation I think it would be good if you could label the 2 drawings either section through round sign or section through letters. It would also be good if you could state what the scales are. Either 1:50 or 1:100. This is to help the public who are viewing the plans online.
2. Manchester City Council does not approve projecting box signs with a depth greater than 30mm. I would be grateful if you could forward amended drawings showing the projecting box sign with a depth of 30mm.

I hope this is OK but if you have any further queries please do not hesitate to contact me on 0161 234 4618

Kind regards

Gerry

APPENDIX TWO

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

Advertisement Consent

Applicant

Premier Inn Hotels Limited
C/o Agent

Agent (if used)

Mrs Georgina Daintith
Walsingham Planning
Brandon House
King Street
WA16 6DX

Part 1 – Particulars of the application/development

Proposal: Erection of 2 no. high level, internally illuminated individual letter and logo signs, 2 no. internally illuminated, roundel projecting signs and 2 no. internally illuminated, individual letter and logo fascia signs above entrances.

Location: Premier Inn , Plot 14 Circle Square, Manchester, M1 7ED

Date of application: 20 August 2020

Application number: 126326/AO/2020

Part 2 – Particulars of decision

Manchester City Council gives notice that 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).

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application.

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:

-Site location plan, stamped as received by the Local Planning Authority on 25 February 2020.

-6no. proposed drawings numbered 145779 (REV C), stamped as received by the Local Planning Authority on 20 August 2020.

-9no. proposed drawings numbered 145779 (REV B), stamped as received by the Local Planning Authority on 20 August 2020.

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, and DC14 of the UDP.

Informatives

The proposed signage extends over the adopted highway. As such, a projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

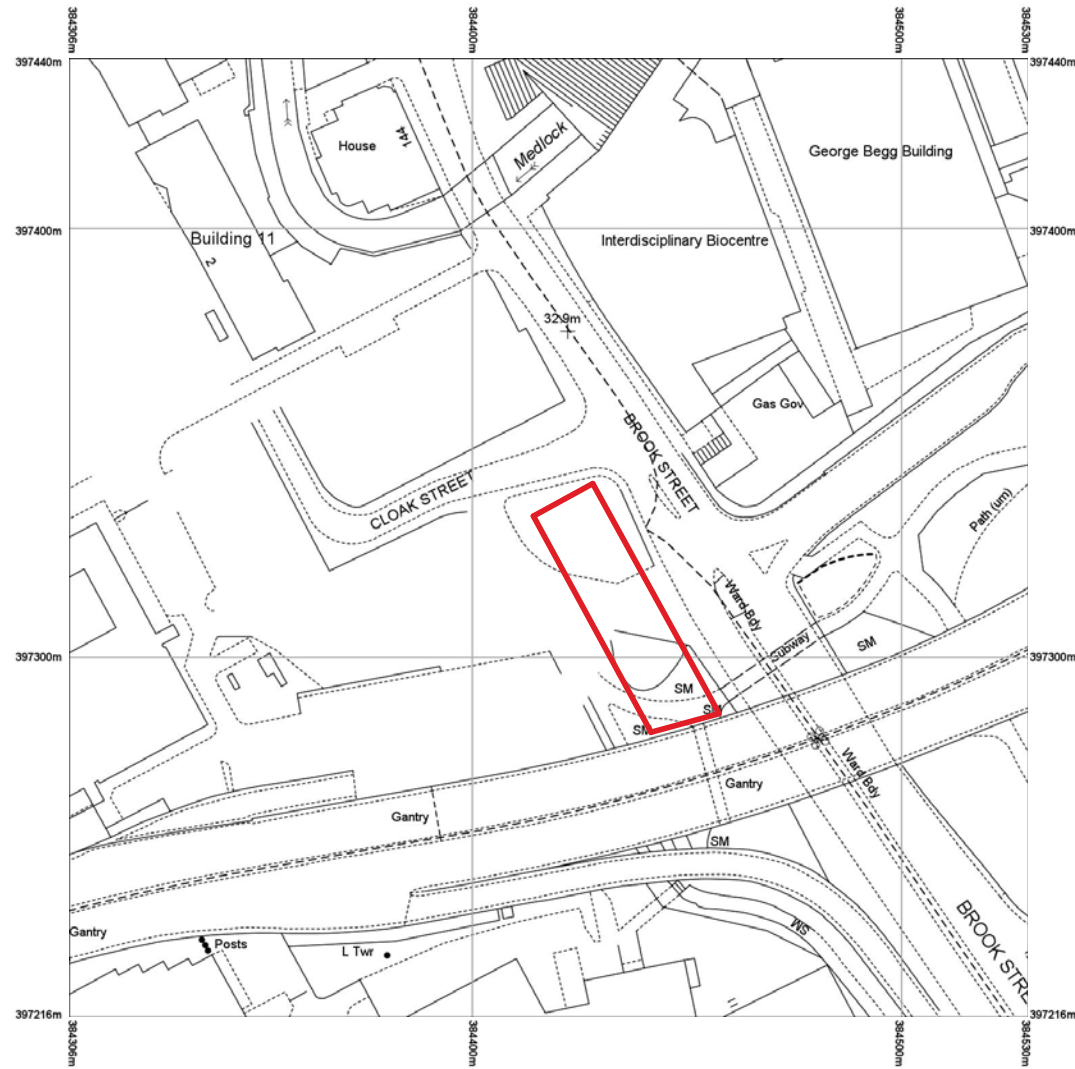
Date: 20 October 2020

Signed:



Julie Roscoe
Director of Planning, Building Control & Licensing

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



OS License Number: 100030848



0m 20m 40m 60m 80m 100m
Scale 1:1250 @ A3

LOCATION PLAN
Ref: KN0065/19
20 Feb 2020

PREMIER INN - MANCHESTER CIRCLE SQUARE

ITEM 03 (Qty 1) **INDIVIDUAL LETTERS & LOGO**

Internally illuminated letters
Fabricated by Menden Buchstaben.
Individual built up rim and return letters with 60mm returns to illuminate Purple.

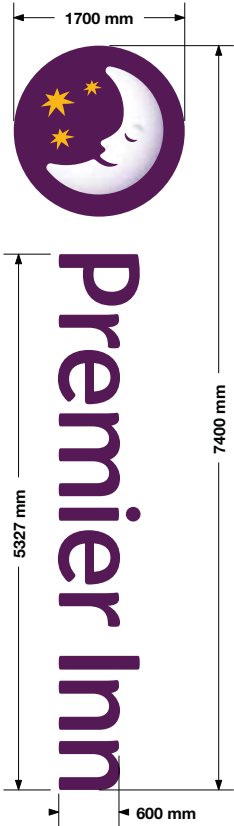
Internally illuminated roundel
An internally illuminated flex face sign.
Sign case to be powder coated Premier Inn Purple satin 70% gloss.
Complete with applied vinyl graphics.
White 'GE' LED internal illumination.
Scale 1:50



ITEM 04 (Qty 1) **INDIVIDUAL LETTERS & LOGO**

Internally illuminated letters
Fabricated by Menden Buchstaben.
Individual built up rim and return letters with 60mm returns to illuminate Purple.

Internally illuminated roundel
An internally illuminated flex face sign.
Sign case to be powder coated Premier Inn Purple satin 70% gloss.
Complete with applied vinyl graphics.
White 'GE' LED internal illumination.
Scale 1:50



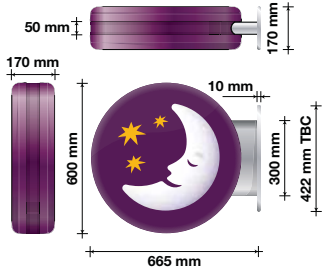
ITEM 05 (Qty 1) **WALL MOUNTED PROJECTING SIGN**

Wall mounted internally illuminated projecting sign.

Featuring:

- An aluminium roundel fret cut and powder coated Premier Inn Purple.
- Backed up with 5 mm Opal 050 acrylic. Moon to have digitally printed Vinyl applied to face.
- Stars to have Golden Yellow vinyl applied to face.
- White 'GE' LED illumination

Scale 1:20



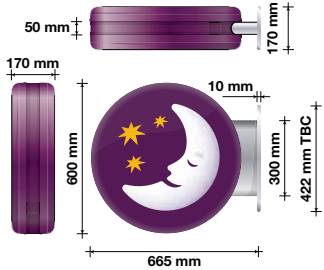
ITEM 06 (Qty 1) **WALL MOUNTED PROJECTING SIGN**

Wall mounted internally illuminated projecting sign.

Featuring:

- An aluminium roundel fret cut and powder coated Premier Inn Purple.
- Backed up with 5 mm Opal 050 acrylic. Moon to have digitally printed Vinyl applied to face.
- Stars to have Golden Yellow vinyl applied to face.
- White 'GE' LED illumination

Scale 1:20



WHITBREAD

**PREMIER INN
MANCHESTER CIRCLE
SQUARE**
CIRCLE SQUARE
MANCHESTER
M1

145779 (REV B)
06/08/20 - KA

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CONSENT OF ASHLEIGH SIGNS LTD

(COMPANY NUMBER : 1325080)
WHOSE REGISTERED ADDRESS IS:
ASHLEIGH HOUSE, BECHBROSE ROAD,
NORMANTON INDUSTRIAL ESTATE,
NORMANTON. W99 1TE

APPENDIX THREE

Georgina Daintith

From: Gerry Reilly <gerry.reilly@manchester.gov.uk>
Sent: 17 March 2022 10:17
To: Georgina Daintith
Subject: RE: 132121/AO/2021 - Premier Inn, Dale Street
Attachments: Photo 1.jpg; Photo 2.jpg; Photo 3.jpg

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Georgina,

It is possible to produce a 30mm thick internally illuminated projecting sign and I'm sending some photos of examples

From: Georgina Daintith <Georgina.Daintith@walsingplan.co.uk>
Sent: 14 March 2022 10:23
To: Gerry Reilly <gerry.reilly@manchester.gov.uk>
Cc: Anthony Mitchell <anthony.mitchell@manchester.gov.uk>; Jonathan Vose <jonathan.vose@walsingplan.co.uk>
Subject: 132121/AO/2021 - Premier Inn, Dale Street

Hello Gerry

Please find attached the revised drawing pack for the signage application at the Premier Inn, Dale Street. The pack is titled 163753 – Rev B dated 07/03/22 – KA

Items 1 and 2 have been labelled and scaled for identification purposes as requested.

Item 3, relating to the projecting roundel, we are struggling to reduce the roundel width to 30mm and to understand where in Manchester policy this is written?

The sign needs to be the width proposed to be structurally stable and safe as it contains electrical components that cannot be squashed into a thinner roundel. Furthermore, any thinner roundel would not result in the quality needed to contain the graphics.

The signage company have provided me with the following explanation regarding the manufacture of the sign.

With the face panels to the sign being rolled aluminium dish ends to create a premium looking product. To create the rolled effect of the aluminium panels, the sign returns need to be a minimum depth to facilitate this. In addition, the sign also requires an internal fabricated steel frame that is strong enough to support its own weight and not become unstable. The internal steel frame width is 58mm wide, so it would be physically and structurally impossible to reduce the return of the sign down to 30mm for the full sign return depth.

From a planning perspective we believe that the illuminated roundel is appropriate for its location. The elevation on which it is placed is not a primary shopping or pedestrian street within the city centre and is outside the conservation area. The roundel is to be placed on the elevation containing the main entrance to the hotel which does not face onto a street within the conservation area.

As explained above, the roundel includes internal and external framework, the external frame contains the lighting elements and removes the need to have separate lights attached to the wall, therefore creating a streamlined, less cluttered elevation. The roundel is required as a waymarking symbol, rather than for advertisement purposes, so

customers can easily identify the hotel entrance when approaching from different angles and can identify the hotel from street corners. The roundel is considered to be subtle but effective for this purpose.

I trust that you will find the attached acceptable as an exception to your 30mm and will grant consent for the signage scheme.

Many thanks
Georgina

Georgina Daintith
Consultant
Walsingham Planning
Brandon House, King Street, Knutsford, WA16 6DX
T: 01565 757500 M: 07471 952414
E: georgina.daintith@walsingplan.co.uk
www.walsinghamplanning.co.uk



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