

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130651/AO/2021

Date registered valid: 7 June 2021

Proposal: Installation of 2 no. non-illuminated building mounted signs together with free standing non-illuminated vehicle and pedestrian entrance signs

Address: CHS South, 451 Mauldeth Road West, Manchester, M21 7SX

Ward(s): Chorlton Park Ward

Applicant: Mr Andy Park, Prospere Learning Trust, 451 Mauldeth Road West, Manchester, M21 7SX

Agent (if any): Mr Lee Parker, BAM Construction Ltd, 2nd Floor Metro, 33 Trafford Road, Salford, M5 3NN

Case officer: Jennifer Connor
Tel: 0161 234 4545
Email: jennifer.connor@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 28.07.2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 17.06.2021

Standard consultations:

Printed: 21 June 2021 Expired: 12 July 2021

Neighbour notifications

Printed: 21 June 2021 Expired: 12 July 2021

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/area

The site is bounded to the north by Mauldeth Road West beyond which lies residential property on Mauldeth Road West, Chelsfield Grove and the junction of Withington Road and Mauldeth Road West. To the east lies the rest of the Greater Manchester Police compound known as The Hough End Centre, Broughton Park Rugby Club and Hough End Playing Fields. To the south west the site is bounded by the Metrolink Line with residential property beyond.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

Installation of 2 no. non-illuminated building mounted signs together with free standing non-illuminated vehicle and pedestrian entrance signs

Consultations & Notification Responses

Highways – It appears that all the signs are located within the site boundary and so do not directly impact the adopted highway.

The building mounted signs have no impact on the adopted highway or pedestrian / vehicle routes and so are acceptable in principle.

It appears that the ped entrance signs are located adjacent to the footway/cycleway entrance. Due to the proximity of the signs to the footway and cycle way it is recommended that a headroom of 2.3m is provided.

Agent response – In response to highway comments we have set them at 1.8m from ground level on the bases they are reasonably set back from the footpath so don't see them as causing an obstruction or people are likely to walk under them. The posts also being close to the edges of the sign means they don't overhang.

Having checked these have been installed in the last few days and in positions based on earlier layout drawing due to the site team feeling they would be more visible to help direct people to the site. Photo of them installed and the earlier plan attached. Are we okay with them in this position and at the 1800 height?

Highways response – We would have preferred more clearance however as the signs have already been installed and the images provided do show some horizontal clearance between the edge of footway and the signs we will accept the signs on this occasion.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Issues

Principle

The principle of advertisements associated with the presence of a school is considered acceptable, subject to any adverse impact upon visual amenity and/or public safety.

Visual Amenity and Public Safety

The proposed signs represent a modern, relative un-intrusive design, within the context of the setting for the school.

It is believed that due to the position, design and lack of illumination of the proposed signage, coupled with the context of the site, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

Whilst the signage will be visible from a distance, the lack of any illumination and the backdrop formed by the school, would not result in a strident or intrusive impact to visual amenity and would blend into the design and colouration of the host building.

No issues are raised from a public safety perspective.

Given the above, it is considered that the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as relevant Development Plan policy.

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

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to issues arising from the consideration of this application.

Condition(s) to be attached to decision for approval

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:

Location Plan P02
Proposed Elevation C04
Signage and Lining Strategy 00013
E1 – External Logo
E2 – Main Entrance Lettering
E3 – Sports Hall Lettering
E4 – Main Entrance Sign (Large)
E5 – Main Entrance Sign (Small)

Received 7th June 2021

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

List of properties notified on Uniform

Appendix 2 – Planning constraints

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

Flood Zones Type 2 (low to medium risk) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: SOUTH