MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	127999/AO/2020
Date registered valid:	17 December 2020
Proposal:	Advertisement consent for the display of 3 no. flags
Address:	Didsbury High School, 4 The Avenue, Manchester, M20 2ET
Ward(s):	Didsbury West Ward
Applicant:	Laurus Trust Didsbury High School, 4 The Avenue, Manchester, M20 2ET
Agent (if any):	Ms T Croghan Pozzoni Architects Woodville House, 2 Woodville Road, Altrincham, WA14 2FH
Case officer:	Robert Griffin Tel: 0161 234 4527 Email: robert.griffin@manchester.gov.uk
Recommendation:	APPROVE
Date of recommendation:	**23.02.2021**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: None undertaken due to Covid 19 pandemic. The site is know to the case officer who has dealt with previous applications on the site.

Standard consultations:
Printed: 29 January 2021 Expired: 19 February 2021

Neighbour notifications
Printed: 29 January 2021 Expired: 19 February 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site is located within the wider site of the former Withington Community Hospital in the Chorlton Park ward of south Manchester, approximately 8 km south of Manchester city centre.

The application site itself is approximately 2.13 hectares in size and is bounded by residential properties to the east (Clearwater Drive), commercial offices in One Didsbury Point to the north and Princess Road (A5103) dual carriageway to the west. To the south, the site is immediately bounded by Paupers Wood, a small area of private woodland which is subject to a Woodland Tree Preservation Order (Paupers Wood, Nell Lane, Chorlton Park) TPO 2005). Beyond Paupers Wood, Nell Lane runs to the north-west joining with Princess Road. The wider area is predominately residential in use, with commercial properties on Princess Road. To the southeast of the site, on The Boulevard, there is also a small group of commercial uses at Albert Place (comprising a café and a gym).

The site was historically part of the former Withington Hospital complex of buildings prior to their closure and subsequent demolition of buildings, but was recently redeveloped to form a secondary school with the main buildings located on the western side of the site with playing pitches and car parking sited on the eastern side closest to residential properties.

Description of development
Planning permission 118539/FO/2017 for the erection of a part two, part three and part four storey school building with associated sports facilities, landscaping, boundary treatments, car parking and associated external works was granted in March 2018.

The current application proposals are for advertisement consent for the display of 3 flags (1mx1.6m) associated with the granting off planning permission reference 127998/FO/2020 for the installation of 3 no. 6 metre flag poles to the front entrance to the school within a grassed landscaped area.

Consultations & Notification Responses
Residential properties close to the site were notified of the proposals, no responses were received.

Highway Services have no objections regarding the proposed erection of three 6metre high flag poles on private land at Didsbury High School. Sufficient headroom and carriageway clearance will be provided.

The proposed flag poles will not be located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

Policies
National Planning Policy Framework

NPPF sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 132 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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 regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012)
Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-
- Creating well designed places that enhance or create character
- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- Protect and enhance the built and natural environment
Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

Policy EN1 relates to Design Principles and Strategic Character Areas. It states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Policy DM 1 states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-
- 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 and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

Saved Unitary Development Plan policies
Policy E3.3 advises that the Council will upgrade the appearance of the city's major radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent

premises; encouraging new development of the highest quality; and ensuring that landscape schemes are designed to minimise litter problems.

Issues

Principle - The principal of installing flags as an advertisement to flag poles that have planning permission is acceptable. Notwithstanding this, consideration must be given to any amenity and public safety issues associated with these works.

Amenity - It is not considered that the display of school flags within the grounds of a high school gives rise to harm to the visual amenity of the area and is not thought to look cluttered or unsightly, and the proposals are deemed acceptable.

Public Safety - Due to the location within private land and the distance from an adopted highway, Highways Services were consulted on this application they raise no objections in terms of pedestrian or highway safety.

For the above reasons, the proposed advertising is considered to be acceptable, as they would be consistent with policies DM1, DC1, SP1, and the NPPF.

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 polices 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

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

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:

4938.FP_1101 Rev A and 4938.FP_1102 Rev A received on the 17th December 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
West Didsbury Residents Association

Didsbury High School, 4 The Avenue, Manchester, M20 2ET
40 Clearwater Drive, Manchester, M20 2ED
32 Clearwater Drive, Manchester, M20 2ED
38 Clearwater Drive, Manchester, M20 2ED
36 Clearwater Drive, Manchester, M20 2ED
34 Clearwater Drive, Manchester, M20 2ED
28 Clearwater Drive, Manchester, M20 2ED
24 Clearwater Drive, Manchester, M20 2ED
30 Clearwater Drive, Manchester, M20 2ED
Third Floor, One Didsbury Point, 2 The Avenue, Manchester, M20 2EY
Second Floor, One Didsbury Point, 2 The Avenue, Manchester, M20 2EY
First Floor, One Didsbury Point, 2 The Avenue, Manchester, M20 2EY
Ground Floor, One Didsbury Point, 2 The Avenue, Manchester, M20 2EY
One Didsbury Point, 2 The Avenue, Manchester, M20 2EY
26 Clearwater Drive, Manchester, M20 2ED
22 Clearwater Drive, Manchester, M20 2ED
20 Clearwater Drive, Manchester, M20 2ED
12 Clearwater Drive, Manchester, M20 2ED
18 Clearwater Drive, Manchester, M20 2ED
16 Clearwater Drive, Manchester, M20 2ED
14 Clearwater Drive, Manchester, M20 2ED
10 Clearwater Drive, Manchester, M20 2ED
8 Clearwater Drive, Manchester, M20 2ED
6 Clearwater Drive, Manchester, M20 2ED
4 Clearwater Drive, Manchester, M20 2ED
2 Clearwater Drive, Manchester, M20 2ED

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
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH