

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142738/AO/2025

Date registered valid: 16 April 2025

Proposal: Installation of 2no. individual letter signs and retention of 1no. plaque sign.

Address: Manchester Metropolitan University Humanities Building, Rosamond Street West, Manchester, M15 6LL

Ward(s): Hulme Ward

Applicant: Mr Jac Lloyd - Jones Astra Signs Limited

Agent (if any): Mr James Rowe Astra Signs Limited

Case officer: Lea
Tel: 0161 227
Email: lea.joseph@manchester.gov.uk Joseph 3644

Recommendation: Approve

Date of recommendation: 26.05.2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7 May 2025

Standard consultations:

Printed: 29 April 2025 Expired: 21 May 2025

Neighbour notifications

Printed: 29 April 2025 Expired: 21 May 2025

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 Geoffery Manton Building is a large four-storey red brick building sitting within the Manchester Metropolitan University campus. The site is bounded by Oxford Road, Rosamond Street and Jenkinson Street. The site is one of the largest buildings within the campus and sits in close proximity to the Royal Northern College of Music, Manchester Aquatics Centre, the Chatham Building and the Manchester Poetry Library. Overall, the University campus features a wide mixture of design styles, including buildings of varying ages.



Image 1: Existing site

Description of development

The submitted application seeks advertisement consent for the retention of one plaque sign and the installation of two non-illuminated white vinyl letter signs. White acrylic lettering would be added into existing cladding on the building to denote the building's name in addition to a logo sign. These signs will be placed at an entrance bordering Jenkinson St. and will not be visible from any of the other entrances to the building. Existing vinyl signage will be removed and replaced by the proposed vinyl letters (Image 2). Existing vinyl signage will be removed and any incision marks in the cladding would be repaired prior to the installation of the new signage.



Image 2: Proposed Development with retained plaque highlighted

Planning History

122436/AOH/2019 - Installation of 2 no. digital LED display screens to associated InLink (related planning application ref no. 122435/AO/2019) – Approved March 2019

136617/AO/2023 - Installation of 1 x non illuminated logo and individual letter sign and 1 x illuminated individual letter sign. – Approved May 2023

137206/AO/2023 - Installation of 1 x non illuminated logo and individual letter sign, and 1 x illuminated individual letter sign. – Approved June 2023

Consultations & Notification Responses

Highway Services –No objections.
Environmental Health – No objections.

Policy

The policies relevant to consideration of this application are:

- Saved Unitary Development Plan Policy
 - o All Saints - Small Area Proposals
 - o Section 14 - Shop Fronts and Related Signs
 - DC14.1
 - DC14.5 (A&B)

Other Material Considerations

- o Town and Country Planning (Control of Advertisements) Regulations 2007
- o National Planning Policy Framework
 - Chapter 12 - Achieving Well Designed Places

Issues

Design issues and Visual Amenity

The proposed and retained signage would be unobtrusive within the overall streetscape and surrounding campus buildings. The proposal is a marked enhancement from the existing signage in terms of siting and materials. Given the nature and design of the building there is no obvious fascia level for signs to be positioned at. It is considered that the new position would however be visually discreet and respect the architectural form of the building. Thus, the development meets policy DC14.

Public Safety

There is no proposed luminance of the proposed signage, nor are there any public safety concerns for the proposed signage.

Other Legislative Requirements **Equality Act 2010**

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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

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:

Drawing -- Location: Location Plan (Received 16 April 2025)

Drawing -- Proposed: XJ91147 -- GEOFFREY MANTON ENTRANCE X4 (Received 16 April 2025)

Email -- Cladding refurbishment (Received 13 May 2025)

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
Environmental Health

1 Boundary Street West, Manchester, M15 6LS
Manchester Metropolitan University, Arts And Humanities Building, Cavendish Street,
Manchester, M15 6BG
Manchester Aquatics Centre, 2 Booth Street East, Manchester, M13 9SS
Royal Northern College Of Music, 124 Oxford Road, Manchester, M13 9RD

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL