

Planning

Growth & Development

Delegated officer report for planning application

Application no. 138739/AO/2023
Date registered valid: 4 December 2023
Proposal: Installation of 4no. external non-illuminated individual letter signs and 2 no. logos, and 2no plaque signs
Address: Manchester Metropolitan University Business School , Lyceum Place, Manchester, M15 6BH
Ward(s): Hulme Ward

Applicant: Nick Bailey Manchester Metropolitan University
Agent (if any): Mrs Klaire Daggatt The Fairhursts Design Group Ltd
Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk
Recommendation: Approve
Date of recommendation: 20 December 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 18 December 2023

Standard consultations:

Printed: 7 December 2023 Expired: 28 December 2023

Neighbour notifications

Printed: 7 December 2023 Expired: 28 December 2023

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

This application relates to Manchester Business School at Manchester Metropolitan University which shares a high quality modern fully glazed building with the University's Law School within the All-Saints Campus of Manchester Metropolitan University campus. The building is bounded by All Saints Park, the elevated section of the Mancunian Way, Oxford Road, Higher Cambridge Street and Lyceum Place.

The Business School can be accessed from Lyceum Place and from a service road adjacent the Mancunian Way although its main entrance fronts Lyceum Place.

The building is within the immediate setting of a number of listed buildings including the Grade II Listed Bell House, the Grade II Listed Ormond Building and St Augustine's Church.

It is within the Manchester Metropolitan University Campus within the City Centre and surrounding uses include residential, student residential, education, takeaways, cafes, shops, offices and a public park.

The application relates to the entrances on the front and rear of the building.

Description of development

Advertisement Consent is sought for the installation of:

- 1no. built up letter individual letter sign attached to the outside of the glazing above the main entrance on Lyceum Place.
- 1no. built up letter individual letter sign and logo attached to the outside of the glazing adjacent the main entrance on Lyceum Place.
- 1no. plaque attached to the outside of the glazing adjacent the main entrance on Lyceum Place.
- 1no. built up letter individual letter sign attached to the outside of the glazing above the secondary entrance on the service road.
- 1no. built up letter individual letter sign and logo attached to the outside of the glazing adjacent the main entrance on the service road.
- 1no. plaque attached to the outside of the glazing adjacent the main entrance on the service road.

Consultations & Notification Responses

Highway Services - Confirmed no objections to the signs.

Environmental Health - Confirmed no comment.

Publicity - Letters were sent to surrounding occupiers. No responses were received.

Issues

Issues

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front and signage works.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application.

Policy JP-P1 (Sustainable Places) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.

Policy JP-P2 (Heritage) aims to proactively manage and work with partners to positively conserve, sustain and enhance its historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct identity and sense of place. The policy requires development proposals affecting a designated heritage asset (or an archaeological site of national importance) and a conservation area to conserve those elements which contribute to its significance including those identified in any conservation area appraisal as making a positive contribution to the area. Harm to such elements will only be permitted where this is clearly justified and outweighed by the public benefits of the proposal.

National Policy

Town and Country Planning (Control of Advertisements) Regulations 2007 - requires local planning authorities to exercise their powers under the Regulations in the interests of amenity and public safety, taking into account material provisions of the development plan and any other relevant factors.

Sections 16, 66 and 72 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas. Development decisions should, therefore, accord with the requirements of the NPPF and to section 16 (Conserving and Enhancing the Historic Environment).

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

The NPPF Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

The signage proposed would consist of individual letters and would be in keeping with the design of this high-quality largely glazed building and would relate well to the entrance above which they are located.

The plaque sign is considered acceptable in this location due to the building containing multiple departments.

The main entrance would be viewed in context with the above-described listed buildings, but due to the design of the signs and their quality in terms of the high-quality and large scale building on which they are located, they would not cause harm to the nearby listed buildings.

The location of the secondary entrance the signs would be quite obscured by the structure of the Mancunian Way. There would also be no views of the signage within the setting of any of the listed buildings identified above and so this signage does not cause harm.

Given this, the signs are acceptable and comply with all above local and national planning policies listed above and the Town and Country Planning (Control of Advertisements) Regulations 2007.

Public safety - No issues.

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

Article 35 Declaration

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 have been carried out in accordance with the following drawings and documents:

The location plan received by the City Council as local planning authority on 4 December 2023

The 5no. drawings referenced XJ90780 Rev 4 received by the City Council as local planning authority on 18 December 2024

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3 and SP1 and saved policies E3.3, DC14.1 and 14.5 and DC19.1 of the Unitary Development Plan.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Clitheroe House, Lower Chatham Street, Manchester, M15 6BY

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
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL