



Planning

Growth & Development

Delegated officer report for planning application

Application no.	140801/AO/2024
Date registered valid:	16 August 2024
Proposal:	Externally illuminated painted building sign
Address:	Park Hall, Thurloe Street, Manchester, M14 5SG
Ward(s):	Rusholme Ward
Applicant:	Mr Mubeen Patel, VSHF Developments Ltd
Agent (if any):	Mr Will Aust, WA Architecture
Case officer:	Joshua Lee Tel: 0161 219 2851 Email: joshua.lee@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	10/10/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 11/09/2024

Standard consultations:

Printed: 29 August 2024 Expired: 19 September 2024

Neighbour notifications

Printed: 29 August 2024 Expired: 19 September 2024

Site notice

Posted: 11 September 2024 Expired: 2 October 2024

Press advert

Published: 3 September 2024 Expired: 24 September 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The proposal relates to a large three storey, L-shaped, being converted into a student accommodation block on Thurloe Street. The block gained a change of use permission in 2007 and a three-storey extension permission in earlier in 2024. As of the site visit construction was underway.

Listed building: Not applicable

Conservation area: Victoria Park Conservation Area 1972

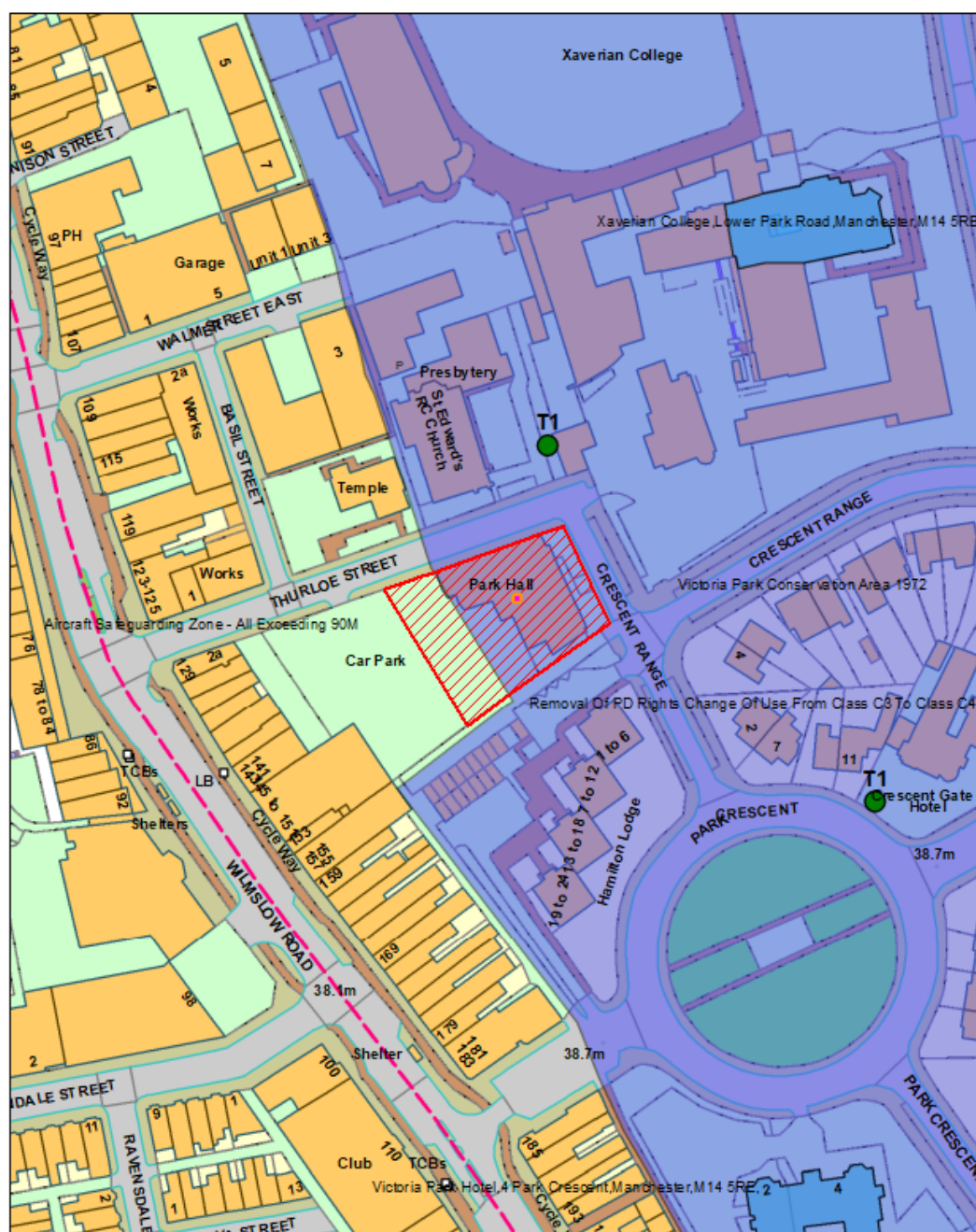
Tree Preservation Order: Not applicable



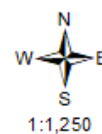
Figure 1. Street scene

Description of area

The property is located in mixed use area of the Rusholme Ward of Manchester. Xavierian College is to the North, Park Crescent to the South and the Rusholme District Centre on Wilmslow Road to the West. The site sits within the Victoria Park Conservation Area with the western wall forming the boundary.



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Description of development

The applicant is proposing an externally illuminated painted building sign measuring 4250mm x 2000mm at 5255mm above ground level. The signage sits on the western wall facing into the adjacent car park.

The proposed illumination is a Portland Lighting Ecolux Mini LED. The applicant confirmed the bracket to be black and project 300mm.

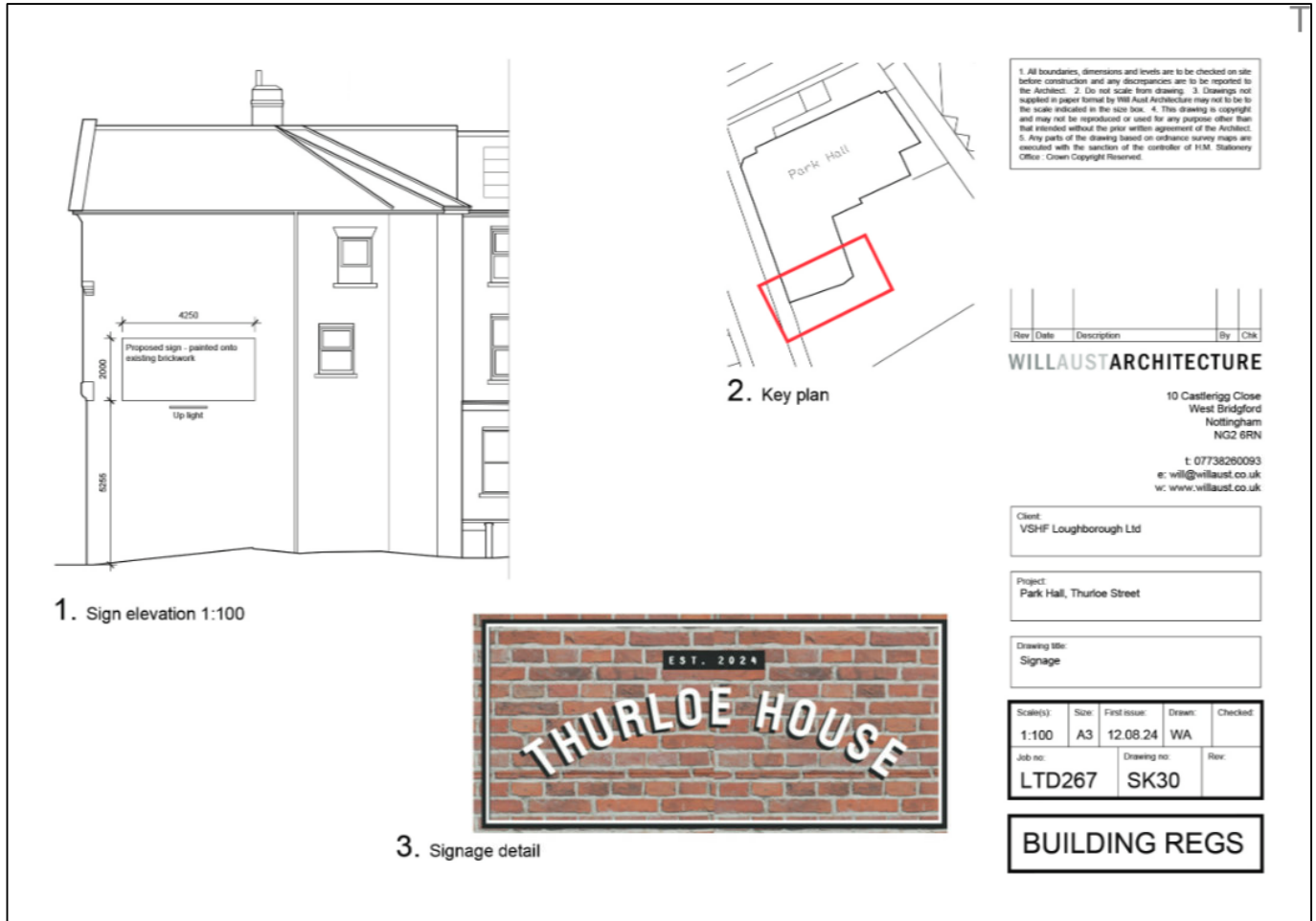


Figure 2. Proposed signage

Planning History

136746/FO/2023

Description: Erection of a three-storey extension to provide an additional 17 student bedrooms (sui generis) involving 2 x 1 bed studio flats, 1 x 3 bed cluster and 3 x 4 bed clusters) together with the provision of a bin store, bicycle store and amenity space; refurbishment and alterations to existing building, including internal reconfiguration, removal of stairs and the addition of rooflights and solar panels.

Decision: Approved 31/01/2024

CDN/24/0552

Description: Partial discharge of condition no. 3 (Materials - solar panels and rooflights only) attached to planning permission ref: 136746/FO/2023

Decision: Approved 01/07/2024

CDN/24/0118

Description: Discharge of Condition 5 (Construction Management Plan) attached to planning permission 136746/FO/2023

Decision: 08/04/2024

080969/FU/2006/N2

Description: Retrospective change of use from nursing home to student accommodation, (total 56 no. single study bedrooms). Provision of 6 no. car parking spaces

Decision: Approved 16/05/2007

070853/FO/2004/N2

Description: Erection of a four-storey extension to side of existing hall of residence to create 20 x additional student rooms and creation of new access to rear parking area.

Decision: Not proceeded with 03/12/2004

Consultation, notification & publicity responses

Consultations

Manchester City Council Highways Services

Manchester City Council Highways Service were consulted on this application and had no objections to the proposed development.

Manchester City Council Environmental Health

Manchester City Council Environmental Health were consulted on this application and had no objections to the proposed development.

Notifications

Local Residents

As stated in Appendix 1, people who live near the area were told about the proposal.

No one commented, objected, or gave their opinion on this application.

Publications

Site Notice and Press Advertisements

As per Appendix 1, a public site notice and advertisement in the Manchester Evening News was posted.

No one commented, objected, or gave their opinion on this application.

Relevant policies & the principle of development

After careful consideration, it is concluded that the proposal is acceptable and aligns with the following policies.

- [The Manchester Core Strategy Development Plan Document 2012-2027](#)

- o Development Management and Planning Obligations
 - DM 1 - Development Management
- o Objective 1 - Spatial Principles
 - SP 1 - Spatial Principles (partially superseded)
- o Objective 2 - Economy and the City Centre
 - EC 1 - Employment and Economic Growth in Manchester
 - EC 2 – Existing Employment Space
 - EC 8 – Central Manchester
- o Objective 6 Environment
 - EN 1 - Design Principles and Strategic Character Areas
 - EN 3 – Heritage (partially superseded)
- [Exant Unitary Development Plan \(UDP\)](#) -
 - o DC15 - Advertisements, Hoardings and Posters.
 - o DC18 – Conservation Areas
- [Places for Everyone Plan Joint Development Plan Document 2022-2039-](#)
 - o Strategy
 - JP-Strat5: Inner Areas
 - o Places for Jobs
 - JP-J1: Supporting Long-Term Economic Growth
 - JP-J2: Employment Sites and Premises
 - o Places for People
 - JP-P2: Heritage
 - JP-P5: Education, Skills and Knowledge
- [The National Planning Policy Framework \(The NPPF\)](#) –
 - o Section 4 – Decision-making
 - o Section 6 – Building a strong, competitive economy
 - o Section 7 - Ensuring the vitality of town centres
 - o Section 12 – Achieving well-designed places
 - o Section 16 - Conserving and enhancing the historic environment
- [Town and Country Planning \(Control of Advertisements\) Regulation 2007](#) –
 - o Section 3 - Powers to be exercised in the interests of amenity and public safety

The Manchester Core Strategy Development Plan (2012-2027)

We have assessed the proposal against the following policies of the Core Strategy.

Development Management and Planning Obligations

DM 1 – Development Management

New developments must adhere to the 'Development Principles' and design guidance in the Supplementary Planning Documents.

We have assessed the proposal against the following issues.

Appropriate siting, layout, scale, form, massing, materials, and detail

The proposed signage is a painted sign with externally illuminated uplighting. The size is appropriate for the building and the design and lighting appropriate for the character of the building.

A condition has been attached to ensure that the specification of the proposed illumination is approved by the City Council as LPA prior to development.

Officers consider the new development to be acceptable in its 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.

The proposed development is of a size and design that won't significantly change the area's character, so its appearance is acceptable.

The proposal is similar in size and scale to others nearby, notably signage at Xaverian College. Therefore, it can fit on the property site and won't disrupt the area's existing features.

The uplighting and painted brick is sympathetic to the building and wider conservation area.

The proposed uplighting is a Portland Lighting Ecolux Mini LED light with a 300mm black bracket. The size and appearance of the lighting is appropriate for the area being externally uplit.

In general, the proposed development has little impact on the surrounding areas. The design, scale, and appearance are all in line with the development management principle.

Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation.

The proposal is expected to have a negligible impact on privacy.

The proposal features 1no Portland Lighting Ecolux Mini LED light 40cd/m2 uplight which is expected to have a minimal effect on local light given the existing sources of illumination in the area (streetlamps).

The proposal in of itself has a negligible effect on local noise levels or vibration. We understand that demolition and construction can be loud and disruptive to the local residents. Contractors should use construction guidance to reduce emissions and minimize disruptions for residents.

The proposal is expected to have a negligible effect on air quality or odours.

The proposal is expected to have a negligible effect on litter, vermin, or birds.

The proposed sign complies with carriageway clearance requirements and is therefore compliant with MCC recommendations. The proposal is expected to have a negligible effect on road safety and traffic generation.

Overall, the proposal has a negligible impact on privacy, light, noise, air quality, and other factors. So, it follows this principle of development management.

Effects relating to biodiversity, landscape, archaeological or built heritage

The applicant and consultees did not find any contamination or stability issues at the site.

The proposal is exempt from biodiversity net gain rules.

The proposal is within the Victoria Park Conservation Area.

Victoria Park Conservation Area, three kilometres to the south of the city centre, was designated in March 1972.

It extends from the backs of properties to the north of Daisy Bank Road and Oxford Place to Kent Road East and West, and Rusholme Grove in the south. The west boundary is Oxney Road and the backs of properties on Wilmslow Road. To the east the boundary is formed by Anson Road, the backs of properties on Langdale Road and Laidon Road, the backs of properties on Daisy Bank Road, Scarsdale Road, the backs of properties on Langdale Road and Anson Road.

The scale of the development minimises any harm to the conservation area and heritage assets and the development is in keeping with existing area.

The proposal is in keeping with the architectural style of the existing property and sits comfortably within the street scene. It is of note that many properties in the area feature signage including at Xaverian College.

The harm to the conservation area and local heritage assets would be less than substantial (as set out in the NPPF Section 16)

On balance the proposal has minimal effect on local biodiversity, landscape, archaeological or built heritage and is therefore in accordance with this development management principle.

Objective 1 - Spatial Principles

SP 1 - Spatial Principles

This policy outlines the guiding spatial principles and core development principles of Manchester City Council.

Most notably the core development principles highlight development should ‘make a positive contribution to neighbourhoods of choice’.

We consider this proposal to accord with the principles of this policy.

Objective 2 - Economy and the City Centre

EC 1 - Employment and Economic Growth in Manchester

This policy outlines the overall strategy for employment and economic growth in Manchester.

We consider this proposal to accord with the principles of this policy.

EC 2 – Existing Employment Space

This policy explains how to improve and protect current places where people work.

We consider this proposal to accord with the principles of this policy.

EC 8 – Central Manchester

This policy outlines the principles for employment opportunities in Central Manchester.

We consider this proposal to accord with the principles of this policy.

Objective 6 Environment

EN 1 – Design Principles and Strategic Character Areas

This policy outlines the key design principles for development in Manchester. All development in Manchester will be expected to follow the seven principles of urban design.

This proposal sits within the ‘Southern Character Area’.

We consider this proposal to accord with the principles of this policy.

EN 3 – Heritage

This policy outlines the key principles concerning Heritage and development management. In particular, development that complements and takes advantage of the distinct historic and heritage features of the city’s districts and neighbourhoods.

We consider this proposal to accord with the principles of this policy.

Extant Unitary Development Plan (UDP)

The Core Strategy replaced most of the UDP, but some UDP policies still apply to this proposal.

DC15 - Advertisements, Hoardings and Posters

This policy outlines the key issues when considering development of Advertisements, Hoardings and Posters.

We consider this proposal to accord with the principles of this policy.

DC18 - Conservation Areas

This policy outlines the key issues when considering the development proposals within Conservation Area.

We consider this proposal to accord with the principles of this policy.

Places for Everyone Plan (2022 – 2039)

We have assessed the proposal against the following policies of the Places for Everyone Plan.

Strategy

JP-Strat5: Inner Areas

This policy outlines the spatial strategy for the Inner Areas of the City Region which includes the urban fringe around the City Centre.

We consider this proposal to accord with the principles of this policy.

Places for Jobs

JP-J1: Supporting Long-Term Economic Growth

The policy outlines the ambition to have a thriving, inclusive and productive economy in all our boroughs.

We consider this proposal to accord with the principles of this policy.

JP-J2: Employment Sites and Premises

This policy outlines the strategy for a diverse range of employment sites and accessible premises, both new and second-hand, to offer opportunities for all kinds and sizes of businesses.

We consider this proposal to accord with the principles of this policy.

Places for People

JP-P1 Sustainable Places

This policy outlines how we aim to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy, and varied places.

We consider this proposal to accord with the principles of this policy.

JP-P2: Heritage

This policy outlines how We will proactively manage and work with partners to positively conserve, sustain and enhance our historic environment and heritage assets and their settings.

We consider this proposal to accord with the principles of this policy.

JP-P5: Education, Skills and Knowledge

This policy outlines how significant enhancements in education, skills and knowledge to benefit existing and new residents will be promoted.

We consider this proposal to accord with the principles of this policy.

The National Planning Policy Framework (NPPF)

The National Planning Policy Framework explains the government's planning policies for England. It also explains how to use these policies.

At all stages of the application, we have adhered to and considered the NPPF.

Section 4 - Decision-making

Section 4 of the NPPF outlines how local planning authorities should approach decisions on proposed development in a positive and creative way.

Section 4 of the NPPF has been adhered to and considered at all stages of the proposal.

Section 6 - Building a strong, competitive economy

Section 6. of the NPPF outlines the development management principles to help create the conditions in which businesses can invest, expand, and adapt.

Section 12 - Achieving well-designed places

Section 12 of the NPPF outlines the need to achieve well-designed places.

Section 16 - Conserving and enhancing the historic environment

Section 16 of the NPPF outlines the development management regarding heritage assets.

Considering potential impacts (Para. 199-208)

These paragraphs outline when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

We consider this proposal to accord with the principles of the NPPF.

Other Material Considerations

Other material considerations & policy may be relevant to the proposal as follows:

- [Guide to Development in Manchester Supplementary Planning Document and Planning Guidance \(April 2007\)](#)
- [Manchester Residential Quality Guide \(July 2016\) \(MRQG\)](#)
- [Manchester, Salford, and Trafford Strategic Flood Risk Assessment](#)
- [Manchester City Council Highways Developer Design Guidance – Sustainable Drainage Systems](#)
- [Manchester City Council Planning and Noise Technical Guidance \(2022\)](#)
- [Air Quality & Planning Technical Guidance \(2022\)](#)
- [Planning and Contaminated Land Technical Guidance \(2021\)](#)
- [Greater Manchester Joint Waste Development Plan Document \(GMJWDPD\)](#)
- [Waste Storage and Collection Guidance for New Developments \(2017\)](#)
- [Hot Food Takeaway Supplementary Planning Document \(2017\)](#)
- [Manchester City Council Houses in Multiple Occupation Guidance and Amenity Standards \(2020\)](#)
- [Manchester Tree and Woodland Action Plan 2024-2034](#)
- [Manual for Streets \(2007\)](#)
- [National design guide & National Model Design Code \(2021\)](#)
- [Outdoor advertisements and signs: a guide for advertisers \(2007\)](#)

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.

Conclusion

We find the proposal's design, size, and appearance acceptable for this location. It won't harm nearby properties or the street's character. There are no other material considerations of enough weight to say otherwise. Due to these reasons, the proposal is not likely to have a negative impact. It aligns with the relevant Core Strategy, Extant UDP, NPPF policies, and other material considerations.

Recommendation: Approve

Condition(s) to be attached to decision for approval

1. 3-year time limit

The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2. Specified plans

The development hereby approved shall be carried out in accordance with the following drawings and documents:

- a. Drawing - Location Plan 16 Aug 2024 02 LOCATION & BLOCK PLAN
- b. Drawing - Proposed 16 Aug 2024 SK30 SIGNAGE
- c. Supporting information 10 October 2024 Ecolux Mini Product Specification
- d. Supporting information 10 October 2024 Ecolux Mini Installation and wiring instruction V4

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies DM 1, SP 1 and EN 1 of the Core Strategy and JP-P1 of Places for Everyone.

3. Advertisement mandatory condition

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 216, Park Hall, Thurloe Street, Manchester, M14 5SG
Flat 214, Park Hall, Thurloe Street, Manchester, M14 5SG
Flat 215, Park Hall, Thurloe Street, Manchester, M14 5SG
Flat 213, Park Hall, Thurloe Street, Manchester, M14 5SG
Flat 212, Park Hall, Thurloe Street, Manchester, M14 5SG
Flat 211, Park Hall, Thurloe Street, Manchester, M14 5SG
Flat 210, Park Hall, Thurloe Street, Manchester, M14 5SG
Flat 209, Park Hall, Thurloe Street, Manchester, M14 5SG

Flat 105, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 104, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 103, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 102, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 101, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 100, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 16, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 15, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 14, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 12, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 11, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 10, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 9, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 8, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 7, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 6, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 5, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 208, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 207, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 206, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 205, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 204, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 203, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 202, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 201, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 200, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 117, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 116, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 115, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 114, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 113, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 112, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 111, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 110, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 109, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 108, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 107, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 106, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 18, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 17, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 4, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 3, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 2, Park Hall, Thurloe Street, Manchester, M14 5SG
 Flat 1, Park Hall, Thurloe Street, Manchester, M14 5SG
 Hamilton Lodge, Park Crescent, Manchester, M14 5QU
 Flat 6, Hamilton Lodge, Park Crescent, Manchester, M14 5QU
 Flat 4, Hamilton Lodge, Park Crescent, Manchester, M14 5QU
 Flat 1, Hamilton Lodge, Park Crescent, Manchester, M14 5QU
 6 Crescent Range, Manchester, M14 5RW
 Church And Community Hall, Thurloe Street, Manchester, M14 5SG

4 Crescent Range, Manchester, M14 5RW

Flat 5, Hamilton Lodge, Park Crescent, Manchester, M14 5QU

Flat 3, Hamilton Lodge, Park Crescent, Manchester, M14 5QU

Flat 2, Hamilton Lodge, Park Crescent, Manchester, M14 5QU

Appendix 2 – Planning constraints

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

Conservation Area - Victoria Park Conservation Area 1972

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Area Team Boundary - Name: SOUTH AREA