

Planning

Growth & Development

Delegated officer report for planning application

Application no. 138722/AO/2023

Date registered valid: 8 December 2023

Proposal: Installation of 2no. non-illuminated fascia signs and 2no. non-illuminated plaque signs.

Address: 14 Higher Chatham Street, Manchester, M15 6ED

Ward(s): Hulme Ward

Applicant: Nick Bailey Manchester Metropolitan University

Agent (if any): Mrs Klaire Daggatt The Fairhursts Design Group Ltd

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 25/10/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 11 December 2023

Expired: 1 January 2024

Neighbour notifications

Printed: 11 December 2023

Expired: 1 January 2024

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

The application relates to the five storey School of Digital Arts Building located at 14 Higher Chatam Street. The property is in an active education use (Class F1(a)). The site is bound by Boundary Street West to the north, Higher Chatam Street to the east, and Rosamond Street West to the south. The application property is a contemporary building, featuring a prominent two storey overhang on its northern and southern elevations, with a full height digital display on its front elevation. The site then also features 4no unauthorised advertisements on its rear and front elevations.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site lies on the western edge of the Manchester Metropolitan University Campus and thus the area that lies to the east, north and south is comprised of a high number of buildings in educational use. To the west lie properties in residential use (Class C3), as well as light commercial retail along Higher Cambridge Street (Class E). Adjacent to the site lies the Salutation Pub, a 19th century building in use as a drinking establishment (Sui Generis).

Description of development

The application seeks advertisement consent for the retention of 2no non-illuminated fascia signs and 2no non-illuminated plaque signs.

The 4no advertisements are displayed at the application site's southern and northern entrances. At the southern entrance a 2575mm wide by 170mm high fascia sign is displayed on the site's revolving door entrance at a height of 2245mm and is comprised of individual aluminium letters coloured white. This sign is then accompanied by an aluminium plaque sign coloured black with white lettering, that has a height of 750mm, being displayed 1200mm off the ground, with a width of 600mm and a depth of 50mm.

At the site's northern entrance, a second fascia sign matching the description of the above, is displayed on the property's front revolving door entrance. Accompanying said sign is a second aluminium plaque sign coloured black with white lettering, displayed 1400mm off the ground. The sign has a width of 280mm, a height of 375mm and a depth of 50mm.

Planning History

136618/AO/2023 - Installation of 1 x non illuminated and 1 x internally illuminated individual letter and logo signs – Approved May 2023.

128014/NMC/2020 - Application for a non-material amendment to approved planning application 125565/JO/2019 to allow for relocation of photovoltaic panels from 4th floor roof to 5th floor roof – Approved October 2020.

125565/JO/2019 - Variation of conditions 2 (specified plans) and 19 (BREEAM) attached to previously approved planning application 121487/FO/2018 – Approved April 2020.

121487/FO/2018 - Erection of 5 storey digital arts building (Use Class D1) with enclosed roof-top plant and integrated LED light wall to provide digital innovation laboratories, media exhibition space, seminar rooms, studios, production suites and office accommodation together with associated storage, WCs, mechanical plant, operational floorspace, service access and hard and soft landscaping. 17 car parking spaces to be lost with 2 fully accessible spaces being relocated on-street – Approved November 2018.

Consultations & Notification Responses

Highways – No objection.

Environmental Health – No objection.

Publicity – None received.

Policy

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 Manchester Core Strategy – Development Plan Document 2012 – 2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC15 – Advertisements, Hoardings and Posters

Other Material Considerations

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places

National Planning Practice Guidance (NPPG)

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. Once the Places for Everyone Plan is adopted it will form part of Manchester’s development plan.

To date, five consultations have taken place in relation on the Plan. The Examination of Plan, following its submission in February 2022, began in November 2022. Following the completion of the Examination of the Plan, main modifications have now been proposed which will now become the subject of further public consultation.

The City Council’s Executive agreed the Main Modification on 4 October 2023 and endorsed an 8 week period of public consultation on the Main Modifications commencing no earlier than 9 October 2023.

Any representations will be forwarded to the Examination team managing the Plan. The Inspectors will consider all representations on the proposed Modifications before finalising the examination report.

Given the stage the Plan has reached, and level of public consultation and scrutiny it has received, the Plan and its policies is now a material planning consideration in the determination of planning applications.

Issues

Visual Amenity

The advertisements are considered to be minor in nature, being non-illuminated and simplistic in design. Both fascia signs are comprised of individual letters and confined to the fascia of the site's revolving door entrances, and therefore do not obscure any features of architectural interest. Similarly, the plaque signs in question are simplistic in design, featuring a monochromatic colour scheme and are of such a scale where they do not detract from the architectural significance of their host building. On this basis, the proposal is considered to have an acceptable impact on the appearance of the host building and wider street scene and is therefore in accordance with Core Strategy Policies SP1, EN1 and DM1, Saved Unitary Development Plan Policy DC15, and the National Planning Policy Framework.

Highway Safety

The proposed advertisements are located away from the public highway and are non-illuminated. Due to their status as plaque and fascia signs they do not overhang the public highway. Highways do not object to the proposal. As such, the proposal is acceptable in this regard and therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the proposal is considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, EN1 and DM1, Unitary Development Plan Policy DC15, the Places for Everyone Plan, the National Planning Policy Framework and National Planning Practice Guidance. The application is therefore recommended for approval.

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 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:

- o E22-112 08-161 Revision A: Sign Location Plan
- o E22-112 06-162 Revision A: Proposed Signage North and South Elevations
- o E22-112 08-163 Revision B: Proposed Signage North and South Elevations
- o Building Entrances Project - SODA (Fascia Sign Dimensions)
- o Building Entrances Project - SODA (Northern Plaque Sign Dimensions)
- o Building Entrances Project - SODA (Southern Plaque Sign Dimensions)

All received by the City Council as Local Planning Authority on the 08/12/2023

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, as specified in policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

21 Higher Cambridge Street, Manchester, M15 6AD
12 Higher Chatham Street, Manchester, M15 6ED

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) -
Area Team Boundary - Name: CENTRAL