MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140325/AO/2024
Date registered valid:	2 July 2024
Proposal:	Installation of 2no non-illuminated plaque signs
Address:	Chethams School Of Music, Long Millgate, Manchester, M3 1SB
Ward(s):	Deansgate Ward
Applicant:	Mr Steve Kendall Buttress
Agent (if any):	Mr Steve Kendall Buttress
Case officer:	Max Gibson Tel: 0161 219 6359 Email: maximillian.gibson@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**30/08/2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 30 July 2024

Standard consultations:
Printed: 9 July 2024 Expired: 30 July 2024

Neighbour notifications
Printed: 9 July 2024 Expired: 30 July 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

Listed building: Grade I

Conservation area: Cathedral Conservation Area 1972

Tree Preservation Order: Not applicable

The site relates to the Chetham's Library building at the Chetham's Hospital, which also includes Chetham's School of Music, a specialist music boarding school. The Library building is Grade I listed, whilst many of the other Hospital buildings are Grade II listed. The site sits within the Cathedral Conservation Area.

Description of area

The area relates to the environs of Cathedral Gardens in the north of the City Centre of Manchester. The character area comprises many different uses, including educational, ecclesiastical, retail, cultural, dining, drinking and entertainment. The buildings surrounding the gardens represent a multitude of architectural styles and eras, the Perpendicular Gothic of the Cathedral standing in contrast to the sheer glazed facades of the Urbis building which houses the National Football Museum. There are a number of listed buildings in the locale, including the Grade I listed Cathedral and Grade I listed Chetham's Library building which is the subject of this application.

Description of development
The development relates to the removal of 2no. aluminium tray signs and 2no. noticeboard signs and the installation of 1no. timber framed aluminium signs and 1no. timber noticeboard-style sign.

Consultations & Notification Responses

Publicity - letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

Environmental Health - no comments to make as non-illuminated.

Manchester City Council Highways Services - no objections, does not project over adopted highway so no licence required.

Issues

Relevant policy and legislation

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 main policies that relate to this application are policies DM1 (Development Management), SP1 (Spatial Principles) and EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage) and CC9 (Design and Heritage) of the Manchester Core Strategy (2012), saved policies DC15 (Advertisements, Hoardings and Posters), DC18 (Conservation Area) and DC19 (Listed Buildings) of the Unitary Development Plan for Manchester (1995) and the NPPF.

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual amenity

The application seeks the installation of 2no. new menu box style signs following the removal of the existing menu box signs. As with those in situ, the new signs would be timber framed. The left hand sign would have an aluminium panel insert making up the body of the advert. The right

hand side would be more traditional in style and match the type of menu board in situ, albeit larger in size - openable, with a lockable glass fronted door and a baize backboard to allow for content to be changed.

The existing menu boxes have been poorly cared for and are in a state of disrepair. As part of the proposal, 2no. poor quality aluminium tray signs relating to the school would also be removed to create space for the new advertisements.

The form and materiality of the advertisements is considered appropriate to the location on a Grade I listed building. The signs would relate properly to the entrance they are intended to demarcate. The colour palette is restrained, largely black with some beige, orange and blue. The black border to the boxes ensures a stylistic continuity with the timber sign above the gate house archway.

The increased size would help aid wayfinding, as the existing noticeboard-style signs are to small to have the content easily legible. The removal of the 4no. existing signs, replaced with only 2no. new signs, would help rationalised the advertisements at the Chetham's entrance, thereby ensuring that advertisement clutter is avoided.

Public safety

The proposed signage is non-illuminated and significantly removed from the public highway. Hence, it would not give rise to driver distraction. There is no projecting element and so no concerns over headroom. Environmental Health and Highways Services have assessed the application and have raised no public safety concerns. Thus, it is considered that there are no public safety matters that would warrant a refusal.

Conclusion

The proposal is considered acceptable pursuant to policies EN3 and CC9 of the Manchester Core Strategy (2012) and saved policies DC14, DC15 and DC19 of the Unitary Development Plan for Manchester (1995).

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 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

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 only in accordance with the following drawings and documents:

-Drawing - Proposed 9874 BA XX XX DR A (01)001 A PLAN AND SECTION
-Drawing - Proposed 9874 BA XX XX DR A (02)002 A ELEVATION

The approved details shall be implemented as part of the development.

Reason - to ensure the development is carried out in accordance with the approved plans pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012)

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Second Floor Management Suite 2D, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Zizzi, Unit 14, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 2, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Units 21 And 34, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fifth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Banyan, Unit 4, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Mowgli, Unit 16, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Byron, Unit 9, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Cafe Football Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG
Third Floor Suite 340, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Unit 22B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fourth Floor And Fifth Floor Suites 4A And 4B And 5B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 19, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Second Floor Suite 204 And 206, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Salvis, Unit 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
The Corn Exchange, Fennel Street, Manchester, M4 3DU
Kiosk 7, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 6, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 15, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Security Control Room Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 17, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 32, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Flat At, Chethams School Of Music, Long Millgate, Manchester, M3 1SB
Unit 22, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 35, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fourth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 24, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 8, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 3, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Manchester Cathedral, Victoria Street, Manchester, M3 1SX
National Football Museum Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG
Third Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 11, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Roomzzz, The Corn Exchange, 35 Hanging Ditch, Manchester, M4 3TR
Unit 22A, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Third Floor Suite 339B, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Mesh 03-04 Column 7, Long Millgate, Manchester, M3 1SB
Unit 18, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Sky Bar, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 12, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Kiosk 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
3 Fennel Street, Manchester, M4 3DU
The Rabbit In The Moon Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Cathedral Conservation Area 1972
Area Team Boundary - Name: CENTRAL