MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140188/AOH/2024
Date registered valid:	27 June 2024
Proposal:	Installation of 4no. internally illuminated individual letter signs
Address:	John Dalton Building, All Saints Campus, Oxford Road, Manchester, M15 6BH
Ward(s):	Hulme Ward
Applicant:	Mr Nick Bailey Manchester Metropolitan University
Agent (if any):	Miss Claire Parker Cassidy + Ashton Group Ltd
Case officer:	Jack Naven Tel: 0161 219 2095 Email: jack.naven@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**09 August 2024**

Application Details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 25 June 2024

Standard consultations:
Printed: 12 July 2024 Expired: 2 August 2024

Neighbour notifications
Printed: 12 July 2024 Expired: 2 August 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/Area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The John Dalton East building houses the Manchester Metropolitan University (MMU) Faculty of Science and Engineering. It is a prominent structure along Oxford Road, forming part of the university's All Saints Campus.

The current entrance was designed in 2004, and since then, the glazing manifestation has been updated several times.

The current glazing manifestation is a one-way window film that features a multi-coloured MMU branding design (with the university logo positioned to the top left side).

Description of Development

The application seeks advertisement consent for installation of 4no. internally illuminated individual letter signs.

There is a planning permission and advertisement consent application submitted in tandem for these works.

The proposals comprise refurbishment works to the existing entrance canopy at the John Dalton East building, including new signage integration. These works are necessary to facilitate the functioning of the university, as the building will act as an interim library during the construction of the recently approved New Library development.

The existing canopy structure will be overclad with a new rainscreen cladding system. The cladding would be 1300mm high, sufficient to accommodate the proposed signage. Given the increased height of the cladding, it will sit higher than the existing canopy, at a total of 7m (a nominal increase of c. 0.25m).

Signage and branding elements will be integrated onto the canopy facades as well as new manifestation onto the entrance glazing.

Related Applications

140187/FO/2024 - Recladding of the entrance.
Approved in tandem with this application.

Consultations & Notification Responses

Highway Services - Confirmed that the proposed signage complies with carriageway clearance requirements and is therefore
compliant with MCC recommendations in this regard. Confirmed that a projection over licence is not required for any of the signage in place.

Environmental Health - Have no comments to make.

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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.

he Adopted Core Strategy for the City of Manchester

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

DM1 (Development Management) states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

SP1 (Spatial Principle) refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety, and well-being of residents, consider the needs of all members of the community, and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

CC9 (Design and Heritage) advises that design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

The Council will support high density and mixed-use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.

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

The Unitary Development Plan (UDP) for the City of Manchester

DC14.1 (Shops and Related Signs) states that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

DC14.5 (Shops and Related Signs) states that the Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies. The policies relevant to this application are:

a) signs should not normally be positioned other than at fascia level.
b) signs should respect the architectural form of buildings and shop frontages.
c) where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows.
d) projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted.
e) The Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs.
f) fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;
g) long canopies which ignore the architectural form of frontages will not normally be permitted.

National Planning Policy Framework (NPPF) (2023)

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development".

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.

Paragraph 141 of section 12 states:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Issues

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

Principle of the Proposal

The principle of the proposal is considered to be acceptable in this case.

The works will be of a temporary nature and are entirely reversible, consisting of putting individual letter signage on the cladding that will be put over the existing canopy.

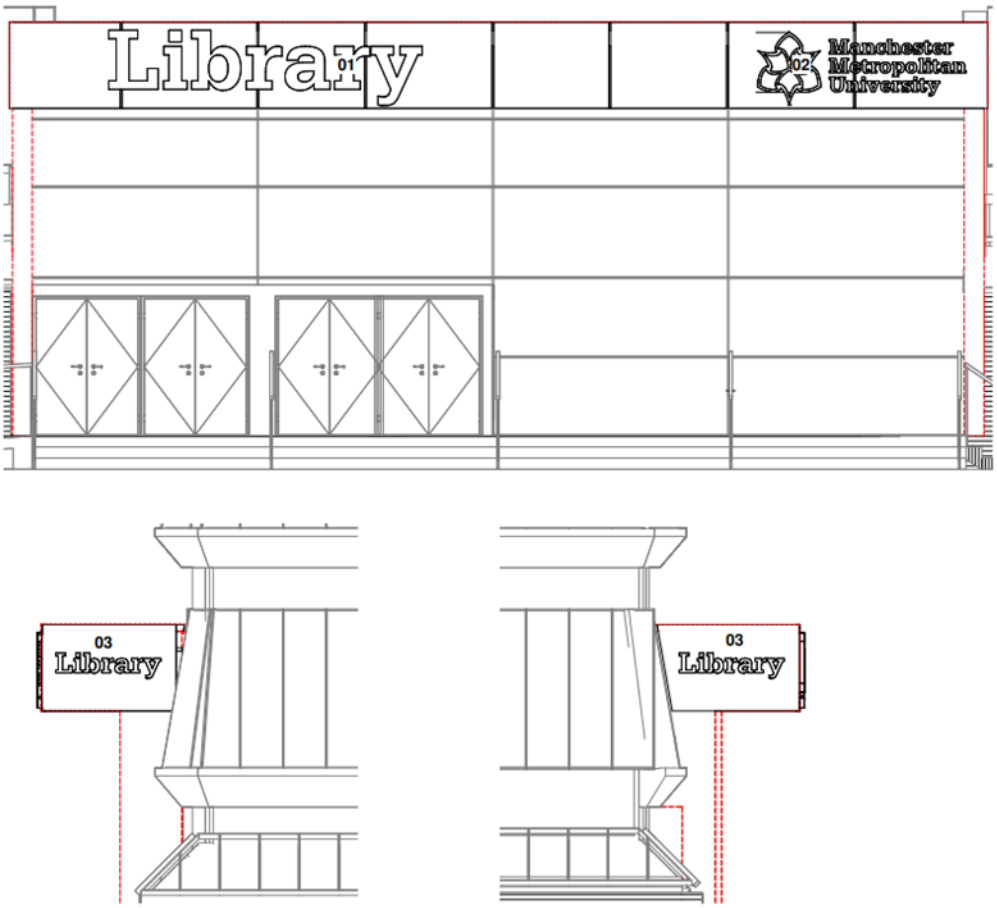
It is considered necessary to have sufficient re-branding for this entrance as the building will be used as the library for the MMU Campus, during the period in which the existing library is to be demolished and a brand-new library building will be constructed.

Visual Amenity

The John Dalton building was opened in 1964 with the current entrance canopy was constructed in 2003/04.

Whilst the existing canopy is not original, it is considered by the City Council that it was designed to be sympathetic and in keeping with the architecture of the original building and so a retention of the canopy as it current exists would have been the initial preference.

The proposed canopy will create a bulkier appearance to both sides of the entrance and will increase both increase the height and marginally increase the projection of the canopy.



Proposed Elevations

However, on balance, the Local Planning Authority (LPA) do recognise that due to the thin, narrow nature of the existing canopy, it presents difficulties in being able to support the sufficient number of advertisements that would be required in order to provide wayfinding to the main entrance of the temporary library. The LPA recognises the importance in having a temporary library set up whilst the university transitions from the current library building to the new structured that is to be constructed in its place and recognises that sufficient wayfinding is required for this temporary library set up that the current canopy and entrance would not be sufficiently equipment in its current form to provide.

In addition to this, it is not considered that there is enough architectural merit to the canopy in and of itself to necessitate its retention in its current form.

Policy EC8 of the Core Strategy states that the Council will promote development which creates a positive sense of place at the interface of educational institutions along Oxford Road, using

design and public realm. In this respect, the proposed scheme is considered to represent a sleek design, informative in its use of signage without creating visual clutter.

There are vinyls shown on the Illustrative 3D Visual accompanying the application. It has been confirmed that these are to be applied internally, therefore these will not need advertisement consent and so they have been removed from the actual drawings that will be approved as a part of this approval decision.

As the works are of a temporary nature, to be in place for the temporary MMU Library site, and considering that the works are entirely reversible, as they will simply be cladding over the existing canopy, it is considered on a whole that the proposed works will not cause enough harm to the visual amenity of the host building or of the surrounding street scene in order to warrant a refusal.

Public Safety

The luminance levels of the signage are 300cd/m2 and are therefore within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby commercial occupiers. A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places)

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 in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority on 04 June 2024:

- Location Plan JDE-CAA-XX-ZZ-DR-A-1000
- Proposed Site Section 1 JDE-CAA-XX-ZZ-DR-A-1003
- Proposed Site Section 2 JDE-CAA-XX-ZZ-DR-A-1004

Received by Manchester City Council as the Local Planning Authority on 27 June 2024:

- Proposed GA Illustrative Elevations JDE-CAA-XX-XX-DR-A-2005
- Proposed Signage and Manifestation JDE-CAA-XX-XX-DR-A-7001

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 and saved policies DC14 and DC18.1.

3) The maximum luminance of the signage shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, DC19.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Advertising Right Opposite Oxford House, Oxford Road, Manchester, M1 7ED
Fifteenth And Sixteenth Floor, 1 Symphony Park, Manchester, M1 7FS
Second Floor, 1 Symphony Park, Manchester, M1 7FS
25 Oxford Road, Manchester, M1 7BS
27 Oxford Road, Manchester, M1 7BS
Fifth To Seventh Floor, 1 Symphony Park, Manchester, M1 7FS
Eighth Floor, 1 Symphony Park, Manchester, M1 7FS
1 Symphony Park, Manchester, M1 7FS
Unit 2, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 1, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Precinct Centre, 26 Oxford Road, Manchester, M13 9RN
Unit 5, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 34, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 31 To 32, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 30, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 35, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 4, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 3, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
Unit 6, Hatch Court, 103 Oxford Road, Manchester, M1 7ED
14A Oxford Road, Manchester, M1 5QA

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 - Multiple
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: CENTRAL