MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	139617/AO/2024
Date registered valid:	25 March 2024
Proposal:	Advertisement consent for the display of individual letter sign and illuminated projecting box sign
Address:	Rushbrook Primary Academy, 101 Shillingford Road, Manchester, M18 7TN
Ward(s):	Longsight Ward
Applicant:	Anna Sharpley Bright Futures Educational Trust
Agent (if any):	Mr Richard Bayley Black Cat Building Consultancy
Case officer:	Joshua Lee Tel: 0161 219 2851 Email: joshua.lee@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 29/04/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 11/04/2024

Standard consultations:
Printed: 5 April 2024 Expired: 26 April 2024

Neighbour notifications
Printed: 5 April 2024 Expired: 26 April 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 proposal is related to an existing primary school building on Shillingford. The site features a two-storey school building, playing fields and hardstanding to the front for vehicle parking.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable



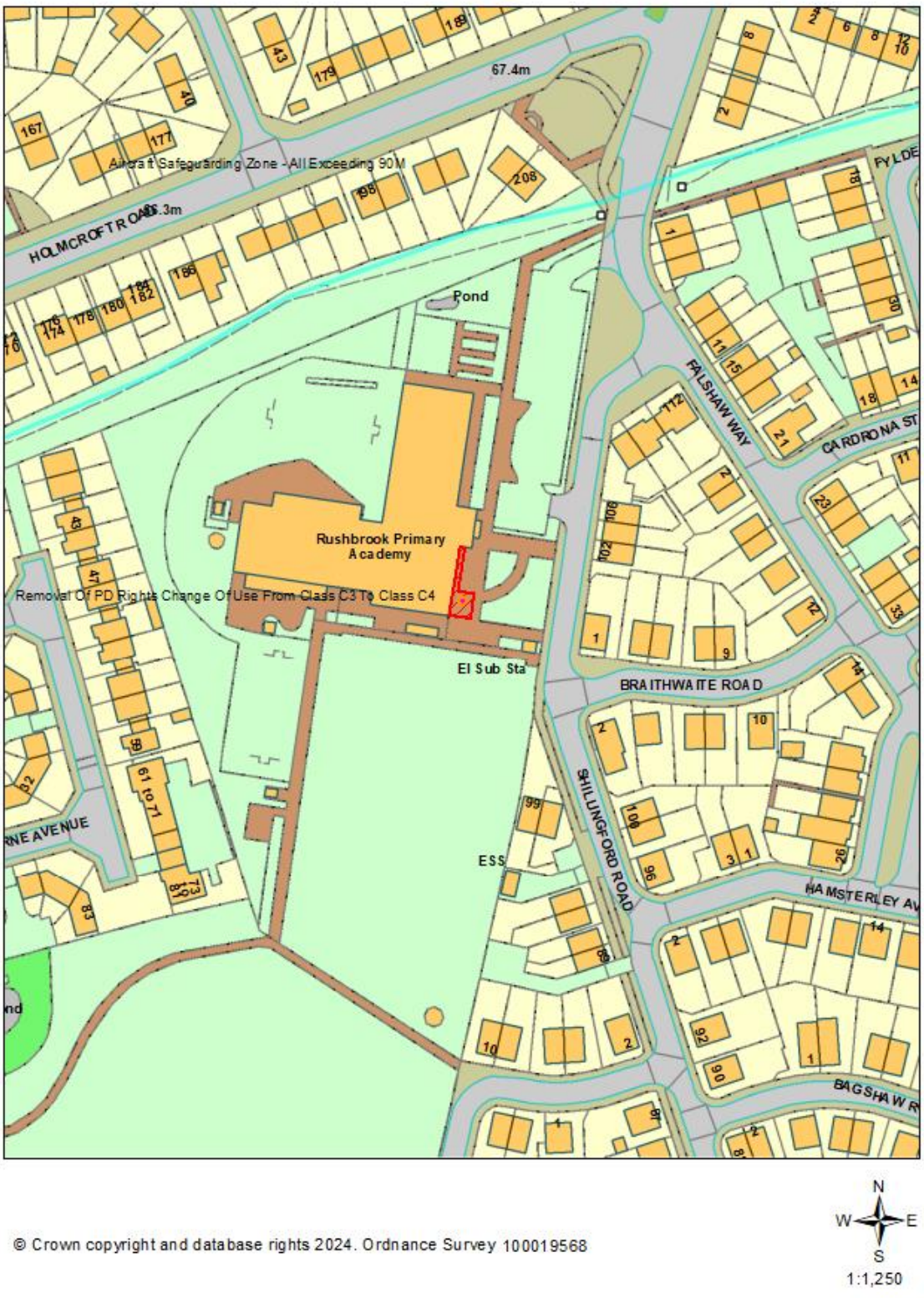
Figure 1. Street scene



Figure 2. Location of advert (extension to be built)

Description of area

The site is located in a mostly residential part of Longsight ward.



Description of development

The applicant is proposing the display of individual letter sign and illuminated projecting box sign.

The proposed signage will sit on the front elevation of a proposed new extension to the school (139616/FO/2024)

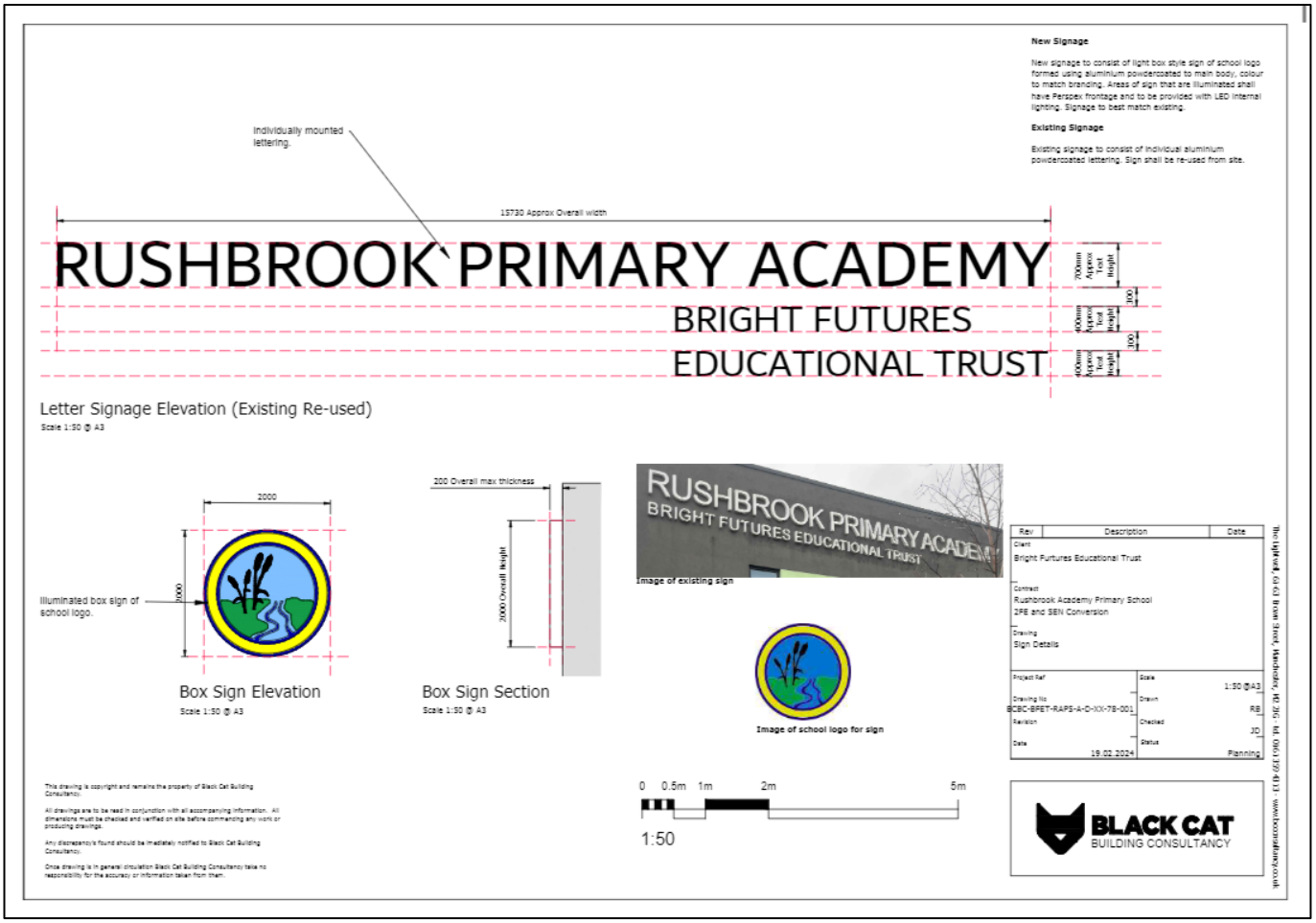


Figure 3. Proposed signage

Planning History

139616/FO/2024
Description: Erection of a two storey extension to form fire escape staircase
Decision: Pending consideration 25/03/2024

The above FO is linked to the AO application.

134692/FO/2022
Description: Installation of artificial surface to create walking track
Decision: Approved 06/10/2022

130504/FO/2021
Description: Installation of a Multi-Use Games Area (MUGA) to grassed area together with perimeter fencing and external lighting

Decision: Approved 10/11/2021

110876/JO/2015/N2
Description: Variation of condition nos 2,3,25,29 and 34 attached to 106655/FO/2014/N2 to enable an increase in the ground levels for the sports pitches; revisions to the boundary treatment; revisions to fenestration, louvres, and skylights; provision of an electrically operated gate to the car park, bat box provision, and additional lighting columns to the south west of the site
Decision: Approved 08/02/2016

110876/JO/2015/N2
Description: Variation of condition nos 2,3,25,29 and 34 attached to 106655/FO/2014/N2 to enable an increase in the ground levels for the sports pitches; revisions to the boundary treatment; revisions to fenestration, louvres, and skylights; provision of an electrically operated gate to the car park, bat box provision, and additional lighting columns to the south west of the site
Decision: Approved 08/02/2016

106655/FO/2014/N2
Description: Erection of a new school building with a maximum of 2 storeys together with playing fields, games courts, hard and soft play areas, access from Shillingford Road, car parking and landscaping.
Decision: Approve 10/11/2014

Consultation, notification & publicity responses

Consultations

Manchester City Council Environmental Health
Manchester City Council Environmental Health were consulted on this application.

Environmental Health has no objection to the proposed development after clarifying the luminance levels of the signage.

Notifications

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

1no local resident commented objection to the proposal with concerns regarding the light pollution from the illuminated signage.

The comment has been taking into consideration within the policy discussion below.

Relevant policies & the principle of development

Summary of relevant policy

Applications for planning permission must be assessed against the local development plan, unless there are important reasons not to, as stated in planning law.

In considering this application, we consider the following policies relevant.

- The Manchester Core Strategy Development Plan Document 2012-2027 The City Council adopted the core strategy on July 11, 2012. It is the key document in the Manchester Local Plan. The plan determines how Manchester will grow and is used to review development applications. Parts of the policies have been superseded by the Places for Everyone Plan. We consider the following Core Strategy Policies relevant to this proposal.
    - Development Management and Planning Obligations
        - DM 1 - Development Management
    - Objective 1 - Spatial Principles
        - SP 1 - Spatial Principles (partially superseded)
    - Objective 2 - Economy and the City Centre
        - EC 1 - Employment and Economic Growth in Manchester
        - EC 2 – Existing Employment Space
        - EC 5 – East Manchester
    - Objective 6 Environment
        - EN 1 - Design Principles and Strategic Character Areas
- Extant Unitary Development Plan (UDP) - The Core Strategy replaced most of the UDP. However, some UDP Development Control policies are still in effect. The following extant policy are still considered relevant to this proposal.
    - DC15 - Advertisements, Hoardings and Posters.
- Places for Everyone Plan Joint Development Plan Document 2022-2039- Places for Everyone is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.
    - Strategy
        - JP-Strat5: Inner Areas
    - Sustainable and Resilient Places
        - JP-S1: Sustainable Development
    - Places for Jobs
        - JP-J1: Supporting Long-Term Economic Growth
        - JP-J2: Employment Sites and Premises
    - Places for People
        - JP-P1 Sustainable Places
        - JP-P5: Education, Skills, and Knowledge
- The National Planning Policy Framework (The NPPF) – The NPPF was first published on 27 March 2012 and updated on 24 July 2018, 19 February 2019, 20 July 2021, 5 September 2023 and 19 December 2023. It sets out the government's planning policies for England and how these are expected to be applied. We consider the following sections relevant to this proposal.
    - Section 4 – Decision-making
    - Section 6 – Building a strong, competitive economy
    - Section 12 – Achieving well-designed places
- Town and Country Planning (Control of Advertisements) Regulation 2007 – This regulation is a law in England. It controls how advertisements are developed.
    - Section 3 - Powers to be exercised in the interests of amenity and public safety

Principle of the development

The proposal's principle is acceptable. No factors in amenity terms would warrant refusal.

After careful consideration, it is concluded that the proposed development aligns with the Manchester Core Strategy, Extant UDP, Places for Everyone Plan and the NPPF. This conclusion is based on the assessment in the sections that follow.

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 similar to existing signage on the current building. The new signage will sit on a proposed new extension to the building.

The materials are what is expected of this kind of 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 proposal is similar in size and scale to existing Therefore, it can fit on the property site and won't disrupt the area's existing features.

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.
There is negligible effect to privacy.

The proposal is expected to have a minimal effect on local light. The new signage will be limited to 300 cd/m2 during non-daylight hours / inclement weather and 600 cd/m2 at any other time. Streetlamps in the area give off more light.

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 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 does not sit within a Conservation Area or near a designated heritage asset.

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 5 – East Manchester
This policy outlines the principles for employment opportunities in East 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 'Eastern Character Area'.

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.

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.

Sustainable and Resilient Places

JP-S1: Sustainable Development
This policy outlines how, to help tackle climate change, development should aim to maximise its economic, social, and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives.

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-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 7 - Ensuring the vitality of town centres

Section 7 outlines how planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.

Section 12 - Achieving well-designed places

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

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 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.

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, PfE, NPPF policies, and other material considerations.

Recommendation: Approve

Article 35 Declaration

Officers have collaborated with the applicant in a positive and proactive manner. We assessed the proposal with regards to policies outlined in the National Planning Policy Framework, Unitary Development Plan Saved Policies, Local Development Framework Core Strategy Development Plan, Places for Everyone and other material considerations. No significant problems have arisen during the consideration of this application.

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 25 Mar 2024 THE LOCATION PLAN
   b. Drawing - Location Plan 25 Mar 2024 OS PLAN
   c. Drawing - Existing 25 Mar 2024 BCBC-BFET-RAPS-A-E-XX-00-001 WHOLE SCHOOL ELEVATIONS
   d. Drawing - Existing 25 Mar 2024 BCBC-BFET-RAPS-A-E-XX-00-002 HALL ELEVATIONS
   e. Drawing - Existing 25 Mar 2024 BCBC-BFET-RAPS-A-P-00-00-001 FULL SCHOOL GF PLAN
   f. Drawing - Existing 25 Mar 2024 BCBC-BFET-RAPS-A-P-00-00-002 A HALL GF PLAN
   g. Drawing - Existing 25 Mar 2024 BCBC-BFET-RAPS-A-P-01-00-001 FULL SCHOOL 1F PLAN
   h. Drawing - Existing 25 Mar 2024 BCBC-BFET-RAPS-A-P-01-00-002 HALL 1F PLAN

i. Drawing - Existing 25 Mar 2024 BCBC-BFET-RAPS-A-P-XX-90-001 LANDSCAPE PLAN
j. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-D-XX-78-001 SIGN DETAILS
k. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-E-XX-00-003 A WHOLE SCHOOL ELEVATIONS
l. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-E-XX-00-004 HALL ELEVATIONS
m. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-P-00-00-004 B FULL SCHOOL GF PLAN
n. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-P-00-00-005 A HALL GF PLAN
o. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-P-01-00-003 A FULL SCHOOL 1F PLAN
p. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-P-01-00-004 A HALL 1F PLAN
q. Drawing - Proposed 25 Mar 2024 BCBC-BFET-RAPS-A-P-XX-90-003 A LANDSCAPE PLAN
r. Design & Access Statement 25 Mar 2024 DESIGN AND ACCESS STATEMENT

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. Specified materials

The materials to be used on the external surfaces hereby permitted shall match those as specified on the application form in type, size, colour, and texture.

Reason - To ensure the appearance of the building to be extended is not adversely affected by the materials to be used in the construction of the structure. Pursuant to policies DM 1, SP 1 and EN 1 of the Core Strategy and JP-P1 of Places for Everyone.

4. Luminance levels

The maximum luminance level of the advertisements displayed shall not exceed
a. 300 cd/m2 during non-daylight hours / inclement weather.
b. 600 cd/m2 at any other time.

Reason – to ensure the residential amenity of local neighbours. Pursuant to policies DM 1, SP 1 and EN 1 of the Core Strategy and JP-P1 of Places for Everyone.

5. Advertisement mandatory condition

a. 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.
b. 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.

c. 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.

d. 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.

e. 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.

Reason - In the interests of pedestrian and highway safety, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

Appendix 1 – List of consultees & neighbours notified

Environmental Health

1 Falshaw Way, Manchester, M18 7TG
3 Falshaw Way, Manchester, M18 7TG
5 Falshaw Way, Manchester, M18 7TG
9 Braithwaite Road, Manchester, M18 7TJ
110 Shillingford Road, Manchester, M18 7TN
108 Shillingford Road, Manchester, M18 7TN
106 Shillingford Road, Manchester, M18 7TN
104 Shillingford Road, Manchester, M18 7TN
102 Shillingford Road, Manchester, M18 7TN
10 Braithwaite Road, Manchester, M18 7TJ
8 Braithwaite Road, Manchester, M18 7TJ
6 Braithwaite Road, Manchester, M18 7TJ
4 Braithwaite Road, Manchester, M18 7TJ
2 Braithwaite Road, Manchester, M18 7TJ
100 Shillingford Road, Manchester, M18 7TN
98 Shillingford Road, Manchester, M18 7TN
97 Shillingford Road, Manchester, M18 7TN
99 Shillingford Road, Manchester, M18 7TN
112 Shillingford Road, Manchester, M18 7TN
7 Braithwaite Road, Manchester, M18 7TJ
5 Braithwaite Road, Manchester, M18 7TJ
3 Braithwaite Road, Manchester, M18 7TJ
1 Braithwaite Road, Manchester, M18 7TJ
208 Holmcroft Road, Manchester, M18 7NG
206 Holmcroft Road, Manchester, M18 7NG

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Area Team Boundary - Name: NORTH AREA