

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137483/AO/2023

Date registered valid: 5 July 2023

Proposal: Advertisement consent for the installation of high level vinyl sign to temporary building.

Address: Newall Green High School , Greenbrow Road, Manchester, M23 2SX

Ward(s): Baguley Ward

Applicant: Morgan Sindall Construction/Department for Education

Agent (if any): Mr Lee Fulcher DPP

Case officer: Robert Griffin
Tel: 0161 234 4527
Email: robert.griffin@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 25.08.2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 24.01.2023 and 18.05.2023 as part of current and previous applications at the site

Standard consultations:

Printed: 19 July 2023 Expired: 9 August 2023

Neighbour notifications

Printed: 19 July 2023 Expired: 9 August 2023

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: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site relates to the site of the former Newall Green High School which has recently closed. The site comprises hardstanding (car parking area) and soft landscaping to the front with a series of two storey educational buildings located centrally within the site and further outdoor place space and formal pitches to the rear (north-west). Surrounding the site are further educational establishments, public house with the predominant surrounding use being residential areas in the form of 2 storey inter and post war housing developments

Description of development

Temporary planning approval was recently granted for the siting of teaching and school buildings for up to 3 years. These are required to house pupils from September 2023 and whilst refurbishment works take place on the main school buildings to facilitate its full re-opening as a secondary school. The current application relates to the display of school signs to be affixed to the temporary buildings in the form of a non-illuminated vinyl sign to the temporary building, the sign would measure 6m(length) by 1.6m (width) and would be located at high level on the second storey element of the temporary building facing towards Greenbrow Road .

Planning History

135845/FO/2022 - Erection of two temporary teaching and school accommodation buildings (Use Class F1) for a period of 3 years. Approved 19th April 2023

091879/FO/2009/S2 - Erection of canopy to front of school house with 3 metre fence and gate to canopy and 3 metre high fence to football pitch area

080454/FO/2006/S2 - Retrospective application for a 12 metre ball stop netting fence and associated poles adjacent to boundary to the rear of 2 to 20 Capenhurst Close

079637/VO/2006/S2 - CITY COUNCIL DEVELOPMENT provision of two storey temporary teaching accommodation for a period of two years during construction of new school building

079624/VO/2006/S2 - CITY COUNCIL DEVELOPMENT redevelopment of school involving erection of two storey building following partial demolition of existing school, refurbishment of existing accommodation, car parking facilities, landscaping and sports facilities

070206/FO/2003/S2 - Erection of first floor extension to form additional classrooms and changing facilities

045232/VO/SOUTH3/94 -CITY COUNCIL DEVELOPMENT Erection of part single/part two storey extensions to existing school to form science block,sports hall,teaching block,escape stairs & store,and dining room

Consultations & Notification Responses

Neighbouring properties were notified of the proposals, no responses were received.

Highway Services - Raise no objections to the signs proposed.

Policy

National Planning Policy Framework

NPPF sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 132 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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 regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012)

Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-

- Creating well designed places that enhance or create character
- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

Policy EN1 relates to Design Principles and Strategic Character Areas. It states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Policy DM 1 states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

- Appropriate 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.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.

- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

Saved Unitary Development Plan policies

Policy DC15 Indicates the way in which the City Council determine applications for advertisements including their effect on visual amenity, the design of structures and the relationship with any premises on which they are located.

Issues

Principle - The siting of a non-illuminated sign to an educational building is in general considered to be acceptable in principle. The issues to be considered relate to visual amenity and pedestrian safety of the proposed signage.

Visual amenity

It is not considered that the proposed sign would create visual clutter at the site and has been designed and sited to reflect the building it is to be attached to. The signage is not considered to disrupt or harm the host buildings architecture. Given the buildings location and its type the proposals are not considered to give rise to concerns with regards to the visual amenity of the area.

Public Safety

It is considered that the signs do not raise concerns with regards to public safety. Highway Services have confirmed that they raise no concerns with the proposal.

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, documents and details contained on the application form:

-FS0998-IBI-A-3-TXX-D-A-0003 P03 GA ELEVATIONS and FS0998-IBI-TB-00-PL-L-700-002 P02 TEMPORARY GENERAL ARRANGEMENT PLAN both as received by the City Council as local planning authority on the 5th July 2023

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

11 Marwood Drive, Manchester, M23 2TD
Newall Green Sixth Form Centre, Greenbrow Road, Manchester, M23 2SX
Flat At, Newall Green Hotel, Greenbrow Road, Manchester, M23 2SX
7 Knob Hall Gardens, Manchester, M23 2SX
13 Marwood Drive, Manchester, M23 2TD
19 Marwood Drive, Manchester, M23 2TD
16 Barnacre Avenue, Manchester, M23 2TZ
175 Greenbrow Road, Manchester, M23 2TA
202 Greenbrow Road, Manchester, M23 2SX
25 Marwood Drive, Manchester, M23 2TD
21 Marwood Drive, Manchester, M23 2TD
17 Marwood Drive, Manchester, M23 2TD
9 Marwood Drive, Manchester, M23 2TD
7 Marwood Drive, Manchester, M23 2TD
5 Marwood Drive, Manchester, M23 2TD
3 Marwood Drive, Manchester, M23 2TD
1 Marwood Drive, Manchester, M23 2TD
Newall Green Hotel, Greenbrow Road, Manchester, M23 2SX
27 Marwood Drive, Manchester, M23 2TD
23 Marwood Drive, Manchester, M23 2TD
15 Marwood Drive, Manchester, M23 2TD
171 Greenbrow Road, Manchester, M23 2TA
6 Knob Hall Gardens, Manchester, M23 2SX
5 Knob Hall Gardens, Manchester, M23 2SX
179 Greenbrow Road, Manchester, M23 2TA
177 Greenbrow Road, Manchester, M23 2TA
173 Greenbrow Road, Manchester, M23 2TA

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 45M
Area Team Boundary - Name: SOUTH AREA