

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137092/AO/2023

Date registered valid: 6 June 2023

Proposal: Installation of a non-illuminated post mounted sign adjacent to entrance.

Address: Loreto College , 146 Chichester Road, Manchester, M15 5PB

Ward(s): Hulme Ward

Applicant: Mr Danny Price Loreto College

Agent (if any):

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

Recommendation: Approve

Date of recommendation: 1 September 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 28th June 2023

Standard consultations:

Printed: 16 June 2023 Expired: 7 July 2023

Neighbour notifications

Printed: 16 June 2023 Expired: 7 July 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 northern main entrance to the Loreto Sixth Form College Campus located on Chichester Road South in the Hulme ward of Manchester. The site is bounded by a high brick boundary wall and railings with a tree and shrub belt located behind the boundary treatments into the College. The Church of St Mary (Grade II*) and Boundary Wall to the Churchyard of the Church (Grade II) (a) are located on the opposite side of Chichester Road, separated from the site by the width of the road.

Description of development

There is an existing post sign for the College adjacent to the pedestrian entrance into the College located behind the boundary railings with the sign element elevated above the railings. The proposals subject of the application indicate that a new signpost is to be installed and a new post mounted sign adjacent to the north of the existing sign is proposed. The posts holding this non-illuminated sign would be located behind the boundary wall which is in situ at this point of the boundary treatment.

Consultations & Notification Responses

Nearby neighbours were notified of the proposals, no responses were received.

MCC Highways - There are no highway related objections

Cadent - Raise no objection to the proposal but request an informative be attached to any approval.

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.

Section 16 is titled 'Conserving and enhancing the historic environment' and deals with the consideration of the impacts on heritage assets through the decision making process.

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 EN3 Heritage - The application proposals are accompanied by a proportionate Heritage Statement that considers the proposals in the context of nearby designated Heritage Assets, this matter is considered in more detail within the issues section of this report.

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.

Policy DC19 deals with the consideration of application proposals on amongst other things the impact on the setting of listed buildings.

Issues

Principle - The siting of a non-illuminated sign to the education campus is, in general, considered to be acceptable in principle. The issues to be considered relate to visual amenity and pedestrian and highway 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 context of the site. The signage is not considered to disrupt or harm the street scene with the supporting elements of the new sign located behind the brick boundary wall.

The location of the signs is not considered to affect views of or from listed buildings either on the College Campus or those in the wider area given their siting adjacent to the boundary wall with significant vegetation behind and separation by highway to those closest to the site. The signs would be viewed in the context of the College campus and existing high level boundary treatments and as such are not considered to give rise to harmful impacts on the visual amenity of the street scene or listed Church opposite that would warrant refusal of the proposals.

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:

Drawing references: 'Entrance Sign Proposal' ref SK181621 as received by the City Council as local planning authority on the 26th May 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.

Informatives

1) Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. Prior to carrying out works, please register on www.linesearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.

This decision letter does not constitute any formal agreement or consent for any proposed development work either generally or related to Cadent's easements or other rights, or any planning or building regulations applications.

Cadent Gas Ltd or their agents, servants or contractors do not accept any liability for any losses arising under or in connection with this information. This limit on liability applies to all and any claims in contract, tort (including negligence), misrepresentation (excluding fraudulent misrepresentation), breach of statutory duty or otherwise. This limit on liability does not exclude or restrict liability where prohibited by the law nor does it supersede the express terms of any related agreements.

If you need any further information or have any questions about the outcome, please contact us at plantprotection.nw@cadentgas.com / quoting your reference 29948256.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Highway Services

11 Chichester Road South, Manchester, M15 5PL

9 Chichester Road South, Manchester, M15 5PL

7 Chichester Road South, Manchester, M15 5PL

Flat 8, 2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 6, 2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 7, 2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 4, 2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 5, 2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 3, 2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 2, 2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 1, 2 St Mary's Street, Hulme, Manchester, M15 5RA

2 St Mary's Street, Hulme, Manchester, M15 5RA

Flat 9, 2 St Mary's Street, Hulme, Manchester, M15 5RA

14 Chichester Road South, Manchester, M15 5QQ

5 St Mary's Street, Hulme, Manchester, M15 5WB

3 St Mary's Street, Hulme, Manchester, M15 5WB

1 St Mary's Street, Hulme, Manchester, M15 5WB

17C Chichester Road South, Manchester, M15 5PL

17A Chichester Road South, Manchester, M15 5PL

5 Chichester Road South, Manchester, M15 5PL

16 Chichester Road South, Manchester, M15 5QQ

18 Chichester Road South, Manchester, M15 5QQ

20 Chichester Road South, Manchester, M15 5QQ

22 Chichester Road South, Manchester, M15 5QQ

24 Chichester Road South, Manchester, M15 5QQ

26 Chichester Road South, Manchester, M15 5QQ

28 Chichester Road South, Manchester, M15 5QQ

17B Chichester Road South, Manchester, M15 5PL

10 Chichester Road South, Manchester, M15 5QQ

15 Chichester Road South, Manchester, M15 5PL

12 Chichester Road South, Manchester, M15 5QQ

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 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT LOW RISK AREA

Flood Zones Type 2 (low to medium risk) -

Historic Landfill Site 250m Buffer -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA