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Robert Griffin
Planning Control
Manchester City Council
PO Box 532
Town Hall
Manchester

Ref: KD/LF/JK/5051MA/L009

Date: 4th July 2023

Dear Robert,

Application for advertisement consent for the display of 1no vinyl advertisement on the temporary accommodation permitted under planning reference 135845/FO/2022 at the former Newall Green High School, Greenbrow Road, Manchester, M23 2SX.

Introduction

On behalf of our client, Morgan Sindall Construction/the Department for Education, please find enclosed information to assist the Local Planning Authority (LPA) in consideration of an application for advertisement consent for the display of 1no. vinyl advertisement on the temporary accommodation ('the Proposed Development') at the former Newall Green High School, Greenbrow Road, Manchester, M23 2SX ('the Site').

This application follows the granting of planning permission for the erection of two temporary teaching and school accommodation buildings (Use Class F1) for a period of three years, under planning reference 135845/FO/2022.

This extended cover letter provides a description of the Site and current planning history, details of the proposed advertisement, and an assessment of the proposed advertisement within the context of relevant national and local planning policy.

The application has been submitted via the planning portal (PP-12285401) and comprises the following:

- Application form
- Cover Letter (this letter)
- Site Location Plan (ref: FS0998-LBY-XX-XX-D-A-9000-P01)
- Plans prepared by Intelligence Buildings Infrastructure, including:
 - External Works Temporary General Arrangement Plan (ref: FS0998-IBI-TB-00-PL-L-700-002_P02)
 - GA Elevations – Temporary Building (ref: FS0998-IBI-A-3-TXX-D-A-0003_P03)

The Application Site

The Site comprises the former school car park and drop off area associated with the former Newall Green Academy. The site is approximately 8 miles south of Manchester City Centre. It is bound by Greenbrow Road to the east, a cluster of housing to the south, Clay Lane to the West and Scout Drive to the North. Greenbrow Road provides the main vehicular and pedestrian access to the school site.

The site is not located within a Conservation Area but there are three Grade II Listed farm buildings to the south west of the site, approximately 135m from the site.

Planning History

The relevant planning history associated with the site is detailed in full below:

Reference number	Description	Decision
135845/FO/2022	Erection of two temporary teaching and school accommodation buildings (Use Class F1) for a period of 3 years	Approved (April 2023)

The provision of the subject temporary accommodation is necessary to facilitate the reopening of the school for the new academic year beginning in September 2023. The reopening of the academy and use of the accommodation will occur concurrently with refurbishment works across the wider academy estate to deliver state-of-the-art learning spaces for its pupils.

Proposed Advertisement

This application relates to the installation of 1no. vinyl advertisement on the eastern elevation of the southern temporary accommodation block as shown on the temporary general arrangement plan submitted. The location of the temporary accommodation block, and location of the sign on the building is provided on the supporting drawings. The integration of this advert has been carefully considered so that it is consistent with the architecture of the temporary building.

Planning Policy Context

The following sections provide a summary of the key planning policies relevant to the consideration of the application.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Under these regulations, an outdoor advertisement is permitted for display without the planning authority's specific consent if:

- The effect of the rules is to exclude it from direct control, or
- It comes within the provisions of one of the 16 classes of deemed consent specified in the rules

If the advertisement is not permitted in either of these ways, the local planning authority's consent must be obtained before it can be displayed.

National Planning Policy Framework

The revised NPPF was published in July 2021 and sets out the Government's proposed economic, environmental and social planning policies for England. The NPPF carries forward the Government's commitment to support sustainable economic growth and states that significant weight should be placed on the need to support economic recovery through the planning system. The NPPF also carries forward the requirement for Local Planning Authorities to approve

development proposals without delay unless the adverse impacts of allowing development would significantly and demonstrably outweigh the benefits.

The Development Plan remains the statutory basis for the determination of planning applications unless material conditions indicate otherwise. The NPPF constitutes guidance for Local Planning Authorities and decision takers both in drawing up plans and as a material consideration in determining applications.

The Presumption in Favour of Sustainable Development

The NPPF states that plans and decisions should apply a presumption in favour of sustainable development.

For decision taking this means:

- approving development proposals that accord with an up-to-date development plan without delay; or
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

Delivering Sustainable Development

The NPPF is split into a number of key planning policy principles, one of which is relevant to the proposed advertisements. This is considered in further detail below.

Achieving Well-Designed Places

Section 12 in the NPPF identifies that good design is a key aspect of sustainable development and should contribute positively to making places better for people. It sets out a list of design-based criteria, against which policies and decisions should aim to ensure that development achieves. This includes development being visually attractive and accessible.

Paragraph 136 underlines that the quality and character of places can suffer when advertisements are poorly sited and designed. As such, 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. It goes on to state that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Planning Practice Guidance (PPG)

As mentioned above, the tests relevant to the consideration of an advertisement application are in respect of amenity and public safety.

PPG (Para 79) defines 'amenity' as the effect upon visual and aural amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advert. The guidance goes on to indicate that to assess amenity local planning authorities will need to consider the local character of the area in which the sign is to be located and points to such matters of relevance such as scenic, historic, architectural or cultural features and whether the sign is in keeping with these.

PPG (Para 67 & 68) sets out that Local Authorities must assess the likely impacts of advertisements in relation to public safety including possible confusion with traffic signs.

The Development Plan

The Development Plan for the site comprises the Manchester Core Strategy and the joint Manchester Unitary Development Plan (UDP) 'saved' policies. There relevant policies are set out below:

Manchester Core Strategy 2012-2027

- Policy SP 1 – Spatial Principles
- Policy DM 1 – Development Management, sets out that development should have regard a number of specific issues, including appropriate siting, layout, scale, form, massing, materials and detail, the impact on surrounding areas in terms of the design, scale and appearance of the proposed development and the effects on amenity, including privacy, light and noise.

'Saved' Unitary Development Plan Policies

- Policy DC15 – Advertisements, Hoardings and Posters - requires applications for advertisements to be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters, the Council will take account of the following relevant matters in assessing these interests:
 - a) *General location of the proposed development and the effect on visual amenity;*
 - b) *The scope for posters and hoardings to make a positive contribution to the locality;*
 - c) *The design of the structures, and the relationship with any premises on which they are located;*
 - d) *The effect of the proposal on permanent redevelopment of the land;*
 - e) *Public safety resulting from the positioning of the design of the display;*
 - f) *The ease with which the structure is capable of being satisfactorily maintained;*
 - g) *The use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;*
 - h) *The use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;*
 - i) *The use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;*
 - j) *The number of advertisements in the locality and their cumulative effect on visual amenity.*

In addition, Policy DC15 of the UDP underlines that in the interests of amenity, the Council will take account of the following criteria:

- a) *Developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;*
- b) *They should be in scale with the locality and relate properly to the site on which they stand;*
- c) *They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*
- d) *A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.*

Other material Considerations

Places for Everyone: Publication Plan – since public examination started in November of the plan, several changes have been made following feedback from the inspectors. This includes policies regarding the number of affordable homes required, prioritising building on brownfield land and commitments to becoming net zero carbon.

There are no emerging policies in the submission document in relation to the display of adverts or signage and as such, no weight has been afforded to the Places for Everyone publication plan.

Guide to Developing in Manchester SPD – sets out that the design of signage should relate to and harmonise with the character of the area within which the building is located.

Planning Assessment

This section assesses the proposed advertisement within the context of the planning policies set out above and will consider the application against the following:

- Principle of development
- Amenity
- Public Safety

Principle of Development

As detailed within the Planning Policy Context section above, advertisements are controlled by the Town and Country Planning (Control of Advertisements) Regulations 2007.

The proposed advertisement is required for branding and wayfinding purposes and has been formulated and designed to maximise sustainable design and has been integrated in a subtle manner that means the advertisement is consistent with the architecture of the building on which it will be positioned.

In assessing the proposed advert against the criteria listed in 'Saved' Policy DC15.1, the location of the sign on the eastern elevation of the building is thought to be appropriate for wayfinding purposes, as it will allow pedestrians travelling along Greenbrow Road adjacent to the Site to identify the building. The buildings positioning within the Site, sited away from Greenbrow Road means that from a visual perspective, the sign will not impact negatively on visual amenity of nearby residents. As mentioned above, the advert is proposed for branding and wayfinding purposes, the temporary nature of which will benefit the success of the permanent school once built from a student intake perspective. The temporary nature of the advert and its positioning is thought to remove any potential risk to amenity or public safety. As such, the proposal is in accordance with 'Saved' Policy DC15.1 of the Unitary Development Plan and subsequently, the principle of development on the Site is considered acceptable.

A further assessment of the advertisement in relation to amenity and public safety is provided below.

Amenity

The proposed advertisement is modest in appearance, utilising only three primary and secondary colours (the text is green, the logo is grey and the background is white). The proposed sign will also not be illuminated, therefore reducing impact on amenity further. The advertisement has been designed to be of a scale that is appropriate to the host building and in-keeping with the design.

The simple and appropriately scaled vinyl will be a discreet, temporary addition, whilst providing suitable marketing and wayfinding information to users of the building and will make a positive contribution to the eventual school that will occupy the site. The sign will not have a negative impact on amenity and as such, it is considered that the proposal adheres to policy DM1 of the Core Strategy and saved policy DC15.2 of the UDP, and is therefore acceptable from an amenity perspective.

Public Safety

The PPG sets out guidance in relation to the display of advertisements. This was last updated in July 2019. Paragraph 68 highlights that externally illuminated signs that are visible from any part of a road is one of the main types of advertisement that could cause danger to road users.

The proposed sign is not intended to be illuminated and as such, this will remove any potential risk to road users travelling along Greenbrow Road. As mentioned above, the building and sign will also be well located within the Site, and a reasonable distance away from Greenbrow Road, minimising the risk to public safety even further. Overall, the placement of the advertisement and the fact that it is non-illuminated nature will minimise distraction to traffic moving past the Site along Greenbrow Road.

Summary and Conclusion

In summary, it has been demonstrated that the proposed advertisement is acceptable when considered in the context of amenity and public safety, and that the Proposed Development therefore complies with national and local planning policy and should be approved without delay.

Please note, that the application fee has been paid under separate cover. I trust that this application provides you with sufficient information to validate the application. However, should you require any further information, please do not hesitate to contact me.

Yours sincerely,

Lee Fulcher
Senior Planner
DPP