

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135352/AO/2022

Date registered valid: 2 November 2022

Proposal: Installation of 1 no. individual letter vinyl sign

Address: All Saints Campus , Oxford Road, Manchester, M15 6BH

Ward(s): Hulme Ward

Applicant: Helen Hatcher Manchester Metropolitan University Estate Development, Bridgewater House, 7th Floor , 58-60 Whitworth Street , Manchester, M1 6LT

Agent (if any): Mrs Klaire Daggatt The Fairhursts Design Group Ltd 5th Floor, 31 Dale Street, Manchester, M1 1EY

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14th December 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 17 November 2022

Expired: 8 December 2022

Neighbour notifications

Printed: 17 November 2022

Expired: 8 December 2022

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:

Tree Preservation Order:

Description of area

The application relates to a Vinyl Graphic that will be positioned on the side of the Sandra Burslem Building, which is part of the All Saints Campus at Manchester Metropolitan University.

The site is not within a Conservation area.

Description of development

The submitted application seeks installation of 1 no. individual letter vinyl sign.

The proposed sign will not be located on the adopted highway network, will not extend over the adopted highway, will have no luminance and will comply with headroom and carriageway clearance requirements.

The signage is as noted black, cut-out vinyl letters in the MMU corporate font, which is applied/adhered directly to the cladding panels as shown on the elevation. Vinyl letters (in black) are individual with no clear film backing required

Consultations & Notification Responses

No objections from Highways. Informative added.

No responses from neighbour letters.

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon Public Safety. The main policies that relate to the assessment of the proposal are the National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and Core Strategy policies DM1 (Development Management) and SP1 (Spatial Principles) and the Saved Policies contained within the Unitary Development Plan for Manchester in particular policy DC14 (Shop fronts and Related Signs).

The principle of the signage is considered to be acceptable as it is felt that it would have no detrimental impact upon visual amenity within the existing street scene and the architecture of the host building. The proposed signage replaces the existing signage which largely consist of individual letters affixed to a flat non illuminated metal panels at fascia level and amenity boards adjacent to the existing entrances. The overall appearance of the various types of signage is considered be sophisticated and do not detract from the architecture of the building.

Given the above, the proposal is considered to be consistent with National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and the Core Strategy for the City of Manchester, in particular policies DM1 (Development Management), and the Saved Policy contained within the Unitary Development Plan for Manchester in particular policies DC14 (Shop fronts and Related Signs).

There are no issues regarding impact of visual amenity or public safety.

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: Approved

Article 35 Declaration

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 and documents:

Received by the City Council as Local Planning Authority on 02 November 2022:
Proposed Detailed Drawing - Sandra Burslem Building

Email Received by the City Council as local Planning Authority on 14 November 2022:
From Klaire M. Daggatt clarifying that the signage is as noted black, cut-out vinyl letters in the MMU corporate font, which is applied/adhered directly to the cladding panels as shown on the elevation. Vinyl letters (in black) are individual with no clear film backing required.

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) Any requirements for licensing, hoarding /scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email - highwaylicences@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services

Precinct Centre, 26 Oxford Road, Manchester, M13 9RN

John Dalton Building, Chester Street, Manchester, M1 5GD

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 - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

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) -

Area Team Boundary - Name: CENTRAL