



PLANNING

GROWTH & DEVELOPMENT

DELEGATED OFFICER REPORT FOR PLANNING APPLICATION

APPLICATION NO. 141719/AO/2024

DATE REGISTERED VALID: 10 December 2024

PROPOSAL: Installation of signage zones to gable ends of the canopies serving the Padel tennis courts

ADDRESS: Powerleague Manchester Nicholls, Nicholls Community Sports Ground, Dalberg Street, Manchester, M12 6BN

WARD(S): Ardwick Ward

APPLICANT: Mr Andrew Bell, Powerleague Fives Limited

AGENT (IF ANY): Miss Amy Garcia, Carter Jonas

CASE OFFICER: Joshua Lee
Tel: 0161 219 2851
Email: joshua.lee@manchester.gov.uk

RECOMMENDATION: Approve

DATE OF RECOMMENDATION: 13 March 2025

APPLICATION DETAILS

Type of application:	Advertisement Consent	
Development type:	Advertisements	
Standard consultations:	Printed: 19 December 2024	Expired: 12 January 2025
Neighbour notifications:	Printed: 19 December 2024	Expired: 12 January 2025
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	
Listed building:	Not applicable	
Conservation area:	Not applicable	
Tree Preservation Order:	Not applicable	

DESCRIPTION OF SITE/BUILDING

The proposal is related to previously approved Padel tennis courts at Powerleague Manchester Nicholls.



Figure 1. Site prior to approved development

DESCRIPTION OF AREA

The site is in a mostly industrial/commercial part of the Ardwick ward of Manchester.

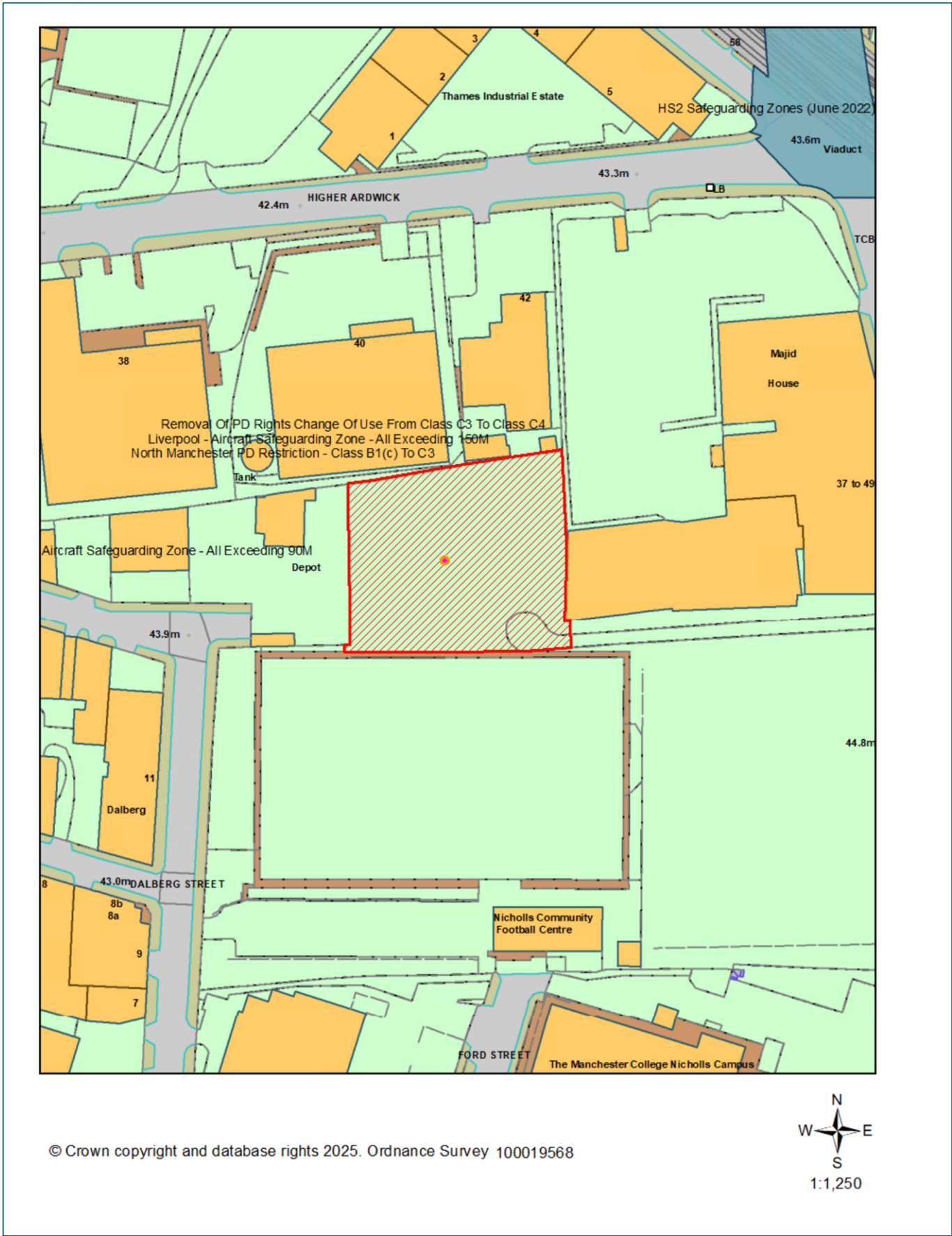


Figure 2. Location plan

DESCRIPTION OF DEVELOPMENT

Installation of signage zones to gable ends of the canopies serving the Padel tennis courts

Advertisement Type: Other type

Height: 0.825 metres

Width: 5 metres

Depth: 0.01 metres

What is the height from the ground to the base of the advertisement?: 6.8 metres

What is the maximum projection of the advertisement from the face of the building?: 0 metres

What is the maximum height of any of the individual letters and symbols?: 80 centimetres

What materials will the advertisement be made of?: Printed onto translucent opal fabric cladding fixed to steel structure

The colour of text and background: Black, blue and white

Will the advertisement be illuminated?: No

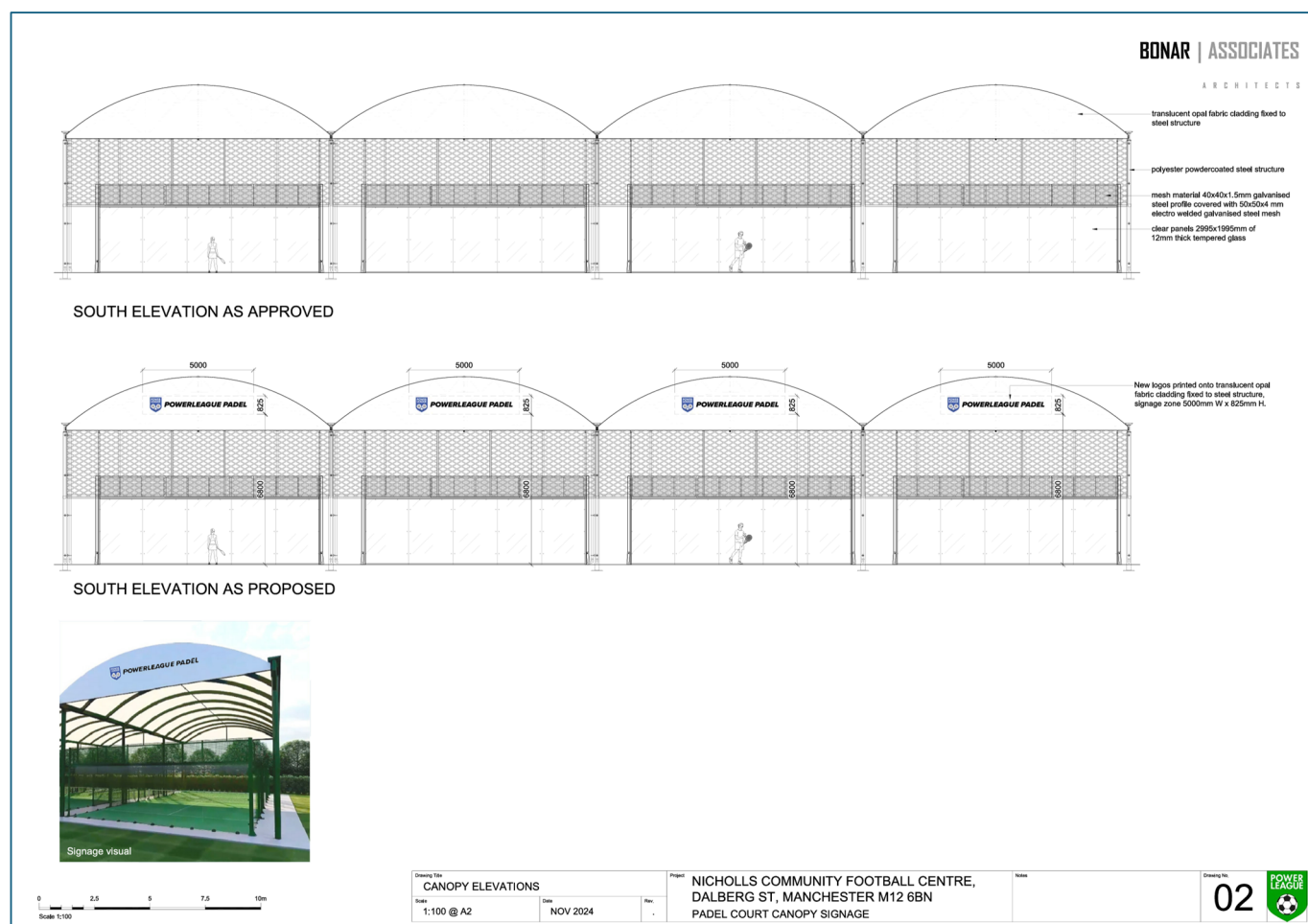


Figure 3. Proposed elevations

PLANNING HISTORY

141350/AO/2024

Description: Installation of various illuminated and non- illuminated name and way finding signage to replace existing

Decision: Approved 12/03/2025

139661/FO/2024

Description: Construction of six padel tennis courts with associated fencing, floodlighting and canopies, together with hard/soft landscaping.

Decision: Approved 18/07/2024

It is noted that the proposed advertisements are to be placed on the approved canopies.

134608/AO/2022

Description: Installation of illuminated signage to the Football Centre building, and various non illuminated wayfinding and banner signage

Decision: Approved 26/09/2022

119247/AO/2018

Description: Replacement of two existing non-illuminated individual letter name signs with illuminated individual letter name signs and installation of one new illuminated fascia sign

Decision: Approved 25/04/2018

067248/FO/NORTH2/03

Description: Provision of 1 no. floodlit football pitch, 1 no. grass football pitch, 2 no. multi use games areas and 1 no. mini-soccer pitch. Erection of single storey changing facility building and associated landscaping

Decision: Approved 24/07/2003

CONSULTATION, NOTIFICATION & PUBLICITY RESPONSES

CONSULTATIONS

MANCHESTER CITY COUNCIL HIGHWAYS SERVICES

No objections.

MANCHESTER CITY COUNCIL ENVIRONMENTAL HEALTH

No objections.

NOTIFICATIONS

LOCAL RESIDENTS

No representations received.

RELEVANT POLICIES & THE PRINCIPLE OF DEVELOPMENT

RELEVANT POLICIES

Section 38 (6) of the Town and Country Planning Act 2004 states that applications for development should be determined in accordance with the adopted development plan unless material considerations indicate otherwise.

The following policies are considered relevant.

- [The Manchester Core Strategy Development Plan Document 2012-2027](#)
 - Development Management and Planning Obligations
 - DM 1 - Development Management
 - Objective 1 - Spatial Principles
 - SP 1 - Spatial Principles (Partially replaced by PfE Policy JP-S 1)
 - Objective 2 - Economy and the City Centre
 - EC 1 - Employment and Economic Growth in Manchester

- EC 2 – Existing Employment Space
 - EC 8 – Central Manchester
- Objective 6 Environment
 - EN 1 - Design Principles and Strategic Character Areas
- [Extant Unitary Development Plan \(UDP\)](#) –
 - Citywide Development Control Policies
 - DC15 - Advertisements, hoardings and posters
- [Places for Everyone Plan Joint Development Plan Document 2022-2039-](#)
 - 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-P7: Sport and Recreation
- [The National Planning Policy Framework \(The NPPF\)](#) –
 - Section 2 - Achieving sustainable development
 - 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](#) –
 - Section 3 - Powers to be exercised in the interests of amenity and public safety

PRINCIPLE

The City Council recognises that businesses want to advertise their premises and the council support this if the advertisements are in keeping with the character and visual and residential amenity of the area. The principle is accepted.

ISSUES

APPROPRIATE SITING, LAYOUT, SCALE, FORM, MASSING, MATERIALS, AND DETAIL

The proposed signage would sit on the previously approved canopies as part of the new Padel tennis facilities. The size, design and type of advertisement is not unusual for this kind of development and business and is acceptable.

IMPACT ON THE SURROUNDING AREAS IN TERMS OF THE DESIGN, SCALE, AND APPEARANCE OF THE PROPOSED DEVELOPMENT.

The proposed advertisements are non-illuminated and minimal, sitting on the approved canopies with minimal impact to the local character of the area and no more than the approved padel tennis facilities.

EFFECTS ON AMENITY

LIGHT

The proposed adverts are non-illuminated and have no impact on local light.

ROAD SAFETY AND TRAFFIC GENERATION

The proposed signs will be located within the site boundary and will not extend/project across the adopted highway. The signs will not be illuminated and will be placed 6800mm above ground level. The signs will therefore not affect surrounding pedestrian or vehicular movement

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.

CONCLUSION

The proposed installation of signage zones on the gable ends of the canopies serving the Padel tennis courts at Powerleague Manchester Nicholls is deemed acceptable. The signage is non-illuminated, minimal, and appropriately sited, ensuring no adverse impact on the local character, visual amenity, or road safety. The proposal aligns with relevant policies and regulations, including the Manchester Core Strategy and the Town and Country Planning (Control of Advertisements) Regulation 2007. Therefore, the recommendation is to approve the application, subject to the specified conditions.

RECOMMENDATION: APPROVE

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.	Application Form	10 Dec 2024		APPLICATION FORM
b.	Drawing - Location Plan	10 Dec 2024	00	
c.	Drawing - Site Plan	10 Dec 2024	01	
d.	Drawing - Proposed	10 Dec 2024	02	ELEVATION
	Correspondence	10 Dec 2024		COVERING LETTER

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. 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

Highway Services

Environmental Health

Unit 1A, 132 Higher Ardwick, Manchester, M12 6DA

132 Higher Ardwick, Manchester, M12 6DA

Dalberg House, Dalberg Street, Manchester, M12 6BG

First Floor, Dalberg House, Dalberg Street, Manchester, M12 6BN

Ground Floor Rear, Dalberg House, Dalberg Street, Manchester, M12 6BN

Ground Floor Front, Dalberg House, Dalberg Street, Manchester, M12 6BG

Second Floor, Dalberg House, Dalberg Street, Manchester, M12 6BN

25 - 27 Harkness Street, Manchester, M12 6BT

33 Harkness Street, Manchester, M12 6BT

First Floor, 58 - 60 Higher Ardwick, Manchester, M12 6DA

58 - 60 Higher Ardwick, Manchester, M12 6DA

40 Higher Ardwick, Manchester, M12 6DA

42 Higher Ardwick, Manchester, M12 6DA

APPENDIX 2 – PLANNING CONSTRAINTS

Article 4 Direction - North Manchester PD Restriction - Class B1(c) To C3

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: NORTH AREA