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Planning and Regeneration
Manchester City Council
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22nd October 2024

Dear Sir / Madam

POWERLEAGUE MANCHESTER NICHOLLS, NICHOLLS COMMUNITY SPORTS GROUND, DALBERG STREET, MANCHESTER, M12 6BN

APPLICATION FOR ADVERTISEMENT CONSENT

On behalf of our client, Powerleague Fives Limited ('the Applicant'), we enclose an application for Advertisement Consent in respect of proposals for informational and wayfinding signage at Powerleague Manchester Nicholls, Nicholls Community Sports Ground, Dalberg Street, Manchester, M12 6BN ('the Site').

This application for Advertisement Consent seeks the following:

> *"Installation of informational and wayfinding signage in connection with use of the site as a football and padel tennis centre."*

To accompany this submission, please find enclosed the following documentation:

- **Application Form** prepared by Carter Jonas; and
- **Cover Letter** prepared by Carter Jonas (this letter).

In addition, please find enclosed the following drawings prepared by Bonar Associates:

- Drawing Ref: S1 - Site Plan Showing Signage Locations;
- Drawing Ref: S2 (Rev A) - Signage Locations 1 and 2;
- Drawing Ref: S3 - Signage Locations 3 and 4;
- Drawing Ref: S4 - Signage Location 5;
- Drawing Ref: S5 - Signage Locations 6 and 7; and
- Drawing Ref: S6 - Signage Locations 8 and 9.

Payment, in the sum of £165 (plus the Planning Portal fee of £70 – total £235) to cover the cost of the application fee will be made via the Planning Portal (Ref: PP-13487979).

We trust that you find this application in order and look forward to receiving acknowledgement of the validation in due course. Please do not hesitate to contact me if you have any queries on the above.

Carter Jonas LLP is a limited liability partnership registered in England and Wales no. OC304417. Reg office One Chapel Place, London W1G 0BG. Regulated by RICS.
Classification L2 - Business Data

Background

The Site comprises a sports / leisure facility operated by Powerleague Fives Limited and which was built pursuant to planning permission 067248/FO/NORTH2/03, granted in July 2003, and then amended under planning permission 134165/FO/2022 in August 2022. The Site comprises of three 5-a-side and three 7-a-side artificial grass playing pitches (AGPs), a single storey changing facility and car park, accessed via Dalberg Street.

On 18th July 2024, the Applicant secured planning permission for the construction of six padel tennis courts with associated fencing, floodlighting and canopies, together with hard/soft landscaping (Ref: 139661/FO/2024). The signage proposed under this application is required to provide visitors with information regarding both the football and padel tennis facilities.

PLANNING STATEMENT

Site and Surrounding Area

The Site is located in Ardwick, Manchester. The surrounding area is predominately commercial and industrial in character. To the north of the Site is the Royal Mail Manchester Central Delivery Office and to the east is a playing field. To the south is the Manchester College of Arts and Technology, a vacant commercial unit, a motor body repair shop and Lancashire Eccles Cakes factory. To the west are various mechanics and commercial units.

The nearest residential properties are located at Aloysius House approximately 150m to the west, on Palfrey Place.

Designations

The entire Site is located within Flood Zone 1 and there are no trees covered by Tree Protection Orders (TPO) on the Site. The Site is located within the Manchester Air Quality Management Area (AQMA).

The Site is not within a Conservation Area. The Site is located 150m to the northwest of the Former Nicholls Hospital building, a Grade II* listed building, and 150m to the east of 2 and 4 Palfrey Place, a Grade II listed building.

The Council's adopted policies map confirms that the Site falls within the Central Manchester Area.

Proposals

The Applicant is seeking Advertisement Consent for the display of various informational and wayfinding signage across the Site. The signage proposed is as set out in the table below. Locations 1-9 correlate to various locations in the Site, as shown on an extract from the Site Plan (Ref: S1).

Signage Location	Text/Symbol	Signage material	Number of displays	Dimensions (height x width)	Fixings
1	Powerleague Logo / Padel Logo / Welcome	Dibond panel	One	2300mm x 1220mm	Fixed to existing wall
2	Padel Logo / Welcome To Manchester Nicholls	Dibond Panel	One	2440mm x 1220mm	Fixed to existing totem

					poles within site boundary
3	Powerleague Logo / Padel Logo / Manchester Nicholls This Way	Dibond Panel	One	2440mm x 1220mm	Fixed to existing fence
4	Padel Logo	Internally Illuminated (300cd/m2) Shield Fabricated in Aluminium Painted White with Perspex Face Panel	One	1500mm x 1170mm	Fixed to external wall
5	Padel Logo	Internally Illuminated (300cd/m^2) Shield Fabricated in Aluminium Painted White with Perspex Face Panel	One	1500mm x 1170mm	Fixed to external wall
	Reception	Vinyl	One	1200mm x 1200mm	Applied to glass above door
	Powerleague Logo / Padel Logo / Powerleague Does Not Accept Responsibility For Any Loss Or Damage To Vehicles Or Property Left Within The Premises Or Car Park	Dibond Panel	One	400mm x 2000mm	Fixed to external wall
6	Padel Logo	Internally Illuminated (300cd/m^2) Shield Fabricated in Aluminium Painted White with Perspex Face Panel	One	1500mm x 1200mm	Fixed to external wall
7	Powerleague Logo / Padel Logo / Access To Pitches & Courts	Internally Illuminated (300cd/m^2) Pole Sign, Two Steel	One	1500mm x 800mm	Pole Sign

		Posts and Dibond Panel			
8	Powerleague Logo / Padel Logo / Access To Pitches & Courts This Way	Dibond Panel	One	1000mm x 1000mm	Fixed to existing fence
9	Padel Logo / Access To Padel Courts	Internally Illuminated (300cd/m2) Pole Sign, Two Steel Posts and Dibond Panel	One	1500mm x 800mm	Pole Sign

Please note that the signs proposed at Locations 2 and 3 will replace signs previously approved and installed pursuant to advertisement consent reference 134608/AO/2022, approved 26th September 2022. The sign proposed at Location 2 will replace approved sign reference 'Location 2' and the sign proposed at Location 3 will replace sign reference 'Location 1', both shown on previously approved drawing reference S2 Rev A. Additionally, the internally illuminated shield sign proposed at Location 5 will be installed in the same position as a sign approved under advertisement consent reference 134608/AO/2022 (sign reference 'Location 3b' shown on drawing no. S3 Rev A), but which was not installed.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2023 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the Planning Practice Guidance ('PPG') the regime is a "lighter touch" than the system for obtaining planning permission for development. The PPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Locally, the Council's policy relating to advertisements is Extant Unitary Development Policy 15 'Advertisements, Hoardings and Posters'. This policy echoes national guidance in setting out that the Council should only determine applications for advertisement consent in the interest of amenity and public safety.

Planning Considerations

The proposal seeks the installation of informational and wayfinding signage at Powerleague Manchester Nicholls. The impact of the proposal has been considered in amenity and public safety terms as follows:

Amenity

The majority of the advertising proposed is to be located within the confines of the Site and will therefore only be visible to users of the pitches and courts. In a few instances, signs are simply proposed to replace those approved under the previous advertisement consent granted by the Council.

The Site is located in a predominantly commercial and industrial area which has a variety of illumination during the day and night from street lighting and nearby commercial and industrial uses, including floodlighting serving the existing pitches. The Site is not in a sensitive location – it is not within a conservation area and the proposed signs will be located a large distance from the nearby Listed Buildings.

None of the proposed signage is of a size or scale which would cause them to be visually intrusive to the surrounding area, with most fixed to existing structures. The five advertisements which incorporate illumination will be low level (300cd/m2) and are located within the internal area of the Site.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate and in accordance with Regulation 3, whether:

(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.

Much of the signage proposed can only be seen from inside the Site, and as such poses minimal risk to public safety in accordance with the Regulations. Only the signs proposed at locations 1 and 3 face onto Dalberg Street which is an uncomplicated road and traffic is slow moving. As a result, none of the signage proposed would cause a harmful or detrimental impact to public safety.

Conclusion

This application relates to the Applicant's overall strategy to enhance the Site. The relevant tests are that advertisement applications should not impact upon visual amenity and public safety, and in light of the analysis set out above, it is considered that the proposed signage does not conflict with the Regulations and the NPPF. As such, we consider that advertisement consent should be granted for the signage proposed.

We trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me, or my colleague Christopher Cooper (christopher.cooper@carterjonas.co.uk).

Yours faithfully

Amy Garcia

Amy Garcia
Graduate Planner
For and on behalf of Carter Jonas LLP

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