MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141357/AO/2024
Date registered valid:	1 November 2024
Proposal:	Retention of one freestanding externally illuminated sign adjacent to the existing entrance
Address:	Northern Lawn Tennis And Squash Club, Palatine Road, Manchester, M20 3YA
Ward(s):	Didsbury West Ward
Applicant:	Victoria Northern Lawn Tennis Club Northern Lawn Tennis And Squash Club
Agent (if any):	NJL Consulting
Case officer:	Joshua Lee Tel: 0161 219 2851 Email: joshua.lee@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**04/12/2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 07/10/2024

Standard consultations:
Printed: 4 November 2024 Expired: 25 November 2024

Neighbour notifications
Printed: 4 November 2024 Expired: 25 November 2024

Site notice
Posted: 7 November 2024 Expired: 28 November 2024

Press advert
Published: 12 November 2024 Expired: 3 December 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The proposal relates to the Northern Lawn Tennis and Squash Club on Palatine Road. The site features a number of large indoor sports buildings and outdoor facilities. The site features hardstanding for car parking to the front with landscaping. The site features existing signage to the frontage.

Listed building: Not applicable

Conservation area: Blackburn Park Conservation Area 1979

Tree Preservation Order: Not applicable



Figure 1. Street scene

Description of area

The property is in a mostly residential part of the Didsbury West ward of Manchester. The site sits within the boundary of Blackburn Park Conservation Area and adjacent to the West Didsbury Metrolink stop on the Didsbury Metrolink line.

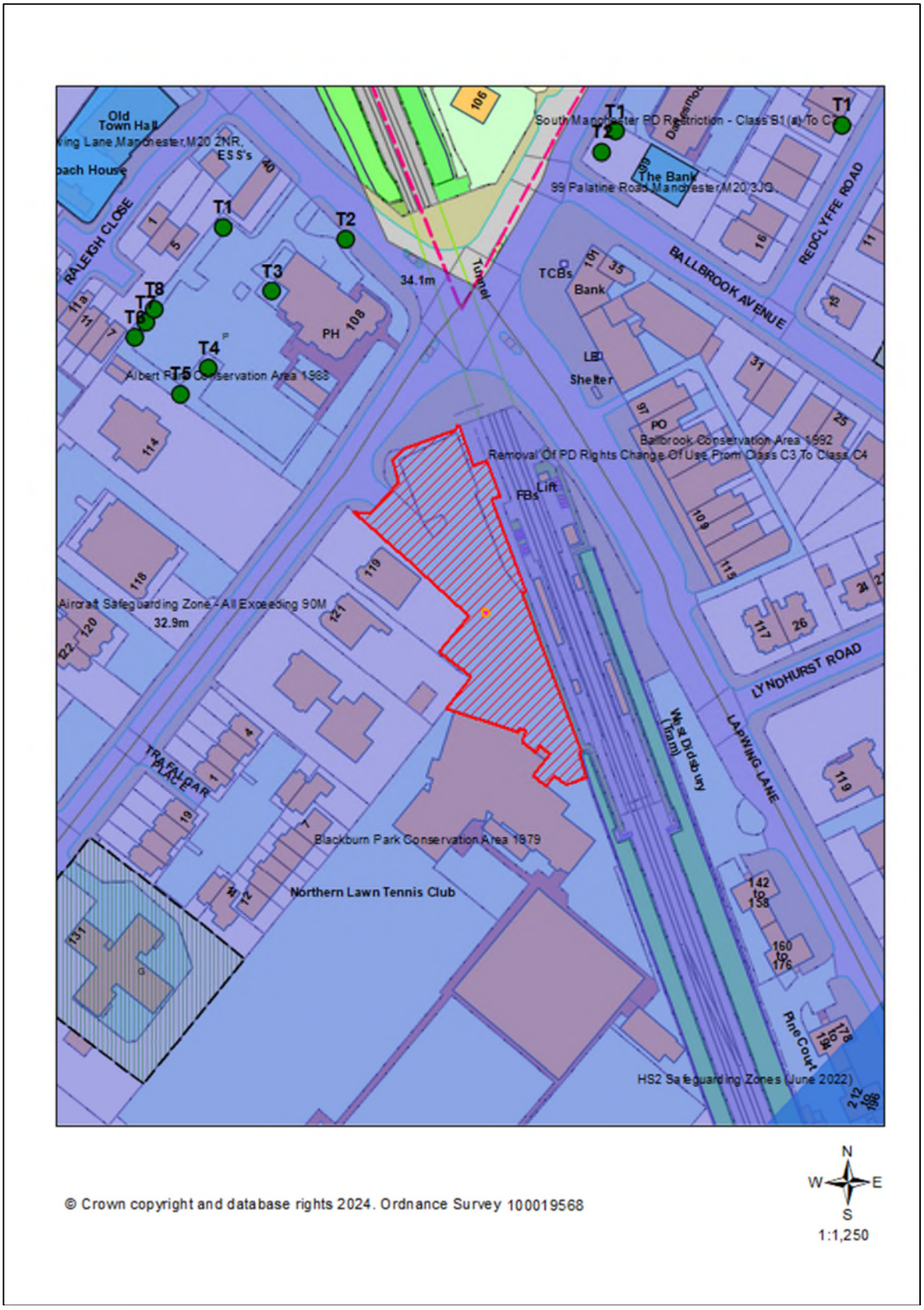


Figure 2. Location plan

Description of development

The applicant proposes the retention of one freestanding externally illuminated sign adjacent to the existing entrance.

The signage would consist of a blue aluminium panel sheet with Perspex text and icons. The name and logo will be finished in Gold Leaf, and secondary text and symbols in white. The signage will be externally illuminated by an LED trough light with static illuminance levels of 300c/m2. The base of the sign is at ground level and behind the existing wall, with the sign itself measuring 1.93m in height above the existing wall, 2.8m in width, and 0.1m in depth. The sign would be fixed to posts measuring 0.1m by 0.1m, which would be set behind the existing brick boundary treatment.

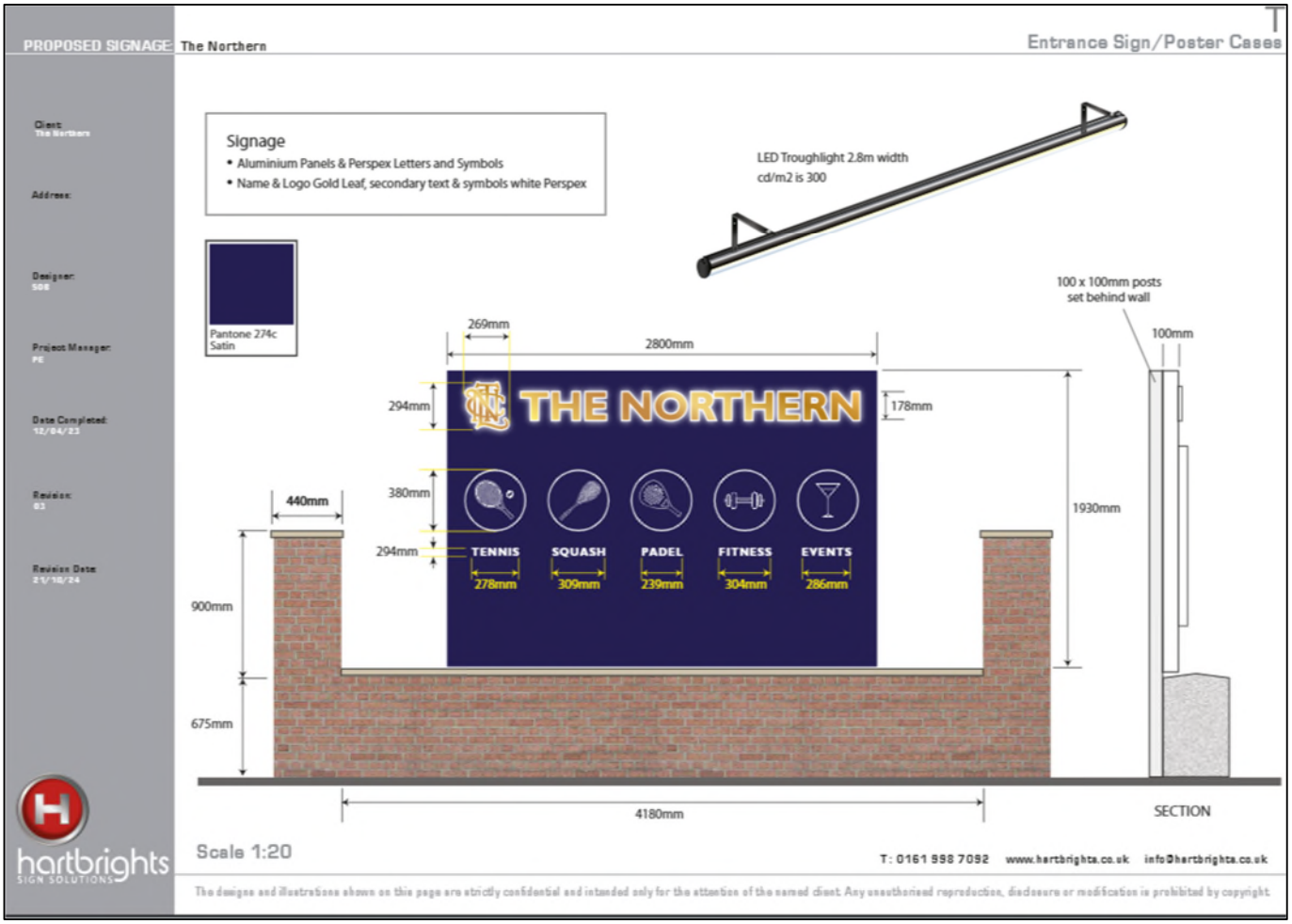


Figure 3. Proposed signage.

Planning History

Advertisement planning history at the site.

139657/AO/2024
Description: Installation of halo illuminated fascia sign.
Decision: Refused 23/05/2024

136800/AO/2023
Description: Installation of one freestanding internally illuminated sign with halo illuminated letters

Decision: Refused 07/12/2023

102422/AO/2013/S2
Description: Installation of two none illuminated banner signs, internally illuminated box sign on entrance canopy and two internally illuminated pole mounted box signs at site entrance.
Decision: Approved 02/07/2013

058887/AO/SOUTH2/00
Description: 1 externally illuminated free standing post sign
Decision: Approved 01/06/2000

044749/AO/SOUTH1/93
Description: Erection of two floodlit post signs at entrance to tennis club
Decision: Approved 15/02/1994

044571/AO/SOUTH1/93
Description: Construction of a temporary sign to promote the opening of the new club house
Decision: Approved 22/12/1993

043320/AO/SOUTH1/93
Description: Erection of 2 sign boards
Decision: Approved 04/06/1993

Consultation, notification & publicity responses

Consultations

Manchester City Council Highways Services
Manchester City Council Highways Service were consulted on this application and have no objection to the proposed development.

Notifications

Local Residents
As stated in Appendix 1, people who live near the area were told about the proposal.

No one commented, objected, or gave their opinion on this application.

Residents Associations and Groups
As per Appendix 1, Blackburn Park Conservation Society were notified of the proposal.

No one commented, objected, or gave their opinion on this application.

Publications

Site Notice and Press Advertisements
As per Appendix 1, a public site notice and advertisement in the Manchester Evening News was posted as the site sits within a conservation area.

No one commented, objected, or gave their opinion on this application.

Relevant policies & the principle of development

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.

After careful consideration, it is concluded that the proposal is acceptable and aligns with the following local, regional and national policies.

- 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 9 – South Manchester
    - Objective 6 Environment
        - EN 1 - Design Principles and Strategic Character Areas
        - EN 3 – Heritage (Deletions replaced with PfE Policy JP-P2)
- Extant Unitary Development Plan (UDP) –
    - Citywide Development Control Policies
        - DC15 - Advertisements, hoardings and posters
        - DC18 - Conservation Areas
- Places for Everyone Plan Joint Development Plan Document 2022-2039-
    - Strategy
        - JP-Strat9: Southern 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-P2: Heritage
- 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
    - Section 16 - Conserving and enhancing the historic environment
- Town and Country Planning (Control of Advertisements) Regulation 2007 –
    - Section 3 - Powers to be exercised in the interests of amenity and public safety

The Manchester Core Strategy Development Plan (2012-2027)

We have assessed the proposal against the following policies of the Core Strategy.

Development Management and Planning Obligations

DM 1 – Development Management
New developments must adhere to the 'Development Principles' and design guidance in the Supplementary Planning Documents.

We have assessed the proposal against the following issues.

Appropriate siting, layout, scale, form, massing, materials, and detail
The proposed signage, although larger than the existing, sits behind the existing iron railings and utilises external illumination helping minimise the appearance to the street scene.

The material is what is to be expected of this kind of signage.

Officers consider the new development to be acceptable in its 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.
The proposed signage, although larger than the existing, sits behind the existing iron railings and utilises external illumination helping minimise the appearance to the street scene.

The area is characterized by the conservation area with predominantly residential dwellings. The external illumination is complementary to the character of the area

The signage would also retain the iron railings at the location.

The proposed development won't significantly change the area's character, so its appearance is acceptable.

In general, the proposed development has little impact on the surrounding areas. The design, scale, and appearance are all in line with the development management principle.

Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation.
The proposal is expected to have a negligible effect on privacy.

The proposal is expected to have a minimal effect on local light utilising external illumination limited to 300cd/m.

The proposal in of itself has a negligible effect on local noise levels or vibration. We understand that demolition and construction can be loud and disruptive to the local residents. Contractors should use construction guidance to reduce emissions and minimize disruptions for residents.

The proposal is expected to have a negligible effect on air quality or odours.

The proposal is expected to have a negligible effect on litter, vermin, or birds.

The proposal is expected to have a negligible effect on road safety and traffic generation.

Overall, the proposal has a negligible impact on privacy, light, noise, air quality, and other factors. So, it follows this principle of development management.

Effects relating to biodiversity, landscape, archaeological or built heritage

The applicant and consultees did not find any contamination or stability issues at the site.

The proposal is within the Blackburn Park Conservation Area.

Whalley Range conservation area is situated approximately two miles south of Manchester city centre.

Lying close to the centre of Didsbury, five miles south of the city centre, is the residential area known as Blackburn Park. It was designated a conservation area by the City Council in December 1979, and comprises the area bounded by Barlow Moor Road, Palatine Road, Lapwing Lane and Wilmslow Road.

The scale of the development minimises any harm to the conservation area and heritage assets and the development is in keeping with existing area.

The proposal maintains the existing iron railings and utilises external illumination minimising the harm to the area.

The harm to the conservation area and local heritage assets would be less than substantial (as set out in the NPPF Section 16)

On balance the proposal has minimal effect on local biodiversity, landscape, archaeological or built heritage and is therefore in accordance with this development management principle.

Green Infrastructure including open space, both public and private

The proposal has negligible impact on green infrastructure and balances development with existing green space.

The proposal is therefore in accordance with this development management principle.

Flood risk and drainage.

The site is not located in a flood risk area and therefore does not require a flood statement or assessment.

The proposal has a negligible impact on drainage using the existing drainage on site.

The proposal is therefore in accordance with this development management principle.

Objective 1 - Spatial Principles

SP 1 - Spatial Principles
This policy outlines the guiding spatial principles and core development principles of Manchester City Council.

Most notably the core development principles highlight development should 'make a positive contribution to neighbourhoods of choice'.

We consider this proposal to accord with the principles of this policy.

Objective 2 - Economy and the City Centre

EC 1 - Employment and Economic Growth in Manchester
This policy outlines the overall strategy for employment and economic growth in Manchester.

We consider this proposal to accord with the principles of this policy.

EC 2 – Existing Employment Space
This policy explains how to improve and protect current places where people work.

We consider this proposal to accord with the principles of this policy.

EC 9 – South Manchester
This policy outlines the principles for employment opportunities in South Manchester.

We consider this proposal to accord with the principles of this policy.

Objective 6 Environment

EN 1 – Design Principles and Strategic Character Areas
This policy outlines the key design principles for development in Manchester. All development in Manchester will be expected to follow the seven principles of urban design.

This proposal sits within the 'Southern Character Area'.

We consider this proposal to accord with the principles of this policy.

EN 3 – Heritage
This policy outlines the key principles concerning Heritage and development management. In particular, development that complements and takes advantage of the distinct historic and heritage features of the city's districts and neighbourhoods.

We consider this proposal to accord with the principles of this policy.

Extant Unitary Development Plan (UDP)

The Core Strategy replaced most of the UDP, but some UDP policies still apply to this proposal.

Citywide Development Control Policies

DC15 - Advertisements, Hoardings and Posters
This policy outlines the key issues when considering development of Advertisements, Hoardings and Posters.

We consider this proposal to accord with the principles of this policy.

DC18 - Conservation Areas
This policy outlines the key issues when considering the development proposals within Conservation Area.

We consider this proposal to accord with the principles of this policy.

Places for Everyone Plan (2022 – 2039)

We have assessed the proposal against the following policies of the Places for Everyone Plan.

Strategy

JP-Strat9: Southern Areas
This policy outlines the spatial strategy for the Southern Areas of the City Region which includes Southern areas of Manchester.

We consider this proposal to accord with the principles of this policy.

Sustainable and Resilient Places

JP-S1: Sustainable Development
This policy outlines how, to help tackle climate change, development should aim to maximise its economic, social, and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives.

We consider this proposal to accord with the principles of this policy.

Places for Jobs

JP-J1: Supporting Long-Term Economic Growth
The policy outlines the ambition to have a thriving, inclusive and productive economy in all our boroughs.

We consider this proposal to accord with the principles of this policy.

JP-J2: Employment Sites and Premises
This policy outlines the strategy for a diverse range of employment sites and accessible premises, both new and second-hand, to offer opportunities for all kinds and sizes of businesses.

We consider this proposal to accord with the principles of this policy.

Places for People

JP-P1 Sustainable Places
This policy outlines how we aim to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy, and varied places.

We consider this proposal to accord with the principles of this policy.

JP-P2: Heritage
This policy outlines how We will proactively manage and work with partners to positively conserve, sustain and enhance our historic environment and heritage assets and their settings.
We consider this proposal to accord with the principles of this policy.

The National Planning Policy Framework (NPPF)

The National Planning Policy Framework explains the government's planning policies for England. It also explains how to use these policies.

At all stages of the application, we have adhered to and considered the NPPF.

Section 2 - Achieving sustainable development

Section 2 of the NPPF outlines how the purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development, and supporting infrastructure in a sustainable manner.

Section 4 - Decision-making

Section 4 of the NPPF outlines how local planning authorities should approach decisions on proposed development in a positive and creative way.

Section 4 of the NPPF has been adhered to and considered at all stages of the proposal.

Section 6 - Building a strong, competitive economy

Section 6. of the NPPF outlines the development management principles to help create the conditions in which businesses can invest, expand, and adapt.

Section 12 - Achieving well-designed places

Section 12 of the NPPF outlines the need to achieve well-designed places.

Section 16 - Conserving and enhancing the historic environment

Section 16 of the NPPF outlines the development management regarding heritage assets.

Considering potential impacts (Para. 199-208)

These paragraphs outline when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

We consider this proposal to accord with the principles of the NPPF.

Town and Country Planning (Control of Advertisements) Regulations 2007

The Town and Country Planning (Control of Advertisements) Regulation 2007 is an act of the United Kingdom Parliament regulating the development of advertisements in England.

Section 3

Section 3 outlines the powers to be exercised in the interests of amenity and public safety by the local planning authority.

1. A 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 proposal has been assessed against this criterion and is deemed in accordance with the regulations.

Other Material Considerations

Other material considerations & policy may be relevant to the proposal as follows:

- Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (April 2007)
- Manchester Residential Quality Guide (July 2016) (MRQG)
- Manchester, Salford, and Trafford Strategic Flood Risk Assessment
- Manchester City Council Highways Developer Design Guidance – Sustainable Drainage Systems
- Manchester City Council Planning and Noise Technical Guidance (2022)
- Air Quality & Planning Technical Guidance (2022)
- Planning and Contaminated Land Technical Guidance (2021)
- Greater Manchester Joint Waste Development Plan Document (GMJWDPD)
- Waste Storage and Collection Guidance for New Developments (2017)
- Hot Food Takeaway Supplementary Planning Document (2017)
- Manchester City Council Houses in Multiple Occupation Guidance and Amenity Standards (2020)
- Manchester Tree and Woodland Action Plan 2024-2034
- Manual for Streets (2007)
- National design guide & National Model Design Code (2021)
- Outdoor advertisements and signs: a guide for advertisers (2007)

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 polices 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 retention of the freestanding externally illuminated sign at the Northern Lawn Tennis and Squash Club has been thoroughly assessed against relevant local, regional, and national planning policies. The sign's design, scale, and illumination are considered appropriate for the site's context within the Blackburn Park Conservation Area. The proposal is expected to have a negligible impact on local amenity, road safety, and the character of the surrounding area. No objections were received from local residents or consultees. Therefore, the proposal aligns with the principles of sustainable development and heritage conservation, and it is recommended for approval.

Recommendation: Approve

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. The proposal is considered to be acceptable and therefore determined within a timely manner.

Condition(s) to be attached to decision for approval

1. **Specified plans**

   The development hereby approved shall be carried out in accordance with the following drawings and documents:

   a. Drawing - Location Plan 24 Oct 2024 THE LOCATION PLAN
   b. Drawing - Site Plan 01 Nov 2024 31 OCT 2024 SITE PLAN
   c. Drawing - Proposed 24 Oct 2024 SIGNAGE DETAILS
   d. Correspondence 24 Oct 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.

2. **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
Blackburn Park Conservation Society

Flat 2, 44 Lapwing Lane, Manchester, M20 2WR
Flat 1, 44 Lapwing Lane, Manchester, M20 2WR
42 Lapwing Lane, Manchester, M20 2WR
119 Palatine Road, Manchester, M20 3YA
Flat 1, 119 Palatine Road, Manchester, M20 3YA
Flat 7, 119 Palatine Road, Manchester, M20 3YA
Flat 6, 119 Palatine Road, Manchester, M20 3YA
Flat 5, 119 Palatine Road, Manchester, M20 3YA
Flat 4, 119 Palatine Road, Manchester, M20 3YA
Flat 3, 119 Palatine Road, Manchester, M20 3YA
Flat 2, 119 Palatine Road, Manchester, M20 3YA
Wren House, 108 Palatine Road, Manchester, M20 3ZA

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Conservation Area - Blackburn Park Conservation Area 1979
Area Team Boundary - Name: SOUTH AREA