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Manchester City Council Planning,
Manchester City Council,
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10th December 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 four signage zones to be located on the gable ends of the canopy serving the Padel tennis courts ('Padel Courts') 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 signage zones to be located on the gable ends of the canopies serving the Padel tennis courts".

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:

- 00 – Site Location Plan
- 01 – Site Plan showing signage locations
- 02 – Canopy Elevations showing signage

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.

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.

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).

Most recently, an application for advertisement consent (Ref: 141350/AO/2024) was granted on 25th November 2024 to install various informational and wayfinding signage to provide visitors with information regarding the facilities, in particular the new facilities which have been constructed pursuant to the planning permission 139661/FO/2024.

A further advertisement consent is now sought for the for the installation of four signage zones, on the front gable end of the canopy serving four of the six Padel Courts adjacent to the northern boundary of the Site.

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.

The Site already benefits from the informational and wayfinding signage which was installed pursuant to advertisement consent 141350/AO/2024.

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 installation of four signage zones, on the front gable end of the canopy serving four of the six Padel Courts adjacent to the northern boundary of the Site, which was erected pursuant to the 139661/FO/2024.

Indicatively, 'Powerleague Padel' wording and logo is shown on the submitted drawings to demonstrate the anticipated signage to be displayed in the first instance. However, consent is sought by the Applicant to allow it to change the appearance of the sign displayed within each signage zone on an ad-hoc basis. The signs would be printed on the fabric canopy itself, with the ends interchangeable as and when an update is required to the displayed advert. As such, all displayed advertisements will not be permitted to exceed the maximum proposed signage zone dimensions of 825mm(h) x 5000mm(w), with the base of the advertisement located 6800mm above ground level. All displayed advertisements will also be non-illuminated.

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 Advertisement Consent for the installation four signage zones to be located on the gable ends of the canopy serving the existing Padel Courts at the Site. The impact of the proposal has been considered in amenity and public safety terms as follows:

Amenity

The proposed advertisement is to be located within the confines of the Site and will therefore only be visible to users of the pitches and courts.

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.

The proposed signage zones are not of a size or scale which would cause them to be visually intrusive to the surrounding area, with them appearing subservient to the gables of the Padel Court canopy with they are fixed to.

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.

By virtue of the size, scale and non-illumination of the signage zones, they pose minimal risk of distraction to highways users and furthermore, the Site is located in a predominantly commercial and industrial area and as confirmed by the PPG, *“there are less likely to be road safety problems if the advertisement is on a site within*

a commercial or industrial locality". As a result, none of the signage proposed would cause a harmful or detrimental impact to public safety in accordance with the Regulations.

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 approval 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

Graduate Planner

For and on behalf of Carter Jonas LLP

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