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Our Ref: 2022-016
Your Ref: PP-13432260

By email only

Dear Sir/Madam,

Proposed development for signage at The Northern Lawn Tennis and Squash Club, Palatine Road, Manchester, M20 3YA.

We write on behalf of our client, The Northern Lawn Tennis and Squash Club, with an application for signage to the entrance of the club. The proposed description of development is as follows:

'Advertisement consent for the display of 1no. freestanding externally illuminated sign'

This application has been submitted on the planning portal via ref. PP-13432260. To accompany this application, the following information has been submitted alongside this supporting covering letter.

- Application Forms
- Location Plan
- Existing Elevational Photographs
- Proposed Signage Plans
- Signage Specification

The Site and Surrounding Areas

The application relates to the Northern Lawn Tennis and Squash Club located to the south of the junction of Palatine Road and Lapwing Lane with access available via Palatine Road through a set of double metal gates which lead onto a driveway to the club house and its associated grounds. The site is bounded to the northeast by the Metrolink tramline, whilst its southeast, southwest, and northwest boundaries predominantly share borders with a range of residential properties. To the northwest, on the opposite side of Palatine Road, is a former public house car park; now a cleared site earmarked for residential development.

The application site is situated on the northern outskirts of the Blackburn Park Conservation Area, which was first designated in 1979. This area originally consisted of open fields which surrounded a single large, detached property, Parkfield House, owned by Charles Blackburn. Over time, Blackburn sold limited portions of land, with plots large enough to accommodate three to four houses only, thus explaining the varied forms of development currently extant in the park. Blackburn Park is principally an area of large family houses with spacious gardens, arranged along tree-lined roads.

Most of the houses within the Conservation Area remain largely in their original form, with earlier properties generally being larger than later ones. Some houses were built in later years, mainly

on sites made vacant by demolition, and these for the most part have been in keeping with the character of the Conservation Area.

Planning Policy

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

- Policy DC15 – Advertisements, hoardings, and posters
- Policy DC18 – Conservation Areas

The Manchester Core Strategy – Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:

- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles
- Policy EN3 – Heritage
- Policy EN1 – Design Principles and Strategic Character Areas

The National Planning Policy Framework (NPPF, 2023):

- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12 – Achieving Well-Designed Places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Planning History

This application is a resubmission of a previous application ref. 139638/AO/2024 for the *'Advertisement consent for the display of 1no. freestanding internally illuminated sign'* which was refused on 17th June 2024.

The reason for decision was as follows:

"The proposal, notably its halo illumination and removal of iron railings, would be out of character to the local area, causing harm to the visual amenity of Blackburn Park Conservation Area and negatively impacting its local and distinct heritage features. The proposal therefore opposes policies DM 1, SP 1, EN 1, EN 3 of the Manchester Core Strategy, policies DC15, DC18 of the Extant UDP, policies JPS1, JP-P1, JP-P2 of the Places for Everyone Plan and sections 12 and 16 of the National Planning Policy Framework"

This application seeks to amend the proposal to address the reasons for refusal and the perceived impacts upon the heritage and the identified conservation area. The following assessment here within this covering letter should be duly noted and considered.

It must be noted that the response to the previous application, consultees comments was limited with no objections made or no responses, particularly noting:

- Manchester City Council Highways Services- No objections to the proposed development
- Local Residents- No comments, or objections on this application.
- Residents Associations and Groups- No comments or objections on this application.

Proposed Development

The proposed development responds to the reason for refusal by consisting of a bar light along the top of the sign preventing the 'halo illumination', and the railings will not be removed. The signage will therefore not be out of character with the local area or cause any harm to the visual amenity of Blackburn Park Conservation Area.

Correspondence with the Manchester City Council Planning Officer on 21/08/2024, noted that maintaining the fencing and providing downlit external illumination is an appropriate approach.



Figure 1- Proposed Advertisement

The signage would consist of a blue aluminum 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.

The revised design removes the halo illumination and retains the iron railings, which aligns with The Manchester Core Strategy Policy DM1 by reducing visual impact and enhancing areas character. Through an appropriate external lighting bar, this addresses previous concerns about lighting pollution, and aligns with policy SP1 promoting high quality, context-sensitive development. It aligns with Policy EN1 by respecting the conservation area's heritage, and Policy EN3 is satisfied as the proposal preserves the character and historical integrity of the area.

The proposed development complies with Extant UDP Policies CD15 by eliminating intrusive lighting and ensuring signage fits with conservation context, avoiding harm to local character. Retaining the iron railings adheres to DC18 by preserving the appearance and significance of conservation areas.

Policy JP-P1, from the Places for Everyone Plan's, sustainability focus has been met through minimising energy use and light pollution with the external lighting bar. It would also be consistent with JP-P2, ensuring that heritage assets are preserved and enhanced, particularly through the retention of railings and a design that blends with the conservation area.

Updated signage reflects Section 12 of the NPPF, by promoting good design that compliments the local environment and enhances conservation areas. Section 16 is met, as the modifications ensure the historic setting is preserved, with no harm to heritage assets.

Highways and Public Safety-

The proposed signage would be sited a reasonable distance away from the public highway and footpath, within the grounds of the Northern Lawn Tennis Club. It would have static illuminance levels of 300 cd/m2, which accords with Highways' guidance. Therefore, it is considered that the proposal will not harm public safety in and around the site.

Summary and Closing

This application has been submitted on the Planning Portal under ref. PP-13432260 and the application fee of has been paid online. I trust you have all you require to validate this application and allocate it to an officer, if you need anything further, please don't hesitate to contact me.

Yours Sincerely,



Victoria Coleman

Senior Planner
On Behalf of NJL Consulting