

Our Ref: 2024-010
Your Ref: PP-12697206

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24th July 2024

Dear Sir/Madam,

Re: Town & Country Planning (Control of Advertisements) (England) Regulations (2007)
Application for advertisement consent for 24 Dutton Street, Manchester.

We write on behalf of our client, Pure Padel Clubs Ltd, with an application for advertisement consent at 24 Dutton Street, Manchester for a period of three years. The application is supported by the following information:

- Proposed External Signage Details
- Planning application form; and
- Application fee.

This application has been submitted online via the Planning Portal under reference PP-13252599 on 24th July 2024. The application fee of £235 (including admin fee) has been paid via the Planning Portal.

The Site

The application site was recently subject to a planning application securing the temporary change of use of an existing warehouse building to provide x6 indoor padel courts and associated amenities (Use Class E(d) Indoor Sport, Recreation or Fitness Centre). The site is situated at 24 Dutton Street within the ward of Cheetham. The existing vacant unit measures approximately 2,493sqm with associated car parking site. The unit to which this application relates will be occupied by 'Pure Padel', an organization dedicated to the delivery of Padel courts across the UK, in their mission to make Padel the most inclusive and accessible racket sport in the UK. Signage installation is proposed on the front elevation as part of the fit-out for the unit.

Planning History

The application site is subject to the following planning applications:

- **Ref: 139686/FO/2024-** Temporary change of use for a padel facility and supporting facilities for a period of 3 years. Approved June 2024.

Planning Policy Context

The Development Plan comprises the Manchester Core Strategy adopted in July 2012. The Core

Strategy was updated following the adoption of Places for Everyone (PfE) Joint Development Plan in March 2024. The Council has also adopted a number of supplementary planning documents (SPDs) that are material considerations in the determination of planning applications.

The Citywide Development Control Policies statement- Policy DC15.1(p.10), states that the Advertisement Regulations require applications for advertisements to be considered only in the interests of amenity and public safety. In determining applications, the Council will consider the following matters in assessing these interests:

- a. the general location of the proposed development and the effect on visual amenity;*
- b. the scope for posters and hoardings to make a positive contribution to the locality;*
- c. the design of the structures, and the relationship with any premises on which they are located;*
- d. the effect of the proposal on permanent redevelopment of the land;*
- e. public safety resulting from the positioning of the design of the display;*
- f. the ease with which the structure is capable of being satisfactorily maintained;*
- g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;*
- h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;*
- i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;*
- j. the number of advertisements in the locality and their cumulative effect on visual amenity.*

The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance, adopted in April 2007, provides general guidance for developing attractive, well-designed frontages. Development Quality guidance (Section 12.6, p.46) states that signage, alongside other frontage features “are all elements which influence the visual appearance of the City Centre, and their detailed design will be important in enhancing the quality of the environment”

Likewise, Section 2.18 (p.7) asserts that ‘Strong corners are important landmarks’. As indicated, “corners of buildings create visual interest, enliven the streetscape and contribute to the identity of an area”. Thus, they should be designed accordingly, with signage used to “reinforce the character of the street and the sense of place”.

In addition, Chapter 12 of the National Planning Policy Framework (NPPF) (2023) ‘Achieving Well-Designed and Beautiful Places’ also states that ‘the quality and character of places can suffer when advertisements are poorly sited and designed’.

Assessment of Proposed Advertisements

The application seeks consent to display a 2-part 3D box sign, back illuminated, on the front elevation of the unit on Dutton Street. The larger 3D Individual Lettering Box Signage (back illuminated), spelling ‘Pure Padel’, is 4.00m wide x 1.64m high x 0.1m deep and fixed to façade. The lower 2D signage consists of Individual Lettering Box Signage, back illuminated, spelling ‘Manchester’, and is 1.98m wide x 0.20m high and fixed to the cladding façade. The purpose of the advertisement is to promote the ‘Pure Padel’ company. The location of the proposed advertisements is detailed on the proposed signage location plan. Full details of the proposed

signage are provided in the attached documentation.

In accordance with the Citywide Development Control Policies Statement (Policy DC 15.1) and Manchester Supplementary Planning Guidance (Section 12.6) the proposed sign meets a high standard, ensuring a positive enhancement to both the building and its surroundings. Both signs are proportionate to the scale and architectural detail of the building, aligning appropriately with the city centre location.

The proposed signs will not have any adverse impact on visual amenity or public safety and the luminance levels will be kept at an appropriate level (proposed 500cdm²) to ensure the brightness does not cause any traffic safety hazard or distraction to road users along Dunning Street. The luminance levels of the signs will not exceed 5000 cd/m² in line with the Institution of Lighting Professional's Lighting Guidance 05.

Furthermore, the advertisements positioning on the corner of Dutton Street and Robert Street, aligns with the guidance from 'The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance', section 2.18 titled 'Strong corners are important landmarks'. The site will act as a key landmark for the area, with the illuminated sign creating visual interest and contributing to wayfinding within the locality and its surrounds.

The image below provides a visual of the proposed sign fitted onto the existing cladding façade.



Figure 1. Proposed signage

Overall, the advertisement proposals are considered to be in accordance with Local Plan Supplementary documents, such as Policy DC15.1 in 'The Citywide Development Control Policies Statement', and sections 2.18 and 12.6 in 'The Guide to Development in Manchester', as well as the NPPF.

Summary and Conclusions

This letter sets out the proposed advertisements for 'Pure Padel, Manchester' to be installed at 24 Dutton Street, Manchester. The proposals comprise a 3D box sign- back illuminated. The proposed advertisements are high quality and are policy compliant with local and national requirements set out in the Citywide Development Control Policies statement for Manchester, Supplementary Planning Guidance for Manchester and the NPPF.

We trust you have sufficient information to validate this application and allocate it to an officer.

If you require any further information, please don't hesitate to contact me.

Yours Sincerely,

A handwritten signature in dark ink, appearing to read 'Oliver Eves', written in a cursive style.

Oliver Eves
Associate Director
On behalf of NJL Consulting