



MANCHESTER
CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no. 139638/AO/2024

Date registered valid: 27 March 2024

Proposal: Advertisement consent for the display of 1no. freestanding internally illuminated sign

Address: Northern Lawn Tennis And Squash Club, Palatine Road, Manchester, M20 3YA

Ward(s): Didsbury West Ward

Applicant: Northern Lawn Tennis And Squash Club

Agent (if any): Victoria Coleman, NJL Consulting

Case officer: Joshua Lee
Tel: 0161 219 2851
Email: joshua.lee@manchester.gov.uk

Recommendation: Refuse

Date of recommendation: 13/06/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 15/05/2024

Standard consultations:

Printed: 9 May 2024 Expired: 31 May 2024

Neighbour notifications

Printed: 9 May 2024 Expired: 31 May 2024

Site notice

Posted: 21 May 2024 Expired: 12 June 2024

Press advert

Published: 14 May 2024 Expired: 28 May 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

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. Existing signage

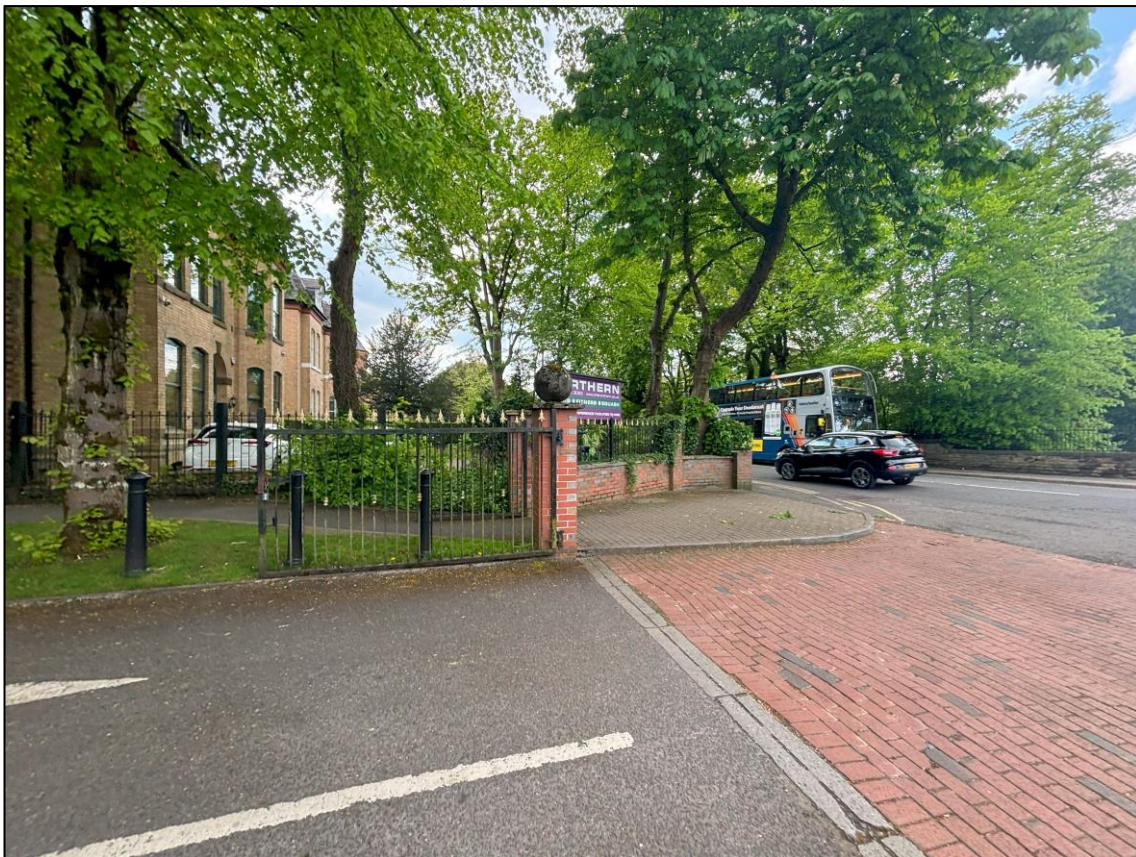
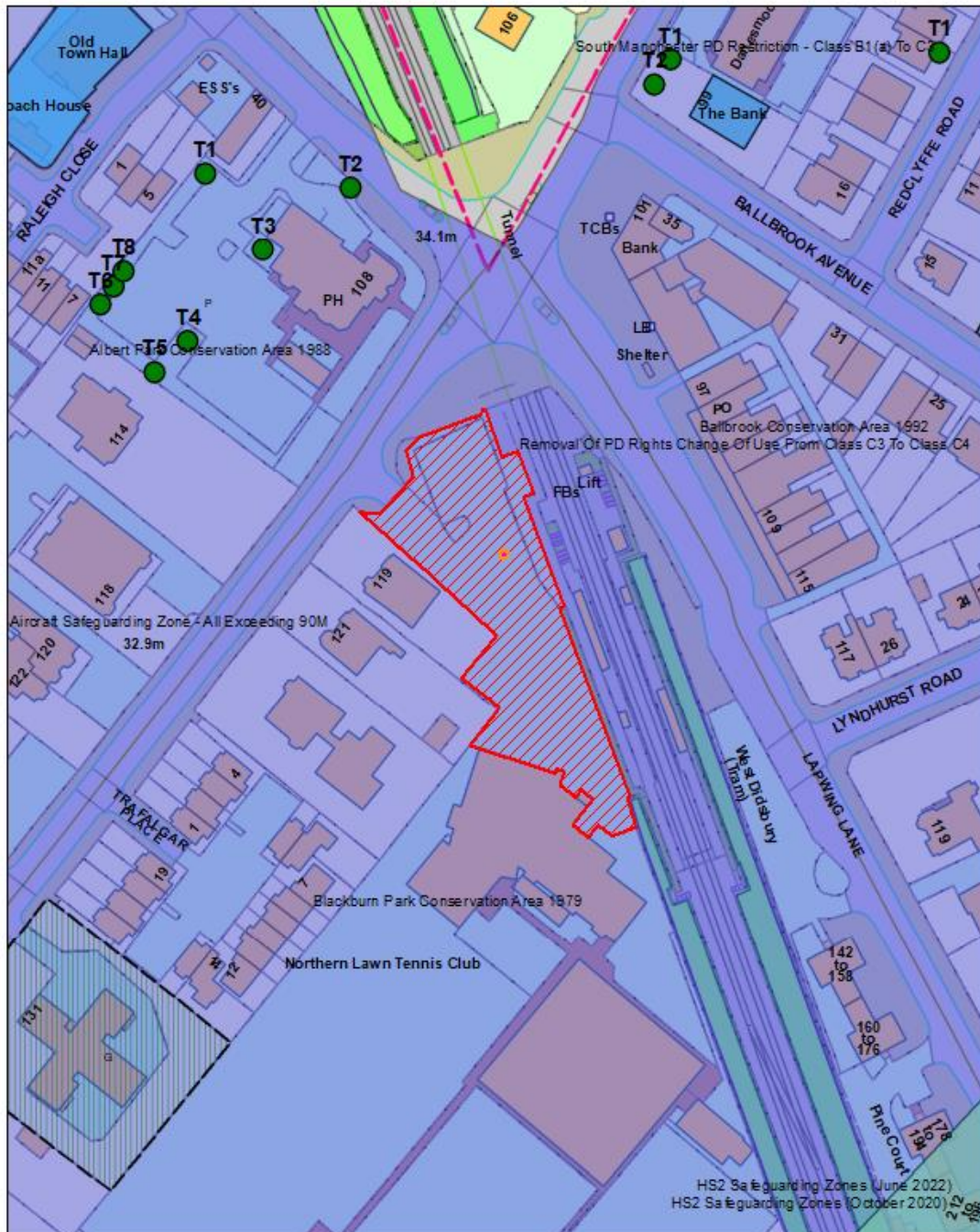


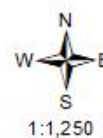
Figure 2. Existing signage

Description of area

The property is located 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.



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Description of development

The applicant is proposing advertisement consent for the display of 1no. freestanding internally illuminated sign.

The signage would consist of an aluminium composite sheet finished in blue with inlaid Perspex text and icons, finished in gold leaf, with LED halo illumination with static illuminance levels of 200cd/m². The base of the sign would be sited 0.6m above ground level, with the sign itself measuring to 1.95m in height, 4.18m in width, and 0.15m in depth. The sign would be fixed to posts measuring to 0.1m by 0.1m, which would be set behind the existing brick boundary treatment.

The signage would replace the iron railings currently in situ.

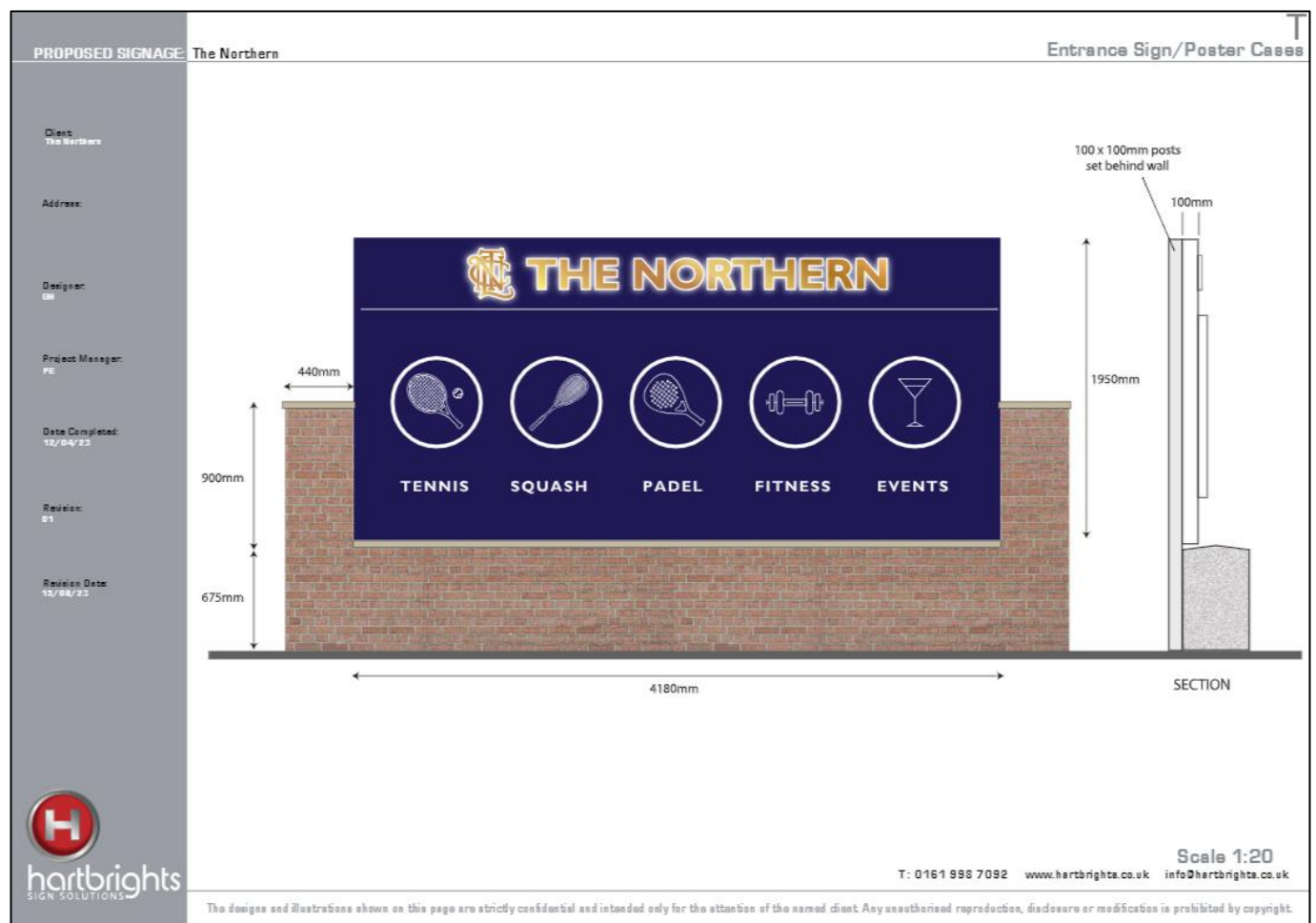


Figure 3. Proposed signage

Planning History

139656/FO/2024

Description: Proposed external cladding and associated fascia signage

Decision: Invalid application

139657/AO/2024

Description: Installation of halo illuminated fascia sign.

Decision: Pending consideration

136800/AO/2023

Description: Installation of one freestanding internally illuminated sign with halo illuminated letters

Decision: Refused 07/12/2023

136442/FO/2023

Description: Alteration of a section of front boundary wall, to remove railings and adjustments to existing wall piers

Decision: Approved 30/05/2023

124743/TCA/2019

Description: Works to trees - proposed pruning works to T2 Horse Chestnut, T3 Lime, T5 Lime, T12 Lime , T15 Lime, T16 Cherry, T17 Cherry, T24 - False Acacia, T29 Sweet Gum, T30 White Birch, T31 Hornbeam and felling of T12, T13 2 x Lombardy Poplars and T28 Cherry

Decision: No objection 24/10/2019

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

095929/TCA/2011/S2

Description: Works to and removal of some trees as per schedule

Decision: 12/05/2011

073292/TCA/2004/S2

Description: NOTICE OF INTENT TO CARRY OUT WORKS TO TREES WITHIN BLACKBURN PARK CONSERVATION AREA to crown lift 2 trees that are overhanging the club house.

Decision: Approved 05/11/2004

059126/FO/SOUTH2/00

Description: Retrospective application for the construction of a storage shed and siting of a steel water storage tank for use as an irrigation system for ground maintenance.

Decision: Approved 28/09/2000

058887/AO/SOUTH2/00

Description: 1 externally illuminated free standing post sign

Decision: Approved 01/06/2000

055455/FO/SOUTH1/98

Description: Extension to kitchen area and extension to entrance area to provide disabled access

Decision: Approved 10/02/1998

054811/TCA/SOUTH1/98

Description: NOTIFICATION OF INTENT TO CARRY OUT WORKS TO TREES WITHIN BLACKBURN PARK TREE PRESERVATION ORDER - to prune overhanging limbs

Decision: Approved 19/08/1998

054277/FO/SOUTH1/98

Description: Construction of a "Tennis Practice Wall" and floodlighting to three existing tennis courts
Decision: Approved 16/07/1998

048071/FO/SOUTH1/95

Description: Two storey extension to existing club house, single storey building to form two indoor courts with a link corridor, first floor extension to squash courts and additional car parking.
Decision: Approved 22/10/1996

047337/FO/SOUTH1/95

Description: Replace existing roof construction to squash courts 1 and 2, and renew roof to squash courts 5 and 6
Decision: Approved 26/04/1995

044989/FO/SOUTH1/94

Description: Erection of an air hall
Decision: Withdrawn 14/11/1996

044851/CC/SOUTH1/93

Description: CONSERVATION AREA CONSENT Formation of new entrance and car park after demolition of existing building
Decision: Approved 03/03/1994

044756/FO/SOUTH1/93

Description: Formation of new car park and entrance
Decision: Approved 24/02/1994

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 04/06/2023

043283/FO/SOUTH1/93

Description: Provision of two all-weather courts and air hall
Decision: Approved 15/07/1993

043021

Description: revised application for the erection of a club house
Decision: Approved 19/03/1993

042126

Description: Revised application for the erection of a new club house.

Decision: Approved 22/10/1992

039353

Description: Erection of a new clubhouse

Decision: Approved 29/08/1991

036508

Description: Erection of half court to replace half court destroyed by fire.

Decision: Approved 31/05/1990

036440

Description: Erection of a temporary building to form a clubhouse

Decision: Approved 05/07/1990

032845

Description: Construction of 3no.all-weather tennis courts, perimeter fencing and 12 eight metre high floodlighting columns

Decision: Approved 05/01/1989

032125

Description: Floodlighting to 3 no. existing all-weather tennis courts

Decision: Approved 27/10/1988

032111

Description: Extension to existing office within clubhouse

Decision: Approved 29/09/1998

029802

Description: Two storey extension to clubhouse to form exercise room, gymnasium, family room and games room

Decision: Approved 16/10/1987

028534

Description: Construction of three all weather tennis courts and erection of floodlights

Decision: Approved 30/04/1987

028533

Description: Construction of an airhall.

Decision: Approved 28/05/1987

020506

Description: Floodlighting for car park of existing tennis club

Decision: Approved 19/12/1983

F15215

Description: Construction of a fire escape to committee rooms.

Decision: Withdrawn

Consultation, notification & publicity responses

Consultations

Manchester City Council Highways Services

Manchester City Council Highways Service were consulted on this application.

Highways had no objections 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.

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

Negotiations

Issues have arisen in the consultation phase.

The City Council, as LPA, resists the use of internally illuminated/halo illuminated signage in Conservation Areas.

Officers gave good time to the applicant to make changes to the scheme however there was no response from the applicant.

Relevant policies & the principle of development

Summary of relevant policy

Applications for planning permission must be assessed against the local development plan, unless there are important reasons not to, as stated in planning law.

In considering this application, we consider the following policies relevant.

- [The Manchester Core Strategy Development Plan Document 2012-2027](#) The City Council adopted the core strategy on July 11, 2012. It is the key document in the Manchester Local Plan. The plan determines how Manchester will grow and is used to review development applications. Parts of the policies have been superseded by the Places for Everyone Plan. We consider the following Core Strategy Policies relevant to this proposal.
 - Development Management and Planning Obligations
 - DM 1 - Development Management
 - Objective 1 - Spatial Principles
 - SP 1 - Spatial Principles (partially superseded)
 - 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 (partially superseded)
- [Extant Unitary Development Plan \(UDP\)](#) - The Core Strategy replaced most of the UDP. However, some UDP Development Control policies are still in effect. The following extant policy are still considered relevant to this proposal.
 - DC15 - Advertisements, Hoardings and Posters.
 - DC18 - Conservation Areas
- [Places for Everyone Plan Joint Development Plan Document 2022-2039-](#) Places for Everyone is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.
 - 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
 - JP-P7: Sport and Recreation
- [The National Planning Policy Framework \(The NPPF\)](#) – The NPPF was first published on 27 March 2012 and updated on 24 July 2018, 19 February 2019, 20 July 2021, 5 September 2023 and 19 December 2023. It sets out the government’s planning policies for England and how these are expected to be applied. We consider the following sections relevant to this proposal.
 - 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

Principle of the development

The proposal's principle is unacceptable. There are factors in amenity terms that warrant refusal.

After careful consideration, it is concluded that the proposed development opposes the Manchester Core Strategy, Extant UDP, Places for Everyone Plan and the NPPF. This conclusion is based on the assessment in the sections that follow.

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 sign would be larger than the existing signage replacing the classic black iron railings and utilising halo style illumination which would not in keeping with the local character of the area especially considering the conservation area.

The size and scale of the sign would be inappropriate for the area and remove the classic iron railing feature.

On balance the proposal has does not meet this principle.

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 development would change the area's character, by introducing halo illuminated signage and advertising, so its appearance is unacceptable.

The area is characterized by the conservation area with predominantly residential dwellings.

Internally illuminated halo signage is not complementary to the character of the area and therefore, on balance the proposal opposes the with the development management principle.

The signage would also replace the iron railings at the location, removing a distinct feature of the area and harming the visual amenity of the character of the area.

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. It is noted that illuminated signage is present in the conservation area however they are of a design and quality which incorporate well into the character of the conservation area rather than the halo illuminated signage in the proposal.

The proposal in of itself has a negligible effect on local noise levels or vibration.

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.

On balance, the proposal has a negative impact and so it opposes this principle of development management.

Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.

The proposal does not change how people can get in and out of the building.

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

Vehicular access and car parking

The proposal doesn't change how vehicles access and park at the property, so it follows the development management principle.

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.

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 halo illuminated signage is out of character for the Conservation Area and would create a visual harm to the area. Furthermore, the removal of the classic iron railings removes a distinct feature to the detriment of 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) but still of material significance.

On balance the proposal has a negative effect on local biodiversity, landscape, archaeological or built heritage and is therefore in opposition 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 oppose 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 oppose 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 oppose 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.

DC15 - Advertisements, Hoardings and Posters

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

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

JP-P7: Sport and Recreation

This policy outlines how a network of high quality and accessible sports and recreation facilities will be protected and enhanced, supporting greater levels of activity for all ages.

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 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 oppose with the principles of this policy.

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 policies 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

On balance the design, size, and shape of the proposal are not acceptable in this area (notably the style of illumination and the removal of the railings). The private benefit to the Northern Lawn and Tennis Squash Club does not outweigh the public harm. It goes against the Core Strategy, UDP, NPPF policies, and other considerations.

Recommendation: Refuse

Article 35 Declaration

The officers worked with the applicant to find solutions for problems with the planning application. There were problems with the application, so the officer talked to the applicant and others. But they couldn't agree on a solution.

Reasons for recommendation to refuse

1. Visual amenity.

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Blackburn Park Conservation Society

91 Lapwing Lane, Manchester, M20 6UR
95 Lapwing Lane, Manchester, M20 6UR
93 Lapwing Lane, Manchester, M20 6UR
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
114 Palatine Road, Manchester, M20 3ZA
121 Palatine Road, Manchester, M20 3YA

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Conservation Area - Blackburn Park Conservation Area 1979
Area Team Boundary - Name: SOUTH AREA