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Planning and Regeneration
Manchester City Council
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5th August 2022

Dear Sir / Madam

**POWERLEAGUE – NICHOLLS COMMUNITY FOOTBALL CENTRE, FORD STREET,
ARDWICK, MANCHESTER, M12 6BA**

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 informational and wayfinding signage at Nicholls Community Centre, Ford Street, Ardwick, Manchester ('the Site').

The Site is currently operated by The Manchester College ("the College") and in addition to use by students, the pitch is used commercially by non-college members in the evenings and weekends. The Applicant will take a lease from the College to operate here and will continue to allow use of the pitches by the College as and when required. The signage is required for the period of this lease to demonstrate the Applicant's presence on the Site and provide visitors with information regarding the facilities. The Site is also subject to a full planning application for fencing and floodlighting (reference: 134165/FO/2022) which was also submitted by Carter Jonas on behalf of the Applicant. This is currently under determination by the Council, and if approved, will also facilitate the Applicant's operation of the Site.

Proposals

The Applicant is seeking Advertisement Consent for the display of various informational and wayfinding signage (17 in total) across the Site. The signage proposed is as set out in the table overleaf. Locations 1-6 correlate to various locations in the Site, as shown on an extract from the Site Plan also overleaf. It is noted that the two signs proposed at Location 2 will replace the existing signage in this location which relates to the College.

Signage Location	Text/Symbol	Signage material	Number of signs	Dimensions (height x width)	Fixings
1	"Manchester Nicholls This Way" with Powerleague Logo	Dibond Composite Panel	One	1.05m x 2.1m	Existing fence
2	"Welcome to Manchester Nicholls" with Powerleague Logo	Dibond Composite Panel	Two	1.22m x 2.44m	Existing poles
3	Powerleague Logo	Internally Illuminated (400cd/m ²) Acrylic Aluminium Panel with White LEDs	One	1.8m x 1.42m	External wall
	"Welcome to Powerleague" with Powerleague Logo	Dibond Composite Panel	One	1.8m x 1.2m	External wall
	"Welcome" with Powerleague Logo	Dibond Composite Panel	One	1.22m x 2.3m	External wall
4	Map for directions (tbc)	Dibond Composite Panel	One	1.22m x 2.44m	External wall
5	Powerleague Logo	Double-sided PVC Flag	Four	2m x 0.8m	Existing poles
	"Powerleague does not accept responsibility for any loss or damage to vehicles or property left within the premises or car park" with Powerleague Logo	Dibond Composite Panel	Four	0.3m x 0.42m	Positions to be agreed on site
6	Powerleague Logo	Internally Illuminated (400cd/m ²) Acrylic Aluminium Panel with White LEDs	One	1.5m x 1.2m	External wall
	"Reception" with Powerleague Logo	Dibond Composite Panel	One	0.3m x 0.6m	External Wall

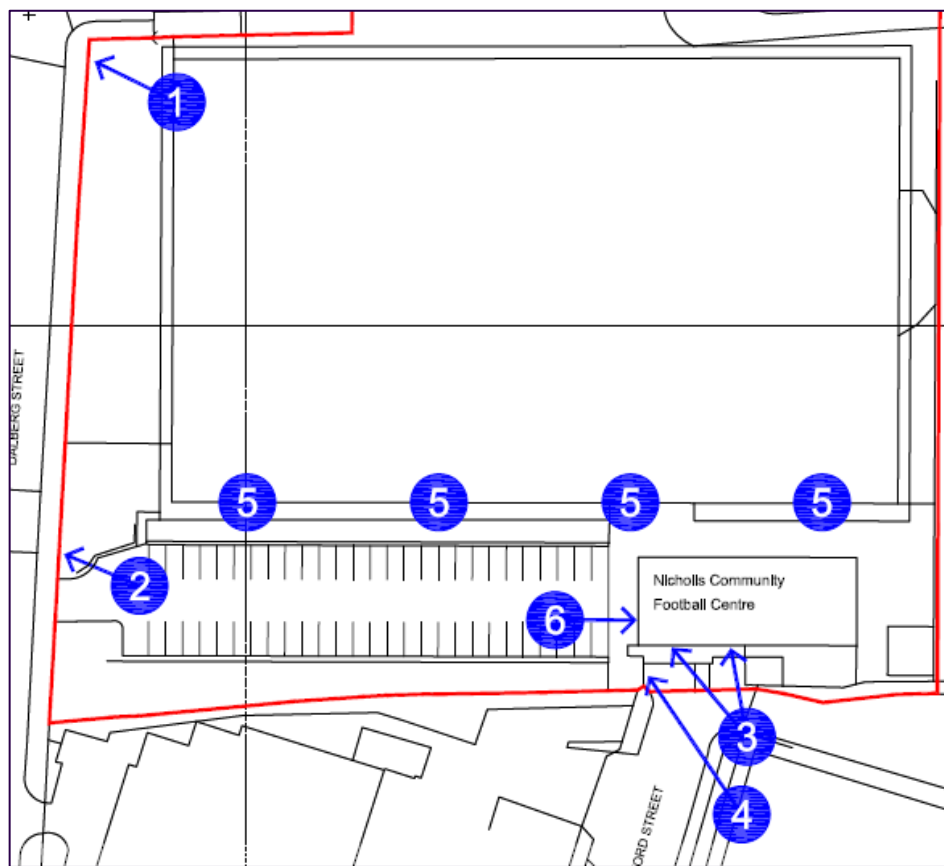


Figure 1 – Extract from Site Plan Showing Signage Locations

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 2021 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 136 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.

Amenity

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. Additional floodlighting is also proposed, subject to the approval of planning application 134165/FO/2022. The Site is not in a sensitive location – it is not within a conservation area and there are no listed buildings in proximity.

None of the proposed signage is of a size or scale which would cause them to be visually intrusive to the surrounding area, with most fixed to existing structures. The two advertisements which incorporate illumination will be low level (400cd/m²) and are located within the internal area of the Site.

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.

The signage proposed at locations 5 and 6 can only be seen from inside the Site, and those at locations 3 and 4 are located at the end of Ford Street, a cul-de-sac, replacing existing signage, and as such pose minimal risk to public safety in accordance with the Regulations. The signs proposed at locations 1 and 2 face onto Dalberg Street, although neither of these signs are illuminated, and this is a slow-moving, uncomplicated section of the highway network. 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.

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.

As part of this application and together with this supporting letter, the following documentation has been submitted via the Planning Portal (Ref: PP-11439011):

- **Application Form** prepared by Carter Jonas;
- **Cover Letter** prepared by Carter Jonas (this letter); and
- **Photograph of the Existing Signage** at Location 2.

In addition, please find enclosed the following drawings prepared by Bonar Associates:

- S1 – Site Plan Showing Signage Locations
- S2a – Signage Locations 1 and 2
- S3a – Signage Location 3
- S4a – Signage Location 4
- S5a – Signage Location 5
- S6a – Signage Location 6

The planning application fee of £132 (which includes the £32.20 Planning Portal administration fee) has been paid via the Planning Portal.

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



Ralph Elliott
Graduate Planner

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