

DELEGATED REPORT

Report by Claire Booth	Date of report: 06/06/2025	Ref: 71402/ADV
Registration: 04/03/2025	LDFC:	Expiry Date: 29/04/2025
Site Visit:	Site Notice: N/A	Press Date: N/A
Objections:	Con Area:	Adv Type: N/A
Reason for Delay:		EIA: NA
N/A		Dec Level: DEL
		Stat Class: ADVT

Proposal: 4 No.internally illuminated fascia signs placed on kiosk unit, 6 no. advertisements printed onto canopy structure and 3 no. hoarding signs to the entrance of the site

Location: Manchester Maccabi Community And Sports Club, Bury Old Road, Prestwich, Manchester, M25 0EG

Description

The application site relates to part of the Manchester Maccabi Community and Sports Club Ground located on the east side of Bury Old Road, Prestwich.

The application site was recently subject to a planning application securing the erection of Padel and Pickleball courts with associated hard standing, enclosures and infrastructure (application 70619).

The facilities to which this advertisement application relates will be occupied by 'Pure Padel', an organisation 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.

Advertisement consent is required for the following advertisements:

- i) Individual box backlit lettering stating ' Pure Padel' and including a logo to the front elevation of the Kiosk building with individual illuminated lettering stating 'Pure Padel Prestwich' also sought to both side elevations of the building.
- ii) 6 no. advertisements printed onto canopy structure covering the Padel Courts; and,
- iii) 2 no. hoarding signs on either side of the existing entrance of the wider site and one Hoarding sign within the site itself. The Hoarding Signs, Sign 'A' and Sign 'B' proposed on either side of the site would be approximately 2.35m high x 2.5m wide. The proposed hording sign that is at the existing main entrance of the The advert on signs A and B would be approximately 1.85m deep.

The existing hoarding sign at the entrance of the wider site has the same dimensions as the proposed A and B signs

- vi) 1 no. hoarding sign (Sign 'C') is proposed within the site itself which would have a height of 1.175mm a width of 1.250m. The sign itself would be 450mm deep.

Relevant Planning History

52771 - Application to extend the time limit for implementation of planning permission

48012 for alterations and extension to entrance area and first floor extension to form

meeting room - Withdrawn by Applicant 02/08/2010

52962 - ALTERATIONS TO ENTRANCE/RECEPTION AND FIRST FLOOR MEETING ROOM (RENEWAL OF PLANNING APPLICATION 48012) - Approve with Conditions 13/09/2010

63072 - 2 No. non-illuminated free standing hoarding signs at entrance - Refused, 10/09/2018

64602 - Erection of first floor extension to provide additional offices and alterations to existing office area at ground floor - Approved with Conditions, 10/10/2019

66523 - Temporary change of use of land to food hall with associated catering facilities (Class E) - Approved with Conditions, 15/06/2021

70619 - Erection of 4 no, covered padel courts, ancillary kiosk; revised car parking layout and installation of a cycling store - Approved with Conditions, 26/09/2024

71346 - Non-material amendment following grant of planning permission 70619: The proposed kiosk and the outdoor communal area have been reduced in size; Accessible parking has been repositioned and a suitable ramp and staircase have been integrated to ensure the development is truly accessible for all; the cycle parking location has also been moved to the parking area for padel to ensure the existing ramp on-site which grants access to the pitches is not obstructed and further landscaping has been added adjacent to the kiosk to improve screening and create a usable and inviting space for padel users. - Approved, 20/12/2024

71671 - Application to discharge conditions on planning permission 70619: 3 (arboricultural method statement), 4 (construction traffic management plan), 5 (contractors compound restoration plan), 6 (site investigation), 12 (nesting/roosting provisions) - Under consideration

Publicity

Not applicable

Statutory/Non-Statutory Consultations

Traffic Section - No objections

Pre-start Conditions - Not applicable

Development Plan and Policies

EN1/9 Advertisements
NPPF National Planning Policy Framework
NPPG National Planning Policy Guide

Issues and Analysis

The following report includes analysis of the merits of the application against the relevant policies of both the National Planning Policy Framework (NPPF), the adopted Places for Everyone Joint Development Plan Document (PfE) and the saved policies within the adopted Bury Unitary Development Plan (UDP), together with other relevant material planning considerations.

The policies of the UDP that have been used to assess this application are considered to be in accordance with the NPPF and as such are material planning considerations. For simplicity, just the UDP and PfE Policies will be referred to in the report, unless there is a particular matter to highlight arising from the NPPF where it would otherwise be specifically mentioned.

Equality Act 2010: All planning applications are considered in light of the Equality Act 2010 and associated Public Sector Equality Duty, where the Council is required to have due regard for:

- The elimination of discrimination, harassment and victimisation;
- The advancement of equality of opportunity between persons who share a relevant protected characteristic and person who do not share it;
- The fostering of good relations between persons who share a relevant protected characteristic and person who do not share it; which applies to people from the protected equality groups.

Human Rights: All planning applications are considered against the provisions of the Human Rights Act 1998.

Under Article 6 the applicants (and those third parties who have made representations) have the right to a fair hearing and to this end full consideration will be given to their comments.

Article 8 and Protocol 1 of the First Article confer a right to respect private and family life and a right to the protection of property, ie peaceful enjoyment of one's possessions which could include a person's home, and other land and business assets.

In taking account of the Council policy as set out in the Bury Unitary Development Plan 1997 and all material planning considerations, it is concluded on balance that the rights conferred upon the applicant/ objectors/ residents/ other interested party by Article 8 and Article 1 of the First Protocol may be interfered with, since such interference is in accordance with the law and is justified in the public interest. Any restriction of these rights posed by refusal/ approval of the application is legitimate since it is proportionate to the wider benefits of such a decision, is based upon the merits of the proposal, and falls within the margin of discretion afforded to the Council under the Town & Country Planning Acts.

The Crime and Disorder Act 1998 imposes (without prejudice to any other obligation imposed on it) a duty upon the Council to exercise its functions and have due regard to the likely effect of the exercise of its functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area. In so doing and on making planning decisions under the Town and Country Planning Acts, the material Planning considerations shall have due regard to the provisions of the Crime and Disorder Act 1998 and its implications in the exercise of its functions.

Principle of development

The Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. These matters are considered below.

Amenity

The Framework states that poorly placed advertisements can have a negative impact on the appearance of the built natural environment, but that the control over outdoor advertisements should be efficient, effective and simple in concept and operations. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the Local Planning Authority's detailed assessment.

NPPG Paragraph 79 states that the Local Planning Authority should consider the local characteristics of the neighbourhood, and whether the proposal is considered to be in scale and in keeping with those features.

UDP Policy EN1/9 (Advertisements) relates to adverts and signage and states that proposals should have regard to the character of the locality, scale of the existing building and land use and be considered on their impact on amenity and safety.

In respect of the adverts proposed to the front and side elevations of the approved Kiosk Building are to be individual box backlit lettering. The proposed signage is proportionate in size and scale to the approved Kiosk Building.

One of the side elevations of the proposed kiosk building faces towards properties on Woodthorpe Grange. To ensure the amenity of the nearest neighbours, nos. 3 and 17 Woodthorpe Grange, are not adversely affected by light pollution it is recommended that the luminance level of the adverts on this elevation (facing south-west) be dropped to 300 cd/l which would ensure the amenity of the residents on Woodthorpe Grange who boarder one side of the site are not adversely affected by light pollution. Such a condition is therefore recommended.

6 no. advertisements are proposed to be printed onto the front elevation of the canopy structure covering the Padel Courts. To reduce the visual dominance of one of the signs this has been amended with the sign sitting centrally between the metal supports of the Padel Courts. The central advert on the canopy would not align with the bi-folding doors beneath, however this would not cause demondatrable harm to visual amenity given the approved Kiosk building sits well into the grounds of the wider sports site.

2 no. hoarding signs are also proposed on either side of the entrance of the site that is off Bury Old Road. The existing hoarding sign at the entrance to the site currently has one hoarding sign which would be replaced. The provision of hording signs on each side of the site would be accepatabe from a visual amenity perspective as they would not detract from the visual amenities of this part of Bury Old Road.

The internal hoarding sign would be low level at no higher than 1.175m and would direct drivers to the part of the site for car parking for users of the Padel Courts. This sign would cause no harm to visual amenity.

Public Safety

NPPG Paragraph 67 states that all advertisements are intended to attract attention, but proposed advertisements at points where drivers need to take more care are likely to affect public safety.

The signs proposed on either side of the The Local Highways Authority has also raised no objections to the siting of these signs, or any of the signs proposed. The proposal is thus acceptable in this regard.

Conclusions

Subject to restricting the luminance levels of adverts proposed on the elevations of the building facing towards the boundaries of nos. 3 and 17 Woodthorpe Grange being no more than 300 cd/l the proposed advertisements would not have a detrimental impact on amenity or public safety and are therefore considered acceptable. It is thus recommended the proposals be granted conditional consent.

Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015

The Local Planning Authority worked positively and proactively with the applicant to identify various solutions during the application process to ensure that the proposal comprised sustainable development and would improve the economic, social and environmental conditions of the area and would accord with the development plan. These were incorporated into the scheme and/or have been secured by planning condition. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

Recommendation: Approve with Conditions

Conditions and Reasons:

- 1 This consent relates to the following plans:

Drawing no. PL-08Q: Proposed Site Plan;
Drawing no. PL-13B: Proposed Entrance Signage Details
Drawing no. PL-10G: Proposed Elevations [Padel Courts]
Drawing no. PL - 09F Proposed Kiosk Plans and Elevations

Except as provided for by other conditions to this permission, the development shall be carried out in complete accordance with the approved drawings.

Reason. For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the policies contained within the Bury Unitary Development Plan, Greater Manchester Places for Everyone Plan and the National Planning Policy Framework.

- 2 The luminance of the sign(s) on the south-west facing elevation of the Kiosk building shall not exceed 300cd/m2.

Reason. To protect the amenity of occupiers of nos. 3, 17 and 16 Woodthorpe Grange pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan, the National Planning Policy Framework and National Planning Practice Guidance.

<u>Case Officer</u>	<u>Date</u>	<u>Sign off Officer</u>	<u>Date</u>
CB	06/06/2025		