MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143561/FO/2025
Date registered valid:	25 July 2025
Proposal:	Installation of new shop front
Address:	Fress Restaurant, 762 Wilmslow Road, Manchester, M20 2DR
Ward(s):	Didsbury West Ward
Applicant:	Miss Stephanie Bennett Card Factory
Agent (if any):	
Case officer:	Jake Walther Tel: 0161 234 1632 Email: jake.walther@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**16/09/2025**

Application details

Type of application: Full Application Consent

Development type: Minor Retail

Standard consultations:
No consultations have been printed and sent.

Neighbour notifications
Printed: 7 August 2025 Expired: 29 August 2025

Site notice
No site notice has been produced

Press advert
No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building/area
The application relates to the ground floor retail unit at 762 Wilmslow Road in Didsbury. The property is an end terrace with a separate commercial unit on the first floor. The building is finished in brick and timber and fronts Wilmslow Road in Didsbury District Centre; the area is predominantly commercial with residential on the side streets adjacent to the main road.



Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development
The applicant is seeking permission for elevation alterations to change the shopfront.

Relevant planning history
142913/AO/2025 – Approved June 2025 – Advertisement consent for changes to fascia signage and projecting sign.

Consultations & Notification Responses
Neighbours as per Appendix 1 – No comments or objections received.

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Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance: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 DC14.1 – Shops and Related Signs

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

1) Policy DM1 - Development Management
2) Policy SP1 - Spatial Principles
3) Policy EC1 – Existing Employment Space

The National Planning Policy Framework (NPPF, 2024)

4) Chapter 7 - Ensuring the Vitality of Town Centres
5) Chapter 12 - Achieving Well-Designed Places

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.

6) Policy JP-P1: Sustainable Places

Manchester Shop Front Design Guide 2025

Principle
The principal of replacing and updating a store front for a new business is acceptable in principle, given this unit has always been a commercial unit and has featured various shop frontages over the years. However, the proposed elevation alterations impact on the visual amenity of the area must be considered.

Visual Amenity
The proposed elevational alterations involve replacing the existing black-framed doors and glazing with white-framed aluminium windows and doors. The new glazing would be clear, measuring 2230mm in height, and would not include any fixed advertisements or integrated lighting. Compared to the current shopfront configuration, the proposed glazing would be slightly larger, extending lower to align with the internal floor level.

This style of full height glazed commercial frontage is consistent with the character of the immediate area. Notably, properties directly opposite the site including 741, 743, 745, and 747

Wilmslow Road feature similar full-glazed frontages. This design approach is also common among other commercial units further along Wilmslow Road throughout the District Centre.

It is also relevant to note that the existing shopfront is not original and has undergone four alterations over the past 10 years. These include a previous full-glazed aluminium-framed configuration when the premises operated as an RBS branch, closely resembling the current proposal in style.

In addition to the elevation alteration, the shop front surrounds are to be repainted satin grey similar to the existing to refresh the paint. This alone does not require the benefit of planning consent.

The proposed elevational changes are considered to have a minimal adverse impact on the street scene and visual amenity. The design is in keeping with the established commercial character of the Didsbury District Centre and would not appear incongruous within its setting.

Conclusion
In summary, the proposed shopfront alterations are acceptable and comply with relevant planning policies. The design reflects the established commercial character of the Didsbury District Centre, with minimal impact on visual amenity, and contributes positively to the surrounding streetscape.

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 polices 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.

Recommendation: Approve

Article 35 Declaration
Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to issues arising from the consideration of this application.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1. **Time:**

The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2. **Specified plans:**

The development hereby approved shall be carried out in accordance with the following drawings and documents:

a) Drawing – Location Plan – 25 July 2025.
b) Drawing – Elevations – 25 July 2025 – Ref: 07052025

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies DM1, SP1 and EN1 of the Core Strategy.

3. **Specified materials:**

The materials to be used on the external surfaces hereby permitted shall match those as specified on the application form in type, size, colour, and texture.

Reason - To ensure the appearance of the building to be extended is not adversely affected by the materials to be used in the construction of the structure. Pursuant to policies DM1, SP1 and EN1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

First Floor, 762 - 766 Wilmslow Road, Manchester, M20 2DR
760 Wilmslow Road, Manchester, M20 2DP
Flat 1, 747 Wilmslow Road, Manchester, M20 6RN
Flat 2, 747 Wilmslow Road, Manchester, M20 6RN
747 Wilmslow Road, Manchester, M20 6RN
743A Wilmslow Road, Manchester, M20 6RN
741 Wilmslow Road, Manchester, M20 6RN
739 Wilmslow Road, Manchester, M20 6RN
731 Wilmslow Road, Manchester, M20 6WF
733 Wilmslow Road, Manchester, M20 6WF
743 Wilmslow Road, Manchester, M20 6RN
Flat At, Royal Oak, 729 Wilmslow Road, Manchester, M20 6WF
Royal Oak, 729 Wilmslow Road, Manchester, M20 6WF
756 Wilmslow Road, Manchester, M20 2DW
Ground Floor, 737 Wilmslow Road, Manchester, M20 6WF
747B Wilmslow Road, Manchester, M20 6RN
747A Wilmslow Road, Manchester, M20 6RN
741A Wilmslow Road, Manchester, M20 6RN
745A Wilmslow Road, Manchester, M20 6RN
733A Wilmslow Road, Manchester, M20 6WF
735 Wilmslow Road, Manchester, M20 6WF
758A Wilmslow Road, Manchester, M20 2DW
758C Wilmslow Road, Manchester, M20 2DW
745 Wilmslow Road, Manchester, M20 6RN
758B Wilmslow Road, Manchester, M20 2DW
2A Whitechapel Street, Manchester, M20 6UB
2 Whitechapel Street, Manchester, M20 6UB
749 Wilmslow Road, Manchester, M20 6RN
751 Wilmslow Road, Manchester, M20 6RN
JULIAN WADDEN & CO LTD, 764A Wilmslow Road, Manchester, M20 2DR
HOLLAND & BARRETT, 764 Wilmslow Road, Manchester, M20 2DR
737 Wilmslow Road, Manchester, M20 6WF
762 - 766 Wilmslow Road, Manchester, M20 2DR
758 Wilmslow Road, Manchester, M20 2DW
766 Wilmslow Road, Manchester, M20 2DR

Appendix 2 – Planning constraints

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