

## Planning

## Growth & Development

### Delegated officer report for planning application

**Application no.** 143418/AO/2025  
**Date registered valid:** 25 July 2025  
**Proposal:** Installation of non-illuminated signage to building and free-standing sign  
**Address:** Upland Manor Care Home, Yewtree Lane, Manchester, M23 0EA  
**Ward(s):** Northenden Ward  
  
**Applicant:** Mr Andrew Williams, Lovett Care Limited  
**Agent (if any):** Mr Jason Wright, Jackson Design Associates  
**Case officer:** Ciara Gettinby  
Tel: 0161 234 3048  
Email: ciara.gettinby@manchester.gov.uk  
  
**Recommendation:** Approve  
**Date of recommendation:** 2 October 2025



## **Application details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 5 September 2025

### **Standard consultations:**

Printed: 1 August 2025      Expired: 22 August 2025

### **Neighbour notifications**

Printed: 1 August 2025      Expired: 22 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**

**Listed building:** Not applicable

**Conservation area:** No

**Tree Preservation Order:** No

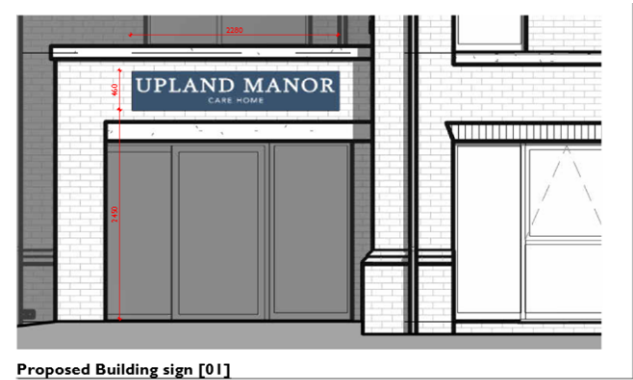
### **Description of area**

The application relates to Upland Manor Care Home opening September 2025, which comprises of a 59-bed care home facility. The site is currently nearing the end of construction and is situated in the Northenden Ward of Manchester. The Site itself is located within a residential area, with new build development located to the west, and other family dwellinghouses to all other aspects.

Description of development

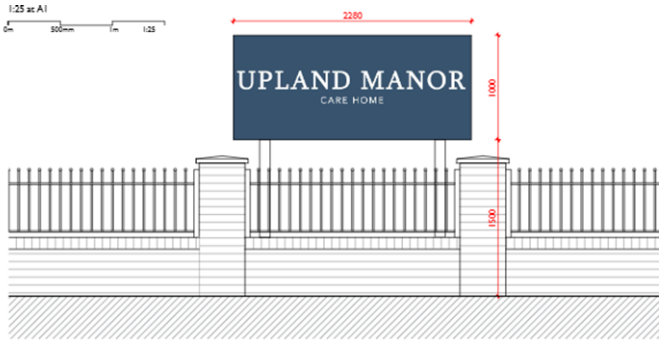


Site plan



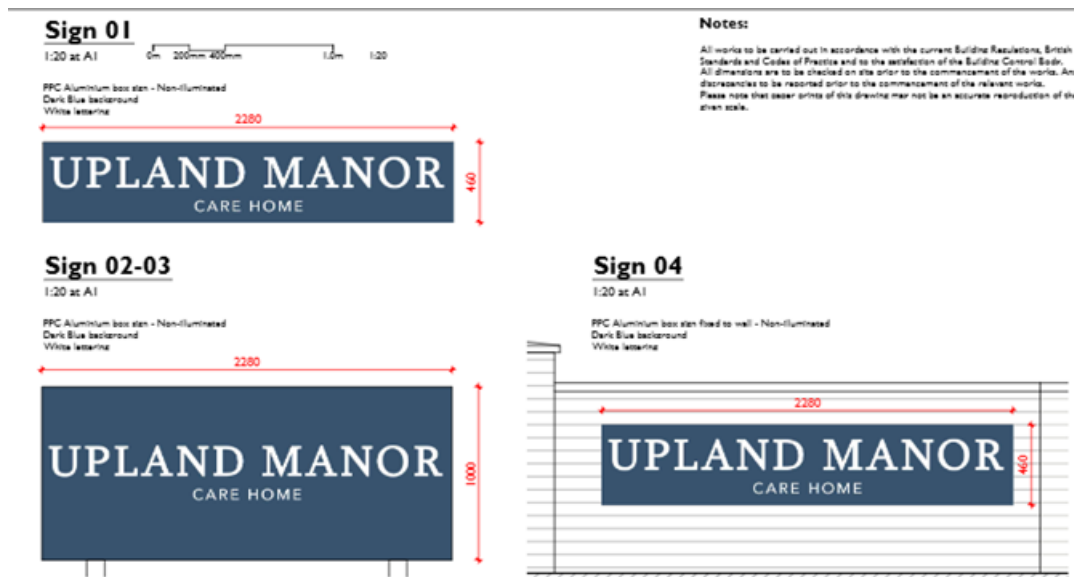
Proposed Building sign [01]

Proposed building and free-standing sign



Proposed free standing sign [02-03]

1:25 at A1



*Details of signage*

## Consultations & Notification Responses

MCC Highways, as per appendix 1:

*In response to the email dated the 10<sup>th</sup> of September 2025 from the planner. This email contained an attachment providing further information within the drawing 23-2516(90)100 rev P04. Highways are satisfied with the signage details and positions presented within that drawing.*

Neighbours, as per appendix 1- no comments or objections.

## 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 DC15- Advertisements, hoardings and posters

**The Manchester Core Strategy**- Development Plan Document 2012-2027 (The Core Strategy) was adopted by the City Council on the 11<sup>th</sup> of July 2012, it is a key document for the local plan which provides a framework that planning applications are assessed against.

Policy DM1- Development Management

Policy SP1- Spatial Principles

Policy EN1- Design Principles and Strategic Character Areas

**The National Planning Policy Framework (December 2024)**- The Governments own planning policies for England and how they are expected to be applied.

-Chapter 8- Promoting healthy and safe communities

-Chapter 12- Achieving well-designed and beautiful places

**Places for Everyone-** 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 (Bolton, Bury, Rochdale, Oldham, Tameside, Stockport, Manchester, Trafford, Salford, Wigan) and took into effect and become part of the statutory development plan on March 21, 2024.

-S1 Sustainable Development  
-S5- Flood Risk and the Water Environment

## **Issues**

### **Principle**

The principle of installing a non-illuminated sign to building and free-standing sign is acceptable, however consideration must be given to the proposals impact upon existing levels of visual and residential amenity and public safety.

### **Siting Scale and Massing**

Four signs in total are proposed, two of which to be free-standing and two to be building signs. The free-standing sign facing south on the front elevation measures 2280mm x 1000 mm at a height of 2.5m. The other free-standing sign is situated facing southeast, located on the corner boundary between Yew Tree Lane and Willenhall Road. This sign also measures 2280mm x 1000mm at a height of 2.5m.

The building sign is located above the main entrance of the care home, facing onto Yew Tree Lane. This sign measures 2280mm x 460mm at a height of 2900mm. The other building sign on the front entrance wall will also measure 2280 x 460mm. All signs are proposed to be made of PPC Aluminium with a dark blue background and white lettering. All signage will be non-illuminated. Therefore, the overall siting scale and massing of the proposal is acceptable.

### **Visual Amenity**

Considering the characteristics of the signage, combined with its clear relevance to the site, the proposal is not considered to harm the visual amenity of the area as the signage is relatively standard in terms of its design and scale and is in an acceptable position in regard to its distance and relationship with Yew Tree Lane and Willenhall Road. The signs would be easily accessed to be satisfactorily maintained. The sign attached to the fascia would not harm the character of the building nor interfere with its proper use. The front elevational signs would be situated over 20m away from the opposite residential houses and therefore is not considered to be obtrusive or intrude onto the residential neighbourhood.

The four signs correlate in design and proportion. The proposed design is therefore considered to be well designed and would have minimal detrimental impact upon the street scene and visual amenity of the area, thereby according with policies DM1 and EN1 of the Core Strategy, Policy DC15 of the UDP.

Although all signs would be visible from the public highway, measuring 460mm x 2280mm they would be non-illuminated, the lettering on the signage would be within guidelines and located at a reasonable distance from the public highway. A revised scheme was submitted to satisfy highways objections; it is therefore understood that the proposal will not harm public safety in and around the site.

## **Conclusion**

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual and residential amenity and public safety in accordance with Policies SP1, DM1 and EN1 of the Core Strategy, policy DC15 of the UDP and Chapters 8 and 12 of the NPPF.

## **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.

**Recommendation:** Approve

### **Article 35 Declaration**

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the applicant has been determined in a timely manner, in accordance with the policies with the development plan.

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

- (1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

**(2)** The development hereby approved shall be carried out in accordance with the following documents:

Proposed Site Layout 23-2516(90)100 P02

Proposed Site Layout 23-2516(90)100 P04

Received on 9 September 2025

Reason- to ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC1 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

## **Appendix 1 – List of consultees & neighbours notified**

### Highway Services

11 Cherry Blossom Close, Manchester, M23 0GW  
10 Cherry Blossom Close, Manchester, M23 0GW  
16 Willenhall Road, Manchester, M23 0DT  
71 Yewtree Lane, Manchester, M23 0DU  
65 Yewtree Lane, Manchester, M23 0DU  
10 Willenhall Road, Manchester, M23 0DT  
62 Barry Road, Manchester, M23 0FA  
66 Barry Road, Manchester, M23 0FA  
64 Barry Road, Manchester, M23 0FA  
60 Barry Road, Manchester, M23 0FA  
58 Barry Road, Manchester, M23 0FA  
73 Yewtree Lane, Manchester, M23 0DU  
67 Yewtree Lane, Manchester, M23 0DU  
63 Yewtree Lane, Manchester, M23 0DU  
61 Yewtree Lane, Manchester, M23 0DU  
59 Yewtree Lane, Manchester, M23 0DU  
8 Willenhall Road, Manchester, M23 0DT  
18 Willenhall Road, Manchester, M23 0DT  
15 Willenhall Road, Manchester, M23 0DT  
14 Willenhall Road, Manchester, M23 0DT  
12 Willenhall Road, Manchester, M23 0DT  
69 Yewtree Lane, Manchester, M23 0DU

## **Appendix 2 – Planning constraints**

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4  
Susceptible to Surf Water Flood (Less) -  
Area Team Boundary - Name: SOUTH AREA