

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143631/FO/2025
Date registered valid: 4 August 2025
Proposal: Erection of front canopy / extension following demolition of existing canopy
Address: 414 - 416 Wilbraham Road, Manchester, M21 0SD
Ward(s): Chorlton Ward

Applicant: Mr. Syed Rizwan Aslam
Agent (if any): Mr. Niamat Ali, NA Design
Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Refuse
Date of recommendation: 15 September 2025

Application details

Type of application: Full Application Consent

Development type: Minor Other

Date of site visit: 22 August 2025

Standard consultations: Printed: 15 August 2025 Expired: 6 September 2025

Neighbour notifications: Printed: 15 August 2025 Expired: 6 September 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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to No.414-416 Wilbraham Road, a two-storey mid-terraced property of redbrick with a grey slate dual pitch roof featuring a large gable end roof form to the front. Prior to works associated with this application taking place, the property featured white uPVC windows, an unauthorised front canopy extension, a glazed shopfront with fascia signage above, a two-storey rear outrigger, an extraction flue to the rear, and a detached outbuilding within the rear yard. The submitted application form indicates that the property is currently used as a restaurant/café/bar (Class E).

The site is bounded to the north by residential properties, to the east and west by neighbouring commercial units, and to the south by Wilbraham Road. Situated within the Chorlton ward of Manchester, this portion of Wilbraham Road features a strong commercial precedent with hot food takeaways, retail units, bars, and restaurants on either side of the highway.



Previous unauthorised canopy present on site dated to May 2025



Previous unauthorised canopy present on site dated to May 2025



Street view of application site dated August 2025



Application site with part-built canopy dated August 2025



Application site with part-built canopy dated August 2025



Application site with part-built canopy dated August 2025



Application site with part-built canopy dated August 2025



Application site with part-built canopy dated August 2025

Description of development

The applicant is seeking planning permission for the erection of a front canopy / extension following the demolition of an existing canopy.

This follows the Council's Development Compliance team issuing a temporary stop notice for the associated works on the 28th July 2025, for the following reasons:

"Development, consisting of the erection of a consisting of the erection of a canopy/extension to the front of 414 - 416 Wilbraham Road, Manchester, M21 0SD.

Under Section 55(1) of the Act "development" and "new development" means the carrying out of building, engineering, mining or other operations in, on, over or under land, or the making of any material change in the use of any buildings or other land.

Planning permission has not been granted for the development, and it is therefore unauthorised. Given the siting, design, massing and scale of the unauthorised development, the Council is concerned about its impact on the street scene and the character and appearance of the surrounding area. The development is also considered to be excessively bulky and is out of keeping with the host building, which would be contrary to policies SP1 and DM1 of the Core Strategy, and Policy JP-S1 of the Places for Everyone Joint Development Plan (PfEJDP)".

Planning history

121704/FO/2018 - Installation of a new shop front – Approved (19.12.2018).

122893/AO/2019 - Installation of internally illuminated fascia sign – Approved (30.04.2019).

Consultations & Notification Responses

One letter of support was received from one **local resident** in response to the application; the comments are summarised as follows:

- Old canopy was falling apart.
- What the business is doing now looks immaculate.
- Previous owners ignored the poor conditions of the canopy.
- What's being done now is a great job.

Chorlton Civic Society objected to the proposal on the basis that Google Streetview shows that the original canopy has undergone several unauthorised alterations over recent years. Images from 2018 and before show that the canopy was of traditional design, with cast iron uprights and an open frontage, typical of the area. Neither the recent unauthorised alterations nor the current proposals are of similar quality and character. The poor choice of materials and the complete enclosure of the structure would detract from the character of the street scene.

MCC's Highways Services indicated that it is expected that the new canopy will not encroach onto the adopted highway if it does not extend further than the old canopy currently does. Highways are satisfied with the proposals subject to the canopy not extending onto or over the adopted highway. A demolition and construction management plan was requested to be conditioned.

MCC's Environmental Health Services requested conditions relating to the submission of an acoustic insulation scheme and details of externally mounted ancillary plant, equipment, and servicing be attached to any approval.

Greater Manchester Police made no objection to the proposal, indicating that the proposal does not raise any significant crime and disorder concerns.

Policies

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 – Shopfronts and Related Signs
- Policy E3.3 – Environmental Improvement and Protection

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

- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas

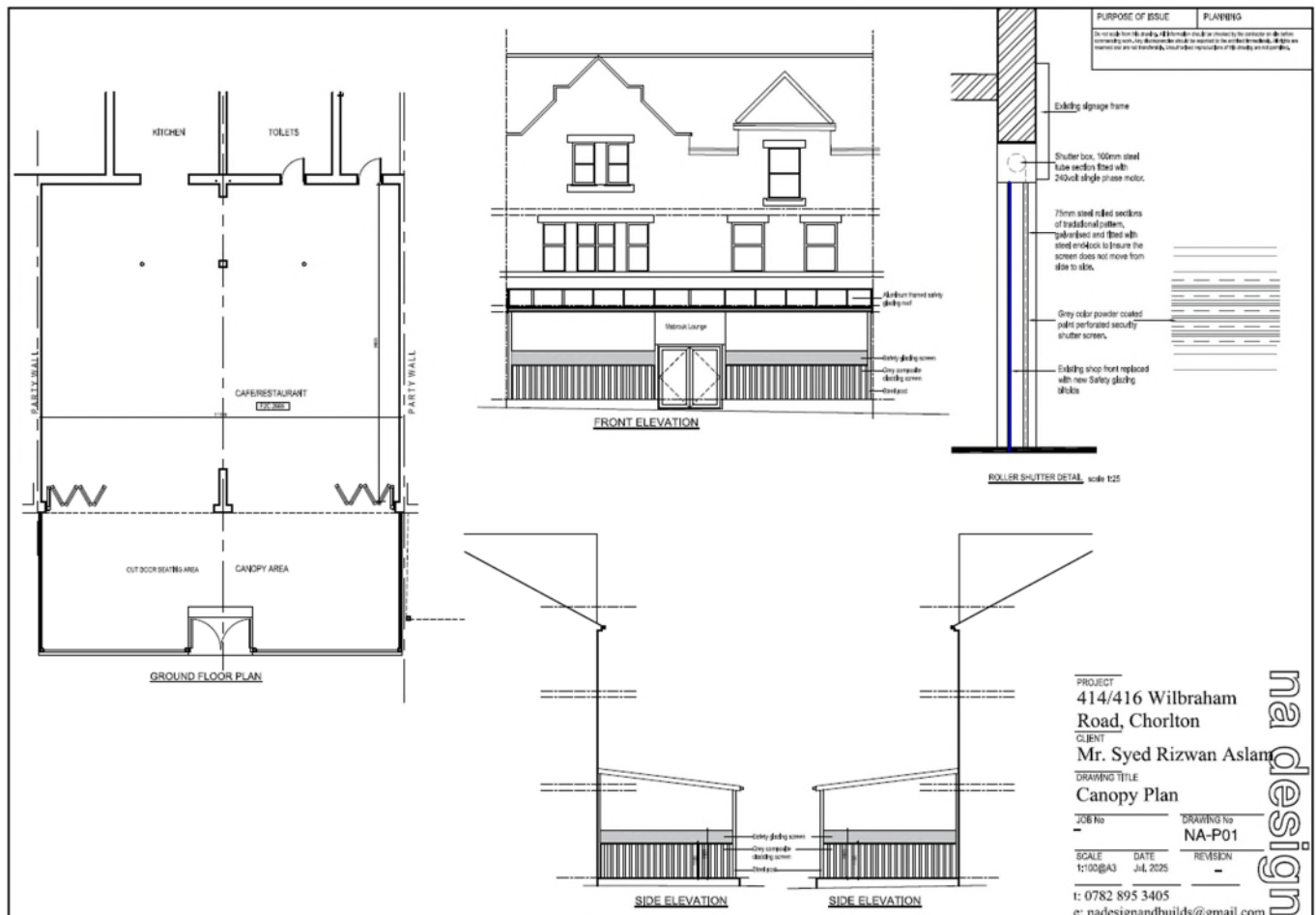
Shopfront and Signage Design Guide (2024)

The National Planning Policy Framework (NPPF, 2024)

- 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.

- Policy JP-P1: Sustainable Places



Submitted proposed plans and elevations



Submitted section drawing depicting shopfront alterations

Issues

Policies SP1 and DM1 of the Manchester Core Strategy seek to ensure that new development enhances or creates character, protects, and enhances the built environment; and that the design, scale, and appearance of the proposed development is appropriate to its context.

Principle – Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that decisions must be made in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework reinforces this requirement in paragraphs 2 and 47, whilst paragraph 12 indicates that the presumption in favour of sustainable development does not alter the statutory status of the development plan as a starting point for decision-making and that, where a planning application conflicts with an up-to-date development plan, permission should not normally be granted.

In the case of this application, the principle of the proposal is considered unacceptable and cannot be supported as it conflicts with the development plan policies and associated guidance listed in the preceding section.

It is considered that the projecting canopy would have an unduly harmful impact upon the visual amenity of the area, the appearance and character of the street scene and would be out-of-keeping with the host building as a result of its excessive mass and bulk, inappropriate materiality and design choices, visual prominence and incongruity with the surrounding area. On this basis, the proposal is considered to conflict with the principles set out under saved policies DC14 and E3.3 of the Unitary Development Plan for the City of Manchester, policies SP1, EN1 and DM1 of the Manchester Core Strategy, the Shopfront and Signage Design Guide, and chapter 12 of the National Planning Policy Framework.

Shopfront alterations – existing plans and elevations depicting the property prior to works associated with this application taking place have not been provided. However, from reviewing historic photographs together with the proposed drawings, it can be assumed that the shopfront

alterations include replacing the previous Wilbraham Road frontage with a contemporary shopfront consisting of 2no. sets of bi-folding doors with large areas of glazing.

Without the submission of existing plans and elevations, it is difficult to assess the impact of such alterations, however historic photographs of the property appear to demonstrate that large areas of glazing have been featured along this elevation since as early as 2008. There is therefore evidence of a longstanding history of this shopfront configuration at the premises.



Wilbraham Road frontage of application property dated September 2008



Wilbraham Road frontage of application property dated October 2012



Wilbraham Road frontage of application property dated October 2014



Wilbraham Road frontage of application property dated March 2017



Wilbraham Road frontage of application property dated July 2019



Wilbraham Road frontage of application property dated August 2021



Wilbraham Road frontage of application property dated September 2023

Projecting front canopy / extension – existing plans and elevations depicting the property prior to works associated with this application taking place have not been provided. However, from reviewing historic photographs together with the proposed drawings, it can be assumed that the projecting front canopy / extension would measure to 4.432m in length, 11.347m in width, with a pitched roof height of 3.822m and an eaves height of 3.041m. It would be sited atop a concrete base measuring between 0.425 and 0.241m in height (due to the varying ground level) and would be sited along the boundaries shared with No.412 and No.418 Wilbraham Road. It would consist of an aluminium frame with a pitched roof, safety glazing, and grey composite cladding screens to its front and sides, which would enclose the structure. A set of centralised inward-opening doors would be featured along its front elevation with the business name advertised immediately above. The retained footway width is unclear, based upon the information provided within the planning submission.

The overall design and appearance of the projecting front canopy / extension is considered to be unacceptable on the basis that its excessive scale and massing, including its considerable frontward projection, width, and bulk, would result in a visually dominant and incongruous addition to the shopfront that would disrupt the rhythm and uniformity of the parade, appearing overly prominent and out-of-keeping with the surrounding commercial properties as well as the application property itself. The degree of visual harm caused by the canopy / extension would be further exacerbated by its use of inappropriate and poor quality materials (including grey composite cladding), which would juxtapose with the traditional appearance and materials featured elsewhere on the application property (including redbrick, stone cills and headers, grey slate, and decorative stone features), would detract from the visual amenity of the surrounding street scene and would fail to respond positively to the character of the area.

On this basis it is considered that the proposal would ignore the architectural form of the application property, its frontage, and the surrounding buildings, contrary to the principles of saved policy DC14 of the Unitary Development for the City of Manchester which stipulates that 'long canopies which ignore the architectural form of frontages will not normally be permitted'. Further to this, the proposal is also considered to conflict with MCC's Shopfront and Signage Design Guide which indicates that canopies should be appropriately and discretely located and finished to match existing features in order to minimise their bulk, visual clutter and ensure a

congruous appearance. Moreover, given that the canopy / extension would fail to make a positive contribution to the neighbourhood, would not create a well-designed place that enhances or creates character, would not protect or enhance the built environment and would fail to employ appropriate siting, layout, scale, form, massing, materials, and detail, having a detrimental impact upon the character of the surrounding area, the proposal is also considered to conflict with policies DM1, SP1, and EN1 of the Manchester Core Strategy. It should also be noted that the degree of harm caused to the visual amenity of the area would be further exacerbated by the proposal's prominent siting adjacent to Wilbraham Road, along a key arterial route, contrary to saved policy E3.3 of the Unitary Development Plan for the City of Manchester which seeks to upgrade the appearance of the city's major radial routes.

The proposal is therefore considered to cause demonstrable harm to the visual amenity of the area and the character and appearance of the application property, contrary to the principles of saved policies DC14 and E3.3 of the Unitary Development Plan for the City of Manchester, policies SP1, DM1, and EN1 of the Manchester Core Strategy, policy JP-P1 of Places for Everyone, Manchester's Shopfront and Signage Design Guide and chapter 12 of the National Planning Policy Framework which seek to ensure high-quality design and contextual integration.

Lack of a precedent – whilst it is noted that the adjoining property, No.418 Wilbraham Road, also features a projecting front canopy / extension with partially enclosed sides, it should be noted that this development does not appear to benefit from planning permission and, therefore, does not represent a lawful precedent which could be used to justify the current proposal. Its existence along this stretch of Wilbraham Road does not justify nor warrant further harm to the visual coherence, character, and amenity of the area.



Canopy present at No.418 Wilbraham Road, August 2025



Canopy present at No.418 Wilbraham Road, August 2025

The front canopy present at No.406 Wilbraham Road is more reflective of the original appearance of this parade of shops as it features its original metal poles and framing (with associated decorative elements) with open sides and, as such, respects the original architectural character and composition of the area as well as its sense of space. Further to this, this canopy is also smaller in terms of its frontward project and is set further back from the public footpath and highway. For these reasons, it does not represent a comparable example to the current proposal, which is considerably larger in scale, enclosed on all sides, and would utilise inappropriate and poor quality materials which would be incongruous to the surrounding street scene.



Canopy present at No.406 Wilbraham Road, August 2025

No other commercial units along this section of Wilbraham Road feature a lawful projecting front canopy / extension or frontward projecting elements that are akin to the current proposal. The raised platform present at No.410 Wilbraham Road does not appear to be benefit from planning permission, though is exempt from enforcement action due to its erection circa 2012.



Raised platform at No.410 Wilbraham Road, August 2025



Northern side of Wilbraham Road, August 2025



Southern side of Wilbraham Road, August 2025

Moreover, whilst it is acknowledged that this parade of shops once exhibited projecting front canopies to their frontages as part of their original appearance and features, it should be noted that the current proposal represents a significant departure from the design and appearance of these original structures which were more lightweight consisting of decorative metal poles with a simple glazed pitched roof and open sided and, as such, were less enclosed and concealed allowing for a greater sense of space and intervisibility to be retained.



Northern side of Wilbraham Road, September 2008



Northern side of Wilbraham Road, May 2015

Conclusion – it is considered that the projecting canopy would have an unduly harmful impact upon the visual amenity of the area, the appearance and character of the street scene and would be out-of-keeping with the host building as a result of its excessive mass and bulk, inappropriate materiality and design choices, visual prominence and incongruity with the surrounding area.

On this basis, the proposal is considered to conflict with the principles set out under saved policies DC14 and E3.3 of the Unitary Development Plan for the City of Manchester, policies SP1, EN1 and DM1 of the Manchester Core Strategy, MCC's Shopfront and Signage Design Guide, policy JP-P1 of Places for Everyone, and chapter 12 of the National Planning Policy Framework.

The agent of the application was informed of the above issues and notified of the LPA's intent to refuse the proposal.

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: Refuse

Article 35 Declaration

The proposal does not improve the social and environmental conditions of the area, nor does it comply with the development plan and therefore does not comprise sustainable development. There are no conditions which could reasonably have been imposed, which would have made the development acceptable, and it is therefore not possible to approve the application.

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

1) The proposal, by reason of its inappropriate siting, scale, massing, design, and materials, would introduce detrimental visual elements to the street scene, and would form an overly dominant, visually incongruous and obtrusive structure which would not be sympathetic to the appearance of the application property or its surrounding area, to the detriment of visual amenity and, as such, is contrary to Manchester City Council's Shopfront and Signage Design Guide, saved policies DC14 and E3.3 of the Unitary Development Plan for the City of Manchester, policies SP1, EN1, and DM1 of the Manchester Core Strategy, policy JP-P1 of the Places for Everyone joint development plan document and chapter 12 of the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Greater Manchester Police

Flat 4, 406A Wilbraham Road, Manchester, M21 0SD
Flat 3, 406A Wilbraham Road, Manchester, M21 0SD
Flat 2, 406A Wilbraham Road, Manchester, M21 0SD
Flat 1, 406A Wilbraham Road, Manchester, M21 0SD
410A Wilbraham Road, Manchester, M21 0SD
408A Wilbraham Road, Manchester, M21 0SD
408 Wilbraham Road, Manchester, M21 0SD
410 Wilbraham Road, Manchester, M21 0SD
The Creameries, 406 Wilbraham Road, Manchester, M21 0SD
Flat 3, 412A Wilbraham Road, Manchester, M21 0SD
Flat 2, 412A Wilbraham Road, Manchester, M21 0SD
Flat 1, 412A Wilbraham Road, Manchester, M21 0SD
Flat Above, 523 Wilbraham Road, Manchester, M21 0UF
414B Wilbraham Road, Manchester, M21 0SD
Flat 4, 418 Wilbraham Road, Manchester, M21 0SD
Flat 3, 418 Wilbraham Road, Manchester, M21 0SD
Flat 2, 418 Wilbraham Road, Manchester, M21 0SD
Flat 1, 418 Wilbraham Road, Manchester, M21 0SD
418 Wilbraham Road, Manchester, M21 0SD
414A Wilbraham Road, Manchester, M21 0SD
Flat 2, 527A Wilbraham Road, Manchester, M21 0UF
Flat 29, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 27, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 24, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 22, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 19, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 17, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 14, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 12, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 10, Adastral House, Wilbraham Road, Manchester, M21 0UD
521 Wilbraham Road, Manchester, M21 0UF
Flat 7, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 5, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 2, Adastral House, Wilbraham Road, Manchester, M21 0UD
527 Wilbraham Road, Manchester, M21 0UF
Flat 1, 527A Wilbraham Road, Manchester, M21 0UF
525B Wilbraham Road, Manchester, M21 0UF
416A Wilbraham Road, Manchester, M21 0SD
9 Silverdale Road, Manchester, M21 0SH
7 Silverdale Road, Manchester, M21 0SH
11 Silverdale Road, Manchester, M21 0SH
Animal Medical Centre, 412 Wilbraham Road, Manchester, M21 0SD
2 Buckingham Road, Manchester, M21 0SB
Flat 30, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 28, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 26, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 25, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 23, Adastral House, Wilbraham Road, Manchester, M21 0UD

Flat 21, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 20, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 18, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 16, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 15, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 13, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 11, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 9, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 8, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 6, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 4, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 3, Adastral House, Wilbraham Road, Manchester, M21 0UD
Flat 1, Adastral House, Wilbraham Road, Manchester, M21 0UD
525 Wilbraham Road, Manchester, M21 0UF
523 Wilbraham Road, Manchester, M21 0UF
416B Wilbraham Road, Manchester, M21 0SD

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) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA