MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142864/FO/2025
Date registered valid:	20 June 2025
Proposal:	Retention of single storey front canopy extension.
Address:	360 Lounge, 54 - 56 Wilmslow Road, Manchester, M14 5AL
Ward(s):	Moss Side Ward
Applicant:	Mr Gailan Aziz Khidri 360 Lounge
Agent (if any):	Mr Saghir Hussain Create It Studio Architects
Case officer:	Robert Tyrer Tel: 0161 234 4068 Email: robert.tyrer@manchester.gov.uk
Recommendation:	Refuse

Date of recommendation: 5 August 2025

Application details

Type of application: Full Application Consent

Development type: Minor Other

Date of site visit: 10 July 2025

Standard consultations:
No consultations have been printed and sent.

Neighbour notifications
Printed: 3 July 2025 Expired: 24 July 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 and area

Application site relates to the front forecourt of a ground and first floor mixed development comprising of a café/restaurant on the ground floor with residential maisonettes above along the Wilmslow Road frontage. The application property extends to occupy the full depth of the site and has a first floor to the rear.

The site is located on the corner of Wilmslow Road and Walmer Street within the Rusholme District Centre where the predominant uses relate to the night-time economy.



Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

The applicant is seeking planning permission to retain a single storey front canopy extension

Consultations & Notification Responses

Publicity – Notification letters were sent to nearby properties (see appendix 1 for the list of properties).

Local residents/public opinion – No objections, comments or representations in support of the application have been received.

Issues

There have been eleven planning applications on this site. Details of all applications can be found below;

140845/JO/2024 - Application to vary condition no. 2 (approved drawings) attached to planning permission 138060/FO/2023 to allow for amendments to the design of the forecourt and associated balustrading. **Approved**

138886/AO/2023 - Installation of illuminated and non-illuminated fascia sign on side elevation. **Approved**

138060/FO/2023 - Replacement of enlarged opening along the Walmer Street elevation to fixed glazed window, installation of 1.3 metre high glass balustrade to front and raising of forecourt floor level to match internal levels of the building, retention of retractable awnings affixed to the front and side elevations of the existing canopy and installation of 3no high level fixed windows (1no. to Walmer Street and 2no. to Aspinall Street). **Approved**

138059/FO/2023 - Retention of the enlarged opening along the Walmer Street elevation, including the installation of a shutter over the opening and the application of artificial turf to the side elevation and the erection of a small coal burner to the rear with flue. **Approved**

138303/JO/2023 - Variation of condition no. 3 (hours of opening) attached to planning permission 034433 to allow the premises to open from 8.00 am to 1.00 am seven days a week.– **Still under consideration** at the time that this report was written.

138059/FO/2023 - Retention of the enlarged opening along the Walmer Street elevation, including the installation of a shutter over the opening and the application of artificial turf to the side elevation and the erection of a small coal burner to the rear with flue. – **Declined to determine**

104571/FO/2013/S1 - Elevational alterations, including creation of new external openings with roller shutters to Walmer Street elevation, and extension of opening hours to: Sundays 11am to 3am, Monday to Thursdays 10am till 3am and Friday and Saturday 10am till 4am. Application **Refused -** 22.04.2014

104572/AO/2013/S1 - Erection of one externally-illuminated , individual letter sign and one internally-illuminated individual letter signs to Walmer Street elevation. Application **Approved** - 04.03.2014

057228/AO/SOUTH1/99 - Various illuminated shop signage plus illumination of existing signage on side elevation of restaurant **Approved -** 27.09.1999

042793 - Elevational alterations to existing shop front. Application **Approved -** 22.01.1993

034433 - Change of use from retail store to restaurant and new shop front **Approved** - 10.08.1989

031375 - Illuminated fascia sign to front elevation of shop Application **Approved -** 13.05.1988

Legislative Issues

Unitary Development Plan for the City of Manchester 1995 (UDP)

The relevant UDP Policy is saved policy DC10.

Policy DC10.1 set out the considerations required for development involving the sale of food or drink for consumption on the premises, or for hot food to be consumed that in determining applications (whether or not other activities, such as a nightclub, are included), the Council will have regard to:

a. the general location of the proposed development, including any reference to the area in other policies in the Plan;

b. the effect on the amenity of neighbouring residents;

c. the availability of safe and convenient arrangements for car parking and servicing;

d. ease of access for all, including disabled people; and

e. the storage and collection of refuse and litter.

DC10.2 advises that the Council will normally accept the principle of developments of this kind in the City Centre, industrial and commercial areas, in shopping centres and, at ground level, in local

shopping parades of more than 8 shops or offices.

DC10.3 advises that development will not normally be permitted where:

a. it is proposed outside the general locations mentioned above, or

b. there is a house or flat on the ground floor next to the proposed business, or only separated

from it by a narrow street or alleyway.

DC10.4 Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect the amenity of nearby residents. These conditions may, amongst other things, include limitations on

the hours of opening, and the need to deal satisfactorily with noise, fumes, smells, the storage of refuse and the collection of litter.

DC10.5 The Council will consider on their individual merits proposals for larger, free-standing restaurants, public houses, clubs etc. which require a main road location and do not clearly meet the locational criteria set out in policy.

Manchester Core Strategy Development Plan Document 2012

The relevant Core Strategy Policies are SP1, DM1, EN1, C5 and C10

Policy SP1 sets down the spatial principles that will guide development in the City. The emphasis is on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres which meet local needs, all in a distinct environment. It goes on to say that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including (amongst others):-

making a positive contribution to the health, safety and wellbeing of residents

Policy DM1 says;

All development should have regard to the following specific issues, (amongst others), for which more detailed guidance may be given within a supplementary planning document:

Appropriate siting, layout, scale, form, massing, materials and detail.

Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.

Policy EN1 requires amongst others that opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes. Design and Access Statements submitted with proposals for new development must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives.

Policy C5 relates to the Central Manchester District Centres which includes Rusholme. In respect of Rusholme the policy state that;

Additional retail development will be supported in Rusholme, but this should complement the distinct commercial character of the District Centre. Capacity for additional retail in Rusholme can be adequately provided in other centres, including Hulme and Fallowfield.

The improvement to the quality of the environment in Rusholme and Longsight is a priority to help retain and attract shoppers and visitors.

Policy C10 requires that any new development and redevelopment that supports the evening economy, contributes to the vitality of district centres and supports a balanced and socially inclusive evening/night-time economy will be permitted, subject to the following considerations:

1. Cumulative impact – in areas where there is already a concentration of bars (A4), hot food takeaways (A5) and other night-time uses which are detrimental to the character or vitality and viability of the centre, there will be a presumption against further facilities.

2. Residential amenity – the proposed use should not create an unacceptable impact on neighbouring uses in terms of noise, traffic and disturbance.

3. Balance - new uses in Manchester centres should support both the day-time and evening/night-time economies whilst not undermining the role of the primary shopping area.

Guide to Development in Manchester Supplementary Planning Document and Planning Guidance Adopted April 2007

Paragraph 2.9 raises that the design of shop fronts, security measures, forecourts and signage should contribute to the character, identity, individuality and accessibility of local centres. These elements play a major role in creating the sense of place and image of the area.

Whilst it is important for people to be able to identify specific shops and services, the design of shop fronts and signage should relate to and harmonise with the character of the area within which the building is located.

Places for Everyone Joint Development Plan – 2022 to 2039

On the 21st March 2024, nine of the ten Greater Manchester Councils voted to adopt the Places for Everyone Joint Development Plan – 2022 to 2039 (PfEJDP); Manchester City Council is one of the Council's that has voted to adopt the plan. The PfEJDP has superseded parts of some of the policies contained within the Council's Core Strategy.

The relevant PfEJDP policy is as follows:

Policy JP-Strat1: Core Growth Area

National Planning Policy Framework (December 2024)

Paragraph 2 states that planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework must be taken into account in preparing the development plan, and is a material consideration in planning decisions. Planning policies and decisions must also reflect relevant international obligations and statutory requirements.

Paragraph 7 tells us that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 11 Plans and decisions should apply a presumption in favour of sustainable Development and that for decision making this means approving development proposals that accord with an up to date development plan without delay.

Paragraph 131 emphasises the importance of good design and that it is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

Principle of the Proposal

Paragraph 137 of the National Planning Policy Framework (NPPF) highlights the importance of considering design quality throughout the evolution and assessment of individual proposals. Paragraph 139 further advises that development which is not well-designed should be refused.

Policies SP1 and DM1 of the Manchester Core Strategy 2012 (Core Strategy) seeks to ensure that new development in Manchester enhances or creates character, protects and enhances the built environment; and that the design, scale and appearance of the proposed development is appropriate for its context.

Policy EN1 specially sets out that opportunities for good design to enhance the overall image of the City should be fully realised. These policies are consistent with the guidance in the NPPF which seeks a high standard of design in new development which provides a good standard of amenity of all existing and future occupiers.

As set out in the report below the principle to retain the as built front canopy extension is considered unacceptable.

There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable, and it is therefore not possible to approve the application.

Background, Character and Appearance

54-56 Wilmslow Road is currently in use as a restaurant falling within Class E of the Town and Country Planning (Use Classes) Order 1987 (as amended). As outlined in the planning history, there have been a significant number of previous applications relating to this address.

In November 2024, planning permission was granted under application reference 140845/JO/2024. Among other alterations to the property, this approval included modifications to the front forecourt. Specifically, it permitted an increase in the height of the balustrade to 1.5 metres and the installation of a grey timber barrier, as shown in Image 1 below.

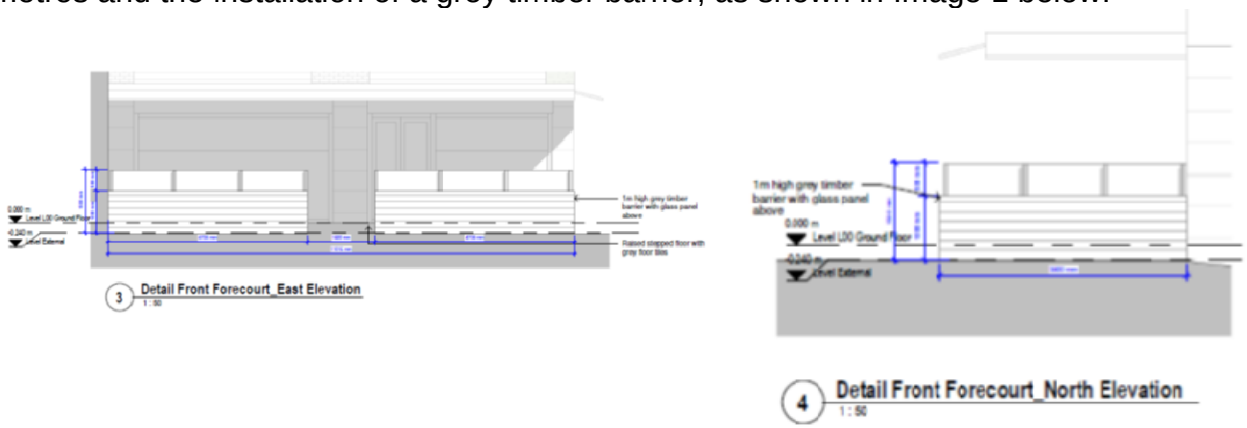


Image 1 Application Reference 140845/JO/2024 - Approved Front (East) and Side (North) elevations

As considered in the 2024 application, the design, height, and materials of the proposed front forecourt enclosure are consistent with similar structures within the Rusholme District Centre, particularly along Wilmslow Road. The proposal maintains an open atmosphere, ensuring the restaurant frontage remains clearly visible.

However, the applicant has constructed a structure that fully encloses the front forecourt, effectively forming a front extension (see photographs 1-3). This is particularly apparent due to its bulky appearance due to the continuation of upright posts beyond the glazed panels, which are affixed to the original canopy. Additional panels have also been installed at the top fixing to the original roof, further enclosing the forecourt area.

The development, as constructed, is considered to cause harm to the visual amenity of the host building and detracts from the character of the parade and the wider Rusholme District Centre.

This impact is particularly pronounced due to its prominent location on Wilmslow Road. As a result, the development adversely affects not only the host property but also neighbouring occupiers along the parade and surrounding streets. It is therefore contrary to Core Strategy Policies DM1, SP1, and EN1, which seek to ensure high-quality design and protect local character. Furthermore, permitting the retention of the structure would represent a failure to achieve a well-designed place, as required by the National Planning Policy Framework (NPPF).



Photograph 1-3 As built front extension (Case Officer Photographs, as dated).

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: Refuse

Article 35 Declaration

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably

have been imposed, which could have made the development acceptable, and it was therefore not possible to approve the application. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the NPPF.

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

1) The single storey front canopy extension, by reason of its design, siting and scale, forms a prominent, incongruous, and obtrusive feature within the street scene. It is also considered to cause harm to the visual amenity of the host building and to the character of the parade and wider district centre, this is especially notable due to its prominent location on Wilmslow Road.

   The development therefore has a negative impact upon the visual amenity of not only the host building but that of the adjoining occupiers on the parade and surrounding streets in the area. The development is therefore contrary to the provisions of policies SP1, EN1 and DM1 of the Manchester Core Strategy, the Guide to Development in Manchester (2007), the Places for Everyone Joint Development Plan - 2022 to 2039 and the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

58 Wilmslow Road, Manchester, M14 5AL
Unit 1, Ifco Centre, 50 Wilmslow Road, Manchester, M14 5TQ
23 Aspinall Street, Manchester, M14 5UD
27 Aspinall Street, Manchester, M14 5UD
107 Wilmslow Road, Manchester, M14 5SU
105 Wilmslow Road, Manchester, M14 5SU
103 Wilmslow Road, Manchester, M14 5SU
105 - 107 Wilmslow Road, Manchester, M14 5SU
109 Wilmslow Road, Manchester, M14 5AN
25 Aspinall Street, Manchester, M14 5UD

Appendix 2 – Planning constraints

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