

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142301/AO/2025
Date registered valid: 4 April 2025
Proposal: Advertisement consent for 3 no. internally illuminated fascia signs
Address: 2 Gibwood Road, Manchester, M22 4BT
Ward(s): Northenden Ward

Applicant: Judith Fox Manchester Eye & Cosmetic Clinic Ltd - T/A Face & Eye
Agent (if any):
Case officer: Jake Walther
Tel: 0161 234 1632
Email: jake.walther@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 22/05/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21/05/2025

Standard consultations:

Printed: 6 May 2025 Expired: 28 May 2025

Neighbour notifications

Printed: 6 May 2025 Expired: 28 May 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

The application relates to a two-storey detached class E health clinic on Gibwood Road. The building is finished in brick with a hipped roof and brick boundary treatment, to the front and side of the building there is a customer car park



Listed building: Not applicable

Conservation area: Not

Tree Preservation Order: Not applicable

Description of area

The surrounding area of the applicant site is of a mixed nature, with commercial, residential and hotels on this section of Palatine Road. The south and west boundaries of the site are shared with residential properties, while the north and east face commercial buildings and Palatine Road.

Description of development

The applicant is seeking consent for 3no. internally illuminated wall signs to advertise the business.

Consultations & Notification Responses

Highways Services – No objection to the proposal. Informative attached below.

Neighbours, as per Appendix 1 – No comments or objections received.

Policy

The following policies are considered relevant in the considerations of this application.

The Manchester Core Strategy Development Plan Document 2012-2027 - The City Council adopted the core strategy on July 11, 2012. It is the key document in the Manchester Local Plan. The plan determines how Manchester will grow and forms the framework that planning applications are assessed against. We consider the following Core Strategy Policies relevant to this proposal.

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

Extant Unitary Development Plan (UDP) - The Core Strategy replaced much of the UDP, but some UDP Development Control policies are extant (remain). The following extant policy is still considered relevant to this proposal.

- DC14 – Shop front and related signs
- DC15 – Advertisements, hoardings and posters

Places for Everyone

Places for Everyone (2022-2039) – 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.

The following policies are relevant:

- S1- Sustainable development

The National Planning Policy Framework (December 2024)

The document sets out the Government's Planning Policies for England and how these are expected to be applied. At the heart of the Framework is a presumption in favour of sustainable development in terms, "For plan-making" and "For decision-taking", (paragraph 11).

Paragraph 8 - Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually

supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- an economic objective
- a social objective and
- an environmental objective.

The following specific policies are considered to be particularly relevant to the proposed development:

- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12. Achieving well-designed and beautiful places.

Principle

The principle of installing an internally illuminated fascia wall signs in association with an existing business to advertise and denote the name of a business is acceptable. However, consideration must be given to the proposal's impact on existing levels of visual amenity and public safety, particularly given the area's mixed-use character.

Visual Amenity

All of the proposed signage would be internally illuminated and finished in wrapped vinyl with stainless steel lettering. The largest of the three signs would measure 5000mm(w) x 900mm(h) and would be wall mounted on the ground floor side elevation facing Palatine Road. The other two signs would be the same size at 2560mm(w) x 845mm(h) and would be positioned on the front elevation of the building at ground and first floor. All signage would have an internal illumination level of 165cd/m².

Considering the characteristics of the signage, combined with its clear relevance to the site and the existing commercial precedent on Palatine Road, the proposal is not considered to harm the visual or aural 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 Palatine and Gibwood Roads. The proposed signage 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 and policy DC15 of the UDP.

Highways Safety

The proposed signage would be sited a reasonable distance away from the public highway. It would have static illuminance levels of 165cd/m², which accords with Manchester City Council's recommended maximum of 600cd/m², during non-daylight hours / inclement weather. It is therefore understood that the proposal will not harm public safety in and around the site.

Residential Amenity

Given the mixed character of the area surrounding the application site, it is important to assess the potential impact of the proposed signage on the residential amenity of nearby occupants. The signage is positioned to face only Palatine Road and Gibwood Road and is mounted at a relatively low height. With a maximum illumination level of 165 cd/m²—at the lower end of the acceptable brightness range—it is unlikely to generate more light pollution than existing street lighting. As such, the signage is expected to have a minimal impact on the residential amenity of neighbouring properties.

Conclusion

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon residential and visual amenity and public safety in accordance with policies SP1, DM1 and EN1 of the Core Strategy, policies DC14 and DC15 of the UDP and chapters 7 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

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,
- (b) obscure, or hinder the ready interpretation of, any traffic sign, or traffic signal
- (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 maximum luminance level of the advertisements hereby approved shall not exceed 165cd/m².

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

3) The development hereby approved shall be carried out in accordance with the following documents labelled:

- Drawing - Location Plan – Received 04 April 2025.
- Drawing – Signage Details – Received 03 March 2025.
- Drawing Pack and Signage Details – Received 04 April 2025.

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

Informative:

- Any operatives undertaking installation / servicing / maintenance will be expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions. - Detail is sought on proposed installation arrangements from a highways perspective.
- The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk
- The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services

Rear Stores, Navigant House, 464 Palatine Road, Manchester, M22 4DJ

Navigant House, 464 Palatine Road, Manchester, M22 4DJ

491 Palatine Road, Manchester, M22 4DH

3 Gibwood Road, Manchester, M22 4BR

1 Gibwood Road, Manchester, M22 4BR

Expotel, Palatine Road, Manchester, M22 4FH

6 Gibwood Road, Manchester, M22 4BT

2 Brandon Avenue, Manchester, M22 4BF

495 Palatine Road, Manchester, M22 4DH

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Area Team Boundary - Name: SOUTH AREA