

Our Ref: 2023-48a

Planning – Development Management Team
Planning Department
Manchester City Council
PO Box 532
Manchester
M60 2LA

6th May 2025

VIA PLANNING PORTAL

To Whom It May Concern,

Re: Retrospective application for shopfront, signage and waiting area @ 5 Meldon Road, Manchester, M13 0TZ

Adams Planning + Development Ltd have been instructed by our clients, Fast Food Operations Ltd, to submit a retrospective planning for the following form of development:

“Retrospective planning application for retention of shopfront, signage and roller shutters, new canopy to the front with associated metal barriers and associated infrastructure.”

We have enclosed the following information in support of this planning application:

- 1) This covering letter
- 2) Planning Application Form & Certificate A
- 3) A Site Location Plan
- 4) A Site Layout Plan (Drawing No. 01)
- 5) As Constructed Plan & Elevations (Drawing No. 02)
- 6) As Constructed Plan & Elevations (Drawing No. 03)
- 7) As Constructed Plan & Elevations (Drawing No. 04)
- 8) Design & Access Statement
- 9) Appendix 1 – Street views of the Meldon Road shopping parade

We have provided a rationalisation of the shopfront and external alterations against the Council’s relevant planning policy in order to demonstrate the appropriateness of the proposals given the site’s surrounding context.

Site and surroundings

No. 5 Meldon Court is a semi-detached 2-storey property that has an adjoining Sky Laundry business on its eastern side and a gated entrance to the rear of the property on its western side.

No. 5 Meldon Court is located centrally within a local shopping parade that includes a supermarket, hairdressers, Post Office, plumbing suppliers, IT and computer sales, repair and maintenance shop, two grocery stores, a hot food takeaway and a single two-storey residence. We have enclosed some Google



Maps Street View extracts in **Appendix 1** which demonstrate the mix of retail and commercial uses on both the northern and southern sides of Meldon Road shopping parade.

Planning Policy Considerations

Paragraph 2 of the latest iteration of the National Planning Policy Framework (NPPF, July 2021) identifies that decisions on planning applications *"must be made in accordance with the [development] plan unless material considerations indicate otherwise."*

The 'Development Plan' for Manchester City Council's consists of the Core Strategy (2012), and saved policies from the Unitary Development Plan (UDP).

The subject property is not located in a defined District Centre, but is located within the South Manchester District Centre, covered by Policy C6 of the Core Strategy, which includes Chorlton, Didsbury, Fallowfield, Levenshulme and Withington.

The centres are recognised as providing the higher level of the South Manchester centre hierarchy with a wide range of local and community facilities. South Manchester's centres are all located in highly accessible locations, adjacent to key transport corridors.

The Unitary Development Plan Policy DC10.1 identifies that:

"In determining planning applications for developments involving the sale of food or drink for consumption on the premises, or for hot food to be consumed off the premises (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."*

Policy EC 9 of Manchester City Council's Core Strategy relates to South Manchester. Policy EC9 identifies that:

"Employment and economic development provision will be within...District Centres of Chorlton, Didsbury, Fallowfield, Levenshulme and Withington. These will be suitable for mixed use development providing local needs and services."

Policy DM 1 'Development Management' identifies that:

"All development should have regard to the following specific issues 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.*
- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.*
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.*
- Community safety and crime prevention.*



- *Design for health.*
- *Adequacy of internal accommodation and external amenity space.*
- *Refuse storage and collection.”*

The following saved Unitary Development Policy is also considered to be relevant to the proposals:

Policy DC14 – “Shop fronts and related signs” which identifies that:

“This policy applies to all retail premises and to other commercial premises which have similar physical characteristics e.g. betting shops, banks, building society offices, opticians premises etc.

DC14.1 In determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

DC14.2 Shopfronts should allow full access for people whose mobility is impaired. The only exceptions which the Council will normally permit are where the cost is unreasonably high or where there are particularly difficult physical constraints, or where the architectural character of a listed building would be damaged.

DC14.3 Externally mounted security grilles or shutters will not normally be permitted if they are of solid construction.

DC14.4 In cases where externally mounted security grilles or shutters are considered acceptable, the boxes housing the grille or shutter should wherever possible be located behind the fascia.

DC14.5 The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,

a. signs should not normally be positioned other than at fascia level;

b. signs should respect the architectural form of buildings and shop frontages;

c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;

d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted;

e. the Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs;

f. fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;

g. long canopies which ignore the architectural form of frontages will not normally be permitted.

B. In the interests of public safety,

h. any sign which is detrimental to the safety of pedestrians or motorists will be refused;

i. all canopies, blinds and awnings should provide a minimum clearance of 2.3 metres above the footpath.

Reasons :-

The Council wishes to ensure that the designs of shop fronts and associated signs respect the characteristics of the building on which they are located, and the character of the general area.

The Council accepts that what is or is not "good design" is a matter of personal taste and judgment, and that planning control in this respect has to be exercised with particular care.

Nonetheless, some general principles are involved which the Council considers it reasonable to have regard to, and these are set out in the policy.”

The Guide to Development in Manchester SPD (September 2007) also contains advice in relation to District and Local Centres and highlights that:



“District and Local centres are an important feature of neighbourhoods and contribute to the image and sense of place of an area.

Whether they play a district or local function, centres should accommodate a range of facilities and services, not simply shops and hot food premises. More genuine mixed use will be encouraged in new developments, within both individual buildings, with upper floors and entrances designed to accommodate a mix of uses, and in adjacent buildings.

We will positively promote District Centres as destinations, each with its own unique character and range of services. Whilst it is recognised that some centres will remain specialised, e.g. Rusholme, it will be necessary to ensure that a broad range of local services are retained.

Development proposals will need to help enhance the character and quality of the centres by well-designed shop fronts, signage and security, by providing up to date refuse and waste minimisation facilities, and by contributing to the upgrading of the public realm.”

Chapter 12 of the National Planning Policy Framework (NPPF, December 2024) provides guidance on ‘Achieving well-designed places’ and the guidance is a material consideration given that the NPPF post-dates the adoption of the Local Plan. The Core Strategy, UDP policies and Guide to Development in Manchester SDP are consistent with the design guidance contained in Chapter 12 of the NPPF that encourages design that is sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities); establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit; optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Review of Proposals

The photographs enclosed in Appendix A serve to illustrate that the premises is located in a long-established shopping parade where retail and commercial uses are prevalent.

The Design & Access Statement accompanying this planning application provides a full explanation of the roller shutter, canopy and barrier design and appearance.

The photographs enclosed in Appendix A serve to illustrate that the premises is located in a long-established shopping parade where retail and commercial uses are prevalent.

With regards to the proposed retained canopy and bollards, the Site Layout Plan and As consented Plan & Elevation plans illustrate the precise dimensions of the canopy and metal barriers. The canopy extends in front of the shop front to the same line as the adjacent Sky Laundry canopy to provide a sheltered waiting area at times of high customer numbers, with the metal barriers defining the extent of the waiting area as well as acting as a potential secure cycle stand for customers to optimise the use of the space in line with the aforementioned design guidance. The metal barriers are set back circa 600mm from the public footpath and highway in order to ensure that this remained unobstructed at all times.

The photographs illustrate that on the northern side of Meldon Road the adjoining Sky Laundry has a flat roof canopy almost identical in design and appearance to the front canopy at Miami Crispy. The front canopy structure this has been designed so that it married in with the adjacent structure at Sky Laundry. Beyond the Laundry lies a palisade fence that protrudes beyond the line of the canopy and MGM Food Store has a row of bollards that protect the shop frontage. The canopy is designed so that it is easily removable so that it only needs to be inserted at times of bad weather and high customer numbers.



The photographs illustrate that on the northern side of Meldon Road the paved area in front of the Deshi Bazar/Sahra Cash & Carry, Post Office and the frontage of Grill Box are bollarded with some bin storage to the front of the premises. The frontage between NWP and Kamal's Groceries, News and Magazines is also used for storage associated with the retail businesses.

The canopy height and design accords with Policy DC14's planning guidance and the metal barriers are considered to be in-keeping with the adjacent parade frontages, with the barriers providing a more attractive design solution to demarking the extent of the premises' front demise than the bollarded arrangements of adjacent premises.

The photographs in **Appendix 1** do illustrate that the premises has historically accommodated roller shutters and all of the premises in the parade have roller shutters to the front of their premises. The Section X-X on Drawing No. 04 illustrates that the roller shutter boxing is recessed behind the shopfront sign (to accord with DC14.4) so that it appears less visually prominent than other shop frontages in the parade (see for example MGM Food Store, Kamal's and Snip Cut).

The shopfront signage is considered an improvement on the historical signage at the site, with the previous Take Away historically having signage on both the side wall of the building and the side wall of the adjacent side walls of the canopy at the adjoining premises when it was operated as Azeel Halal Meat.

The shopfront signage has been designed to fully accord with the Class 4 of The Town & Country Planning (Control of Advertisement) (England) Regulations permitted development tolerances, with the only exception being the projection of the fascia panel. In reviewing the Class 4 Regulations we can confirm as follows:

- 1) The signage does not have any intermittent light source, moving feature, animation or exposed cold cathode tubing;
- 2) There is only one fascia panel and one projecting at right angles
- 3) The fascia sign is only displayed above the shop window and is at least 2.5 metres high at its lowest point, with the height being 3 metres.
- 4) The projecting sign is less than 0.25 of a metre between the two sides.

The fascia sign is marginally shorter in height than the previous Oriental Express signage, with the height and projection from the shop façade marrying in with the adjoining Sky Laundry signage to provide a balanced frontage and less visual clutter than the previous takeaway signage through the reduction in the number of signs at the premises.

The above review of relevant planning policy demonstrates that the proposals fully accord with the relevant Core Strategy and UDP Policies and approving the retention of the existing facilities will assist in retaining the jobs and the vitality and vibrancy the occupied takeaway brings to the local centre.

Accordingly, we urge the Council to approve the proposals in accordance with the presumption in favour of sustainable development and the recommended planning controls that will ensure an appropriate standard of development.



The planning application has been submitted and paid for via the Planning Portal. We will contact Manchester City Council's validation team within 5 working days to confirm validation of the planning application. We would be grateful if the appointed planning officer could please liaise with the under-signed in the first instance if they wish to undertake an accompanied site visit.

Yours sincerely,



Russell Adams
For and on behalf of Adams Planning + Development Ltd

Encl. See items 1) to 9) listed above.

Cc: Tayyab Akhlaq

