

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143394/AO/2025

Date registered valid: 26 August 2025

Proposal: Installation of a non-illuminated fascia sign and projecting sign

Address: Pet Medical Centre, 4 Hale Top, Manchester, M22 5RP

Ward(s): Woodhouse Park Ward

Applicant: Mr Lorenzo Rapisarda, Pet Medical Centre

Agent (if any):

Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 9th January 2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 23 September 2025

Standard consultations: Printed: 2 September 2025 Expired: 23 September 2025

Neighbour notifications: Printed: 2 September 2025 Expired: 23 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

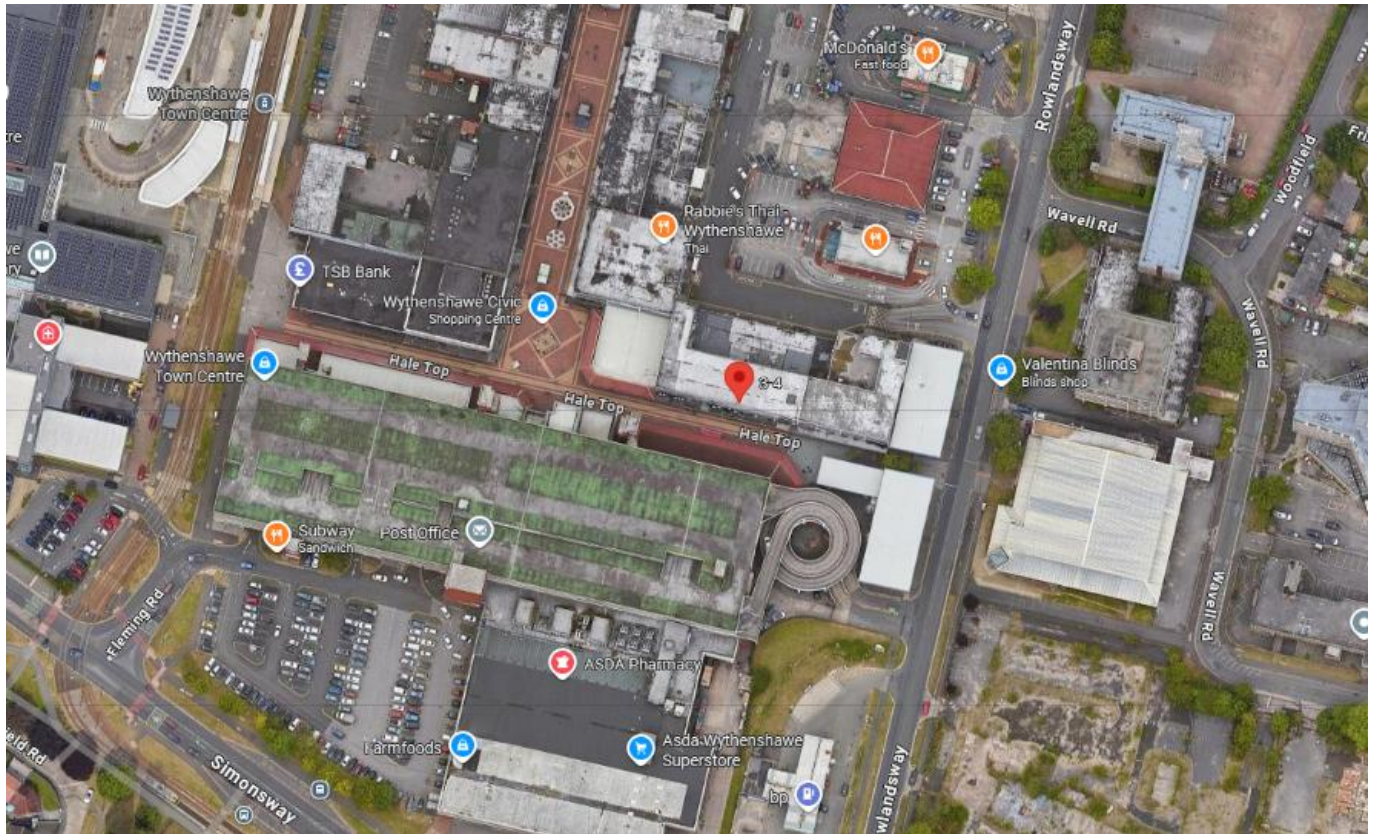
Listed building: Not applicable

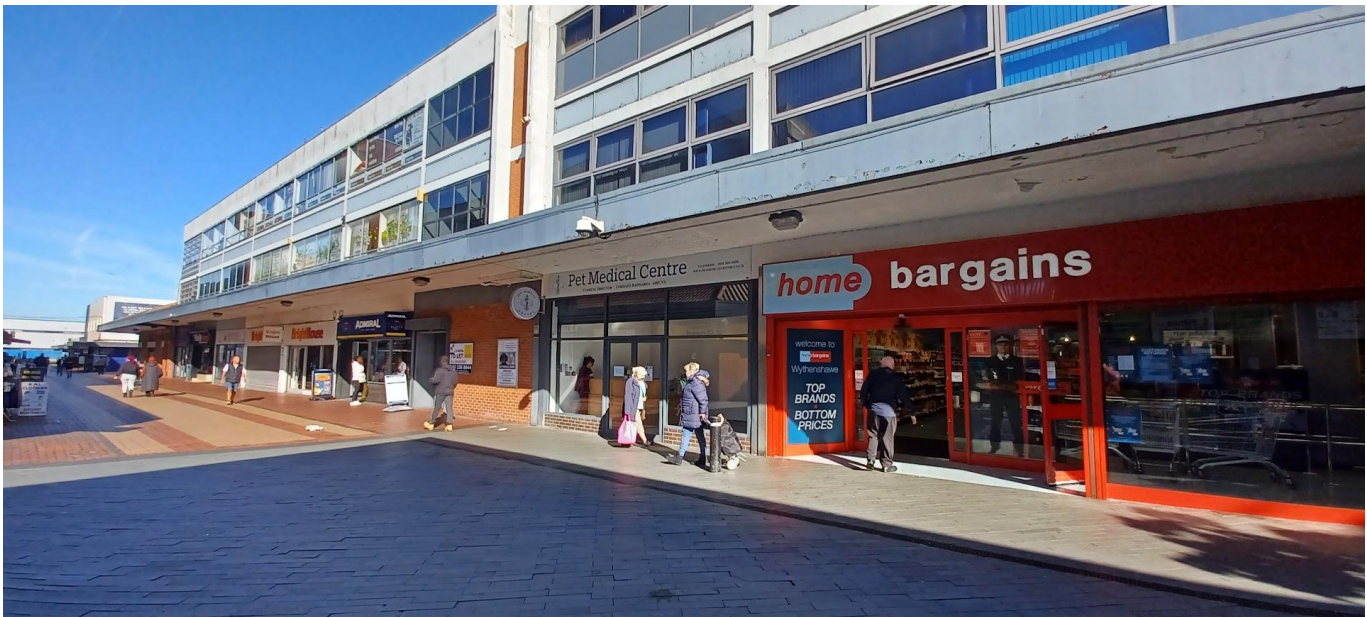
Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to No.4 Hale Top, a ground floor unit situated within Wythenshawe Civic Centre in the Woodhouse Park ward of Manchester, close to Rowlandsway, Simonsway, and William Temple Parish Church. The unit appears to accommodate a Class E use (Commercial, Business, and Service), housing a pet medical centre and veterinary clinic. Prior to works associated with this application taking place, the property featured a glazed shopfront with grey metal framing, a centralised doorway, grey internal roller shutters, and a blank upper elevation separating the unit's fascia line from the projecting canopy overhang above.

The surrounding area is predominantly commercial in terms of its character, featuring an abundance of retail units, though residential properties are also evident beyond the Civic Centre boundaries. The property is not listed, nor is it sited within a Conservation Area.





Description of development

The applicant is seeking advertisement consent for the installation of 1no. non-illuminated fascia sign and 1no. non-illuminated projecting sign.

In the absence of accurate and scalable drawings, the applicant and their agent have provided photographs of the signage for which advertisement consent is sought. These photographs, alongside the information contained within the submitted application, have been used as the basis for assessing the proposal.

Planning history

116559/FO/2017 - Installation of a new shop front and roller shutters – Approved (25.07.2017).

Consultations & Notification Responses

Local residents – no representations received.

MCC's Highways Services made no objection to the proposal.

MCC's Environmental Health Services – no response received.

Policies

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 indicates that:

3.—(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and

(b) any other relevant factors. (

2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

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 – Shopfront and related signs
- Policy DC15 – Advertisements, hoarding, and posters

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

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

Draft National Planning Policy Framework (NPPF, 2025) The Government has published a consultation draft of the NPPF, intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making. While this draft is not yet adopted, it is a material consideration.

- Chapter 14 – Achieving Well-Designed Places
 - Policy DP3: Key principles for well-designed places



Photographs of the signage for which advertisement consent is sought, submitted by the applicant and agent of the application

Issues

Principle – the principle of installing 1no. non-illuminated fascia sign and 1no. non-illuminated projecting sign to the exterior of an existing building to advertise and denote the name of a business is acceptable, however consideration must be given to the proposal's impact upon existing levels of visual amenity and public safety.

Visual amenity – the proposal includes the installation of 1no. non-illuminated fascia sign and 1no. non-illuminated projecting sign to the exterior of an existing building.

The details provided on the submitted application form indicate that the fascia sign would measure to 0.6m in height, 5.8m in width, and 0.03m in depth, positioned 3.15m above ground level. The maximum height of any individual letters and symbols would be 35cm. The sign would be constructed of alupanel with navy blue text against a white background and no illumination.

The details provided on the submitted application form indicate that the projecting sign would measure to 0.7m in height, 0.7m in width and 0.1m in depth, positioned 2.4m above ground level. The maximum height of any individual letters and symbols would be 10cm. The sign would be constructed of alupanel with navy blue text against a white background and no illumination.

Considering the characteristics of the signage, combined with its clear relevance to the site, and the fact that it would be non-illuminated featuring subtle and muted colours, 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 from public highways and footpaths. The proposed signage would have minimal detrimental impact upon the street scene and visual amenity of the area, thereby according with saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, chapter 12 of the National Planning Policy Framework (2024), and policy JP-P1 of Places for Everyone.

Public safety – the proposed signage would be sited a considerable distance away from the public highway and would be non-illuminated. It is therefore understood that 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 amenity and public safety, pursuant to saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, chapter 12 of the National Planning Policy Framework (2024), and policy JP-P1 of Places for Everyone.

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) Advert mandatory condition:

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) Specified plans:

The development hereby approved shall be carried out in accordance with the following drawings/documents/photographs:

Details included on page 4 of the submitted application form, received by the City Council as Local Planning Authority on the 8th July 2025.

Photograph of fascia sign, received by the City Council as Local Planning Authority on the 5th December 2025.

Photograph1 of projecting sign, received by the City Council as Local Planning Authority on the 19th December 2025.

Photograph2 of projecting sign, received by the City Council as Local Planning Authority on the 19th December 2025.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services

1E Hale Top, Manchester, M22 5RN
1C Hale Top, Manchester, M22 5RN
6 Hale Top House, Ainley Road, Manchester, M22 5RB
5 Hale Top House, Ainley Road, Manchester, M22 5RB
4 Hale Top House, Ainley Road, Manchester, M22 5RB
3 Hale Top House, Ainley Road, Manchester, M22 5RB
2 Hale Top House, Ainley Road, Manchester, M22 5RB
1 Hale Top House, Ainley Road, Manchester, M22 5RB
Northwest Pioneers, Co-Operative House, The Birtles, Manchester, M22 5RE
7 Hale Top House, Ainley Road, Manchester, M22 5RB
First Floor, Hale Top House, Hale Top, Manchester, M22 5RQ
KFC, 15 Rowlandsway, Manchester, M22 5RG
Unit 1, Hale Top, Manchester, M22 5RN
Unit 9, Hale Top, Manchester, M22 5RN
Unit 5, Hale Top, Manchester, M22 5RP
Unit 3, Hale Top, Manchester, M22 5RF
8 Hale Top, Manchester, M22 5RN
4 Hale Top, Manchester, M22 5RP
9 Hale Top House, Ainley Road, Manchester, M22 5RB
6 Hale Top, Manchester, M22 5RN
Unit 2, 6 Hale Top, Manchester, M22 5RN
1D Hale Top, Manchester, M22 5RN
Ground Floor Front, Alpha House, Rowlandsway, Manchester, M22 5RG
Fifth Floor To Seventh Floor, Alpha House, Rowlandsway, Manchester, M22 1PG
Wythenshawe Initiative Partnership, Rowlandsway, Manchester, M22 5RG
First Floor, Alderman Gatley House, Hale Top, Manchester, M22 5RQ
Second Floor, Alderman Gatley House, Hale Top, Manchester, M22 5RQ
7 Hale Top, Manchester, M22 5RN
8 Hale Top House, Ainley Road, Manchester, M22 5RB

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