

## **PLANNING**

## **GROWTH & DEVELOPMENT**

## **DELEGATED OFFICER REPORT FOR PLANNING APPLICATION**

**Application no.** 145242/AO/2026

**Date registered valid:** 20 February 2026

**Proposal:** Installation of internally illuminated fascia sign and projecting sign.

**Address:** 712 - 716 Wilmslow Road, Manchester, M20 6DQ

**Ward(s):** Didsbury West Ward

**Applicant:** Ms Faye Hawkins, 200 Degrees Coffee Shops

**Agent (if any):**

**Case officer:** Joshua Lee  
Tel: 0161 219 2851  
Email: [joshua.lee@manchester.gov.uk](mailto:joshua.lee@manchester.gov.uk)

**Recommendation:** Approve

**Date of recommendation:** 23 March 2026

## APPLICATION DETAILS

|                                  |                                    |                        |
|----------------------------------|------------------------------------|------------------------|
| Type of application:             | Advertisement Consent              |                        |
| Development type:                | Advertisements                     |                        |
| Date of site visit:              | 12 March 2026                      |                        |
| Standard consultations:          | Printed: 27 February 2026          | Expired: 20 March 2026 |
| Neighbour notifications:         | Printed: 27 February 2026          | Expired: 20 March 2026 |
| 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                       |                        |
| Listed building:                 | Not applicable                     |                        |
| Conservation area:               | Not applicable                     |                        |
| Tree Preservation Order:         | Not applicable                     |                        |

### Description of site/building

The proposal relates to a ground floor commercial unit within 3-storey 1980s era building on Wilmslow Road. The commercial unit is the former *Santander* Bank and is proposed to be a *200 Degrees* Coffee Shop.

### Description of area

The property is on the Wilmslow Road high street within Didsbury District Centre. The area is predominantly commercial retail with some upper floor office and residential.

### Description of development

Installation of internally illuminated fascia sign and projecting sign.

#### Internally illuminated fascia sign

Powder coated aluminium light box 2960mm x 945mm Internally illuminated by LEDS with a fret cut inlaid 200 Degrees Logo size 500mm x 600mm made of 10mm clear Perspex with white vinyl face.

#### Projecting sign

Powder coated aluminium dual case 600mm x 600mm (0.36m<sup>2</sup>) lightbox with Perspex face lined with digital image and blackout vinyl internal illuminated with LEDS. Lightbox to match Ral 9004 Signal black whilst text to match Ral 9003 Signal White.

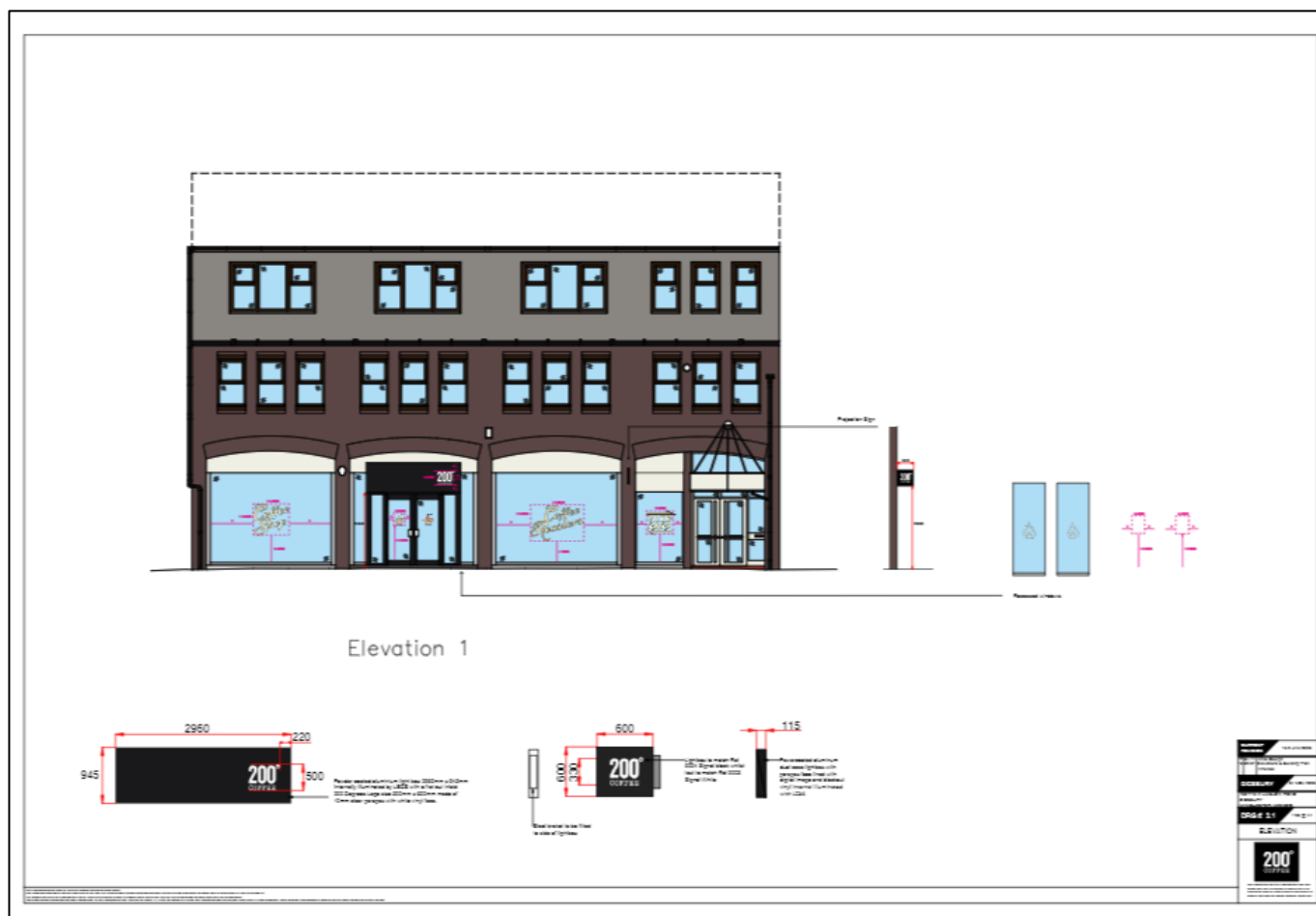


Figure 1. Proposed signage

## ADVERTISEMENT PLANNING HISTORY

### 075456/AO/2005/S2

Description: Installation of illuminated fascia and new projecting box sign

Decision: Approved 09/06/2005

### 070172/AO/2003/S2

Description: Installation of 1 no. illuminated projecting sign and fascia sign and non-illuminated window sign

Decision: Approved 29/12/2003

### 042643

Description: Non-illuminated sign on the face of a new canopy

Decision: Approved 11/01/1993

### 040483

Description: Erection of internally illuminated projecting sign and 2 illuminated individual letter fascia signs.

Decision: Approved 28/01/1992

### 030302

Description: A) Illuminated double sided projecting box sign to front elevation B) Illuminated name sign sited behind window C) Illuminated fascia panel to proposed automatic teller machine

Decision: Approved 15/12/1987

## **028387**

Description: A) Illuminated fascia name signs B) Illuminated double sided projecting box signs

Decision: Approved 03/03/1987

## **CONSULTATION, NOTIFICATION & PUBLICITY RESPONSES**

### **Consultations**

Manchester City Council Highways Services

The Highways team reviewed the proposal for an illuminated fascia sign and projecting sign and raise no objections. They confirm the projecting sign extends 600mm over the unadopted forecourt, so no projection licence is required, the 2.5m minimum headroom is met, and the proposed luminance of 240 cd/m<sup>2</sup> is acceptable. They advise that details of any construction or installation works affecting the highway should be provided, and the applicant must liaise with the relevant Highways Licensing and Traffic Management teams where hoardings, scaffolding, skips, or temporary traffic measures are needed.

Manchester City Council Environmental Health

Manchester City Council Environmental Health were consulted on this application and had no comment.

### **Notifications**

Local Residents

No representations received.

Residents Associations and Groups

West Didsbury Residents Association were notified of the proposal however we received no response.

## **RELEVANT POLICIES**

This application has been made under the Town and Country Planning (Control of Advertisements) Regulation 2007 which states that a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.

In this case the relevant policies are:

- [The Manchester Core Strategy Development Plan Document 2012-2027](#)
  - Development Management and Planning Obligations
    - DM 1 - Development Management
  - Objective 1 - Spatial Principles
    - SP 1 - Spatial Principles (Partially replaced by PfE Policy JP-S 1)
  - Objective 2 - Economy and the City Centre
    - EC 1 - Employment and Economic Growth in Manchester
    - EC 2 – Existing Employment Space
    - EC 9 – South Manchester
  - Objective 4 – Centres
    - C 1 – Centre Hierarchy
    - C 2 – District Centres
    - C 6 - South Manchester District Centres - Chorlton, Didsbury, Fallowfield, Levenshulme and Withington
  - Objective 6 Environment
    - EN 1 - Design Principles and Strategic Character Areas
- [Guide to development in Manchester](#) - supplementary planning document and planning guidance, April 2007
- [Shopfront and signage design guide](#)

- [Extant Unitary Development Plan \(UDP\)](#) –
  - Citywide Development Control Policies
    - DC14 - Shop fronts and related signs
    - DC15 - Advertisements, hoardings and posters
  - Environmental Improvement and Protection
    - E3.3 – City major radial and orbital roads and rail routes.
  - Shopping
    - S1.2 - improvement and re-development of existing District Centres
- [Places for Everyone Plan Joint Development Plan Document 2022-2039-](#)
  - Strategy
    - JP-Strat9: Southern Areas
  - Sustainable and Resilient Places
    - JP-S1: Sustainable Development
  - Places for Jobs
    - JP-J1: Supporting Long-Term Economic Growth
    - JP-J2: Employment Sites and Premises
  - Places for People
    - JP-P1 Sustainable Places
    - JP-P4: New Retail and Leisure Uses in Town Centres
  - Connected Places
    - JP-C5: Streets for All
- [National Planning Policy Framework \(NPPF\)](#) December 2024–
  - Section 2 - Achieving sustainable development
  - Section 4 – Decision-making
  - Section 6 – Building a strong, competitive economy
  - Section 7 - Ensuring the vitality of town centres
  - Section 12 – Achieving well-designed places
- [National Planning Policy Framework Draft for Consultation December 2025](#) - National decision-making policies
  - Chapter 3 – Decision-making policies
    - DM1: Preparing development proposals
    - DM2: Information requirements
    - DM3: Determining development proposals
    - DM6: Use of planning conditions and obligations
    - DM7: Relationship with other regulatory regimes
  - Chapter 4 - Achieving sustainable development
    - S3: Presumption in favour of sustainable development
    - S4: Principle of development within settlements
  - Chapter 7 - Building a strong, effective economy
    - E2: Meeting the need for business land and premises
  - Chapter 8 - Ensuring the vitality of town centres
    - TC2: Development in town centres
    - TC4: Assessing the impact of development on town centres
  - Chapter 14 - Achieving well-designed places
    - DP3: Key principles for well-designed places
    - DP4: The Design process

## ASSESSMENT

### Principle of development

The application seeks advertisement consent for an internally illuminated fascia sign and a projecting sign at an existing commercial unit within the Didsbury District Centre. Advertisement consent is assessed against the Town and Country Planning (Control of Advertisements) Regulations 2007, which require that decisions be made in the interests of amenity and public safety. The use of the premises as a coffee shop is not part of this application and can continue under the same Class E use class.

The site sits within a well-established commercial frontage on Wilmslow Road where illuminated fascia and projecting signs form part of the typical character of the district centre. National planning policy (NPPF) recognises the importance of supporting the vitality and viability of centres, and signage is expected within such locations where it helps businesses operate successfully without harming the wider street scene.

Local planning policy also supports signage that is well-designed and proportionate. The Manchester Core Strategy and UDP saved policies DC14 and DC15 seek to ensure that advertisements are integrated with the host building, respect local character, and do not create clutter or visual intrusion. The Council's Shopfronts and Signage Design Guide highlights that illumination can be acceptable in commercial centres where it is modest and relates well to the scale of the building.

Given the established commercial setting, the presence of similar illuminated signs along the frontage, and the modest scale of the proposed signage, the principle of displaying advertisements at this location is acceptable. Detailed matters relating to amenity and public safety are considered in the assessment below as outlined in Part 1, Section 3 of the Town and Country Planning (Control of Advertisements) Regulation 2007.

### **Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest**

The site is located within Didsbury District Centre along a busy commercial frontage of Wilmslow Road. The character of the locality is defined by a mix of retail and service units at ground floor with offices and residential uses above. Shopfronts are varied in appearance and illuminated fascia, and projecting signs are already a common feature of the street scene. The building itself is a modern 1980s commercial block and does not possess historic or architectural significance, nor is it located within a conservation area or near listed buildings.

Given this established context, the proposed fascia and projecting signs, both modest in scale and using contemporary materials and illumination typical of the district centre, would sit comfortably within the surrounding commercial environment. The illumination is contained within the sign structures and is not excessive. As such, the proposals would not appear visually intrusive, would avoid clutter, and would not harm the overall character or appearance of the locality.

### **Factors relevant to public safety**

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

The site fronts Wilmslow Road, a busy district centre route with high pedestrian activity and slow-moving traffic. Highways have confirmed that the proposed fascia and projecting signs would not endanger users of the highway. The projecting sign extends 600mm only over the unadopted forecourt, so it does not require a projection licence, and the minimum 2.5m headroom is met. The signs are fixed securely to the building and do not overhang the adopted highway. The internal, static illumination at 240 cd/m<sup>2</sup> is acceptable and would not cause glare or distraction for road users.

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;

The signs do not obscure, compete with, or distract from any existing traffic signs, signals, pedestrian crossings, or wayfinding information along Wilmslow Road. Their scale, siting, and static illumination ensure they remain visually distinct and do not impede the interpretation of safety-critical information

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.

The proposals would not interfere with CCTV, security devices, or speed-monitoring equipment in the area. The illumination levels and positioning would not disrupt surveillance sightlines or affect the operation of

monitoring technology. Highways also advise that any construction works affecting the highway may require coordination with the Council's Licensing and Traffic Management teams.

## **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.

## **PLANNING BALANCE**

Overall, the proposed internally illuminated fascia sign and projecting sign would sit comfortably within the established commercial context of Wilmslow Road, where illuminated signage already forms part of the character of the district centre. The signs are modest in scale, appropriately designed, and would not harm visual amenity, as they reflect the surrounding shopfront pattern and do not introduce clutter. Highways have confirmed that the proposal raises no public safety concerns, including headroom, projection, and luminance requirements. There are also no objections from consultees or members of the public. Taking all material considerations into account, including the aims of the Manchester Core Strategy and saved UDP policies, the Council's Shopfronts and Signage Design Guide, and the advertisement regulations requiring assessment in the interests of amenity and public safety, the proposal is considered acceptable and the benefits of supporting an active commercial unit outweigh any limited impacts. Approval is therefore recommended.

## **RECOMMENDATION: APPROVE**

## **CONDITIONS TO BE ATTACHED TO DECISION FOR APPROVAL**

### **1. Advertisement mandatory condition**

- a. 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.
- b. 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.
- c. 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.
- d. 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.
- e. 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.

Reason - In the interests of pedestrian and highway safety, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

## **2. Specified plans**

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

- a. Drawing - Location Plan      20 Feb 2026      THE LOCATION PLAN
- b. Drawing - Proposed      20 Feb 2026      2.1      ELEVATIONS

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

## **3. Luminance**

In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m<sup>2</sup> in accordance with the recommended maximum night time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m<sup>2</sup>.

Reason: In the interests of amenity, public safety pursuant to Policy DM 1, SP 1 and EN 1 of the Manchester Core Strategy (2012) and The Town and Country Planning (Control of Advertisements) Regulation 2007.

## **INFORMATIVE(S)**

### **1. Highways licencing**

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](mailto:highwaylicences@manchester.gov.uk)

### **2. Highway traffic management**

The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to  
[highwaynetworkmanagement@manchester.gov.uk](mailto:highwaynetworkmanagement@manchester.gov.uk)

## **APPENDIX 1 – LIST OF CONSULTEES & NEIGHBOURS NOTIFIED**

Highway Services

Environmental Health

West Didsbury Residents Association

2 School Lane, Manchester, M20 6RD

Costa Coffee, 691 Wilmslow Road, Manchester, M20 6RE

David Pluck, 693 Wilmslow Road, Manchester, M20 6RE

706A Wilmslow Road, Manchester, M20 2DW

718 Wilmslow Road, Manchester, M20 2DW

722 Wilmslow Road, Manchester, M20 2DW

720 Wilmslow Road, Manchester, M20 2DW

1 Barlow Moor Road, Manchester, M20 6TN

Ultima Vitality, First Floor, 718 Wilmslow Road, Manchester, M20 2DW

Ground Floor, 718 Wilmslow Road, Manchester, M20 2DW

Second Floor, Barlow House, 708 - 716 Wilmslow Road, Manchester, M20 2DW

First Floor, Barlow House, 708 - 716 Wilmslow Road, Manchester, M20 2FW

Barlow House, 708 - 716 Wilmslow Road, Manchester, M20 2DW

706 Wilmslow Road, Manchester, M20 2DW

704 Wilmslow Road, Manchester, M20 2DW

702 Wilmslow Road, Manchester, M20 2DW

695 - 699 Wilmslow Road, Manchester, M20 6NW

720A Wilmslow Road, Manchester, M20 2DW

702A Wilmslow Road, Manchester, M20 2DW

## **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