

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143974/FO/2025
Date registered valid: 15 September 2025
Proposal: Erection of a single storey extension at front of premises to provide additional storage space.
Address: 173 Hollyhedge Road, Manchester, M22 8UE
Ward(s): Northenden Ward

Applicant: Mr Abdullah O Khan
Agent (if any): Ms Ozma Khan
Case officer: David Lawless
Tel: 0161 234 4543
Email: david.lawless@manchester.gov.uk

Recommendation: Refuse
Date of recommendation: 11 February 2026



Application details

Type of application: Full Application Consent

Development type: Minor Retail

Date of site visit: 1 October 2025

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 26 September 2025

Expired: 17 October 2025

Site notice

No site notice has been produced

Press advert

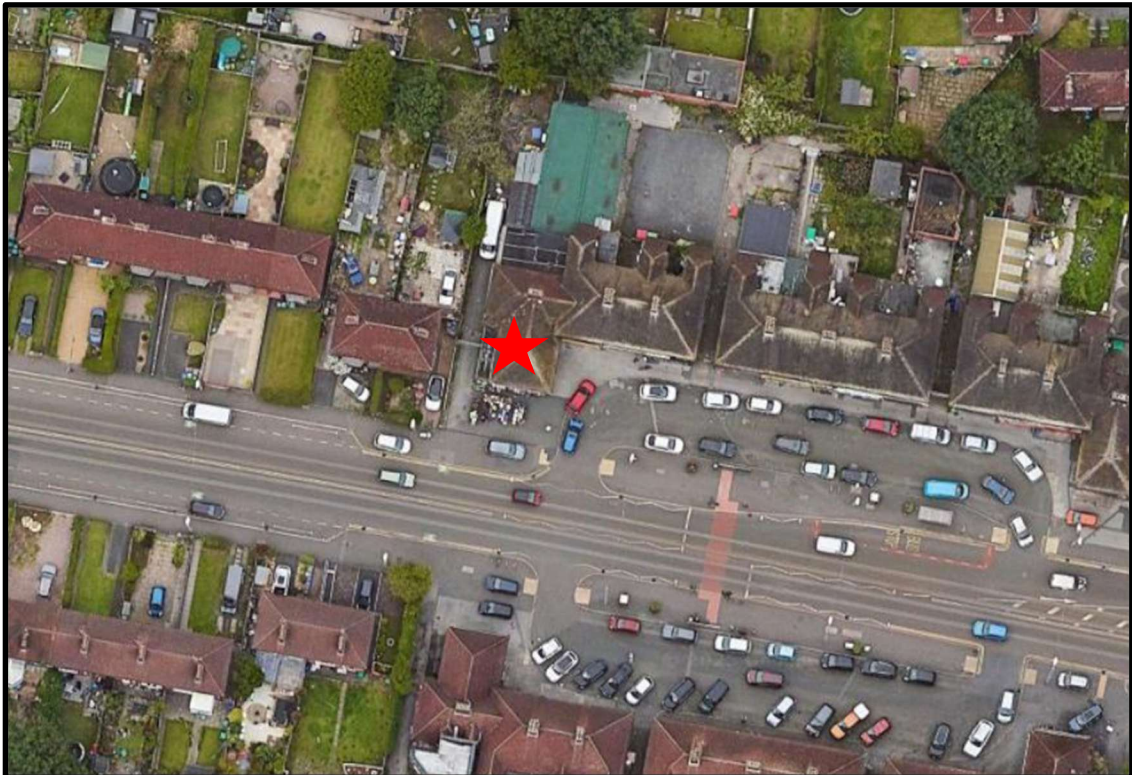
No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building/area

173 Hollyhedge Road is a single storey end-terraced retail unit within a commercial parade located to the west of Hollyhedge Road/Brownley Road junction. The property is annotated below by a red star:

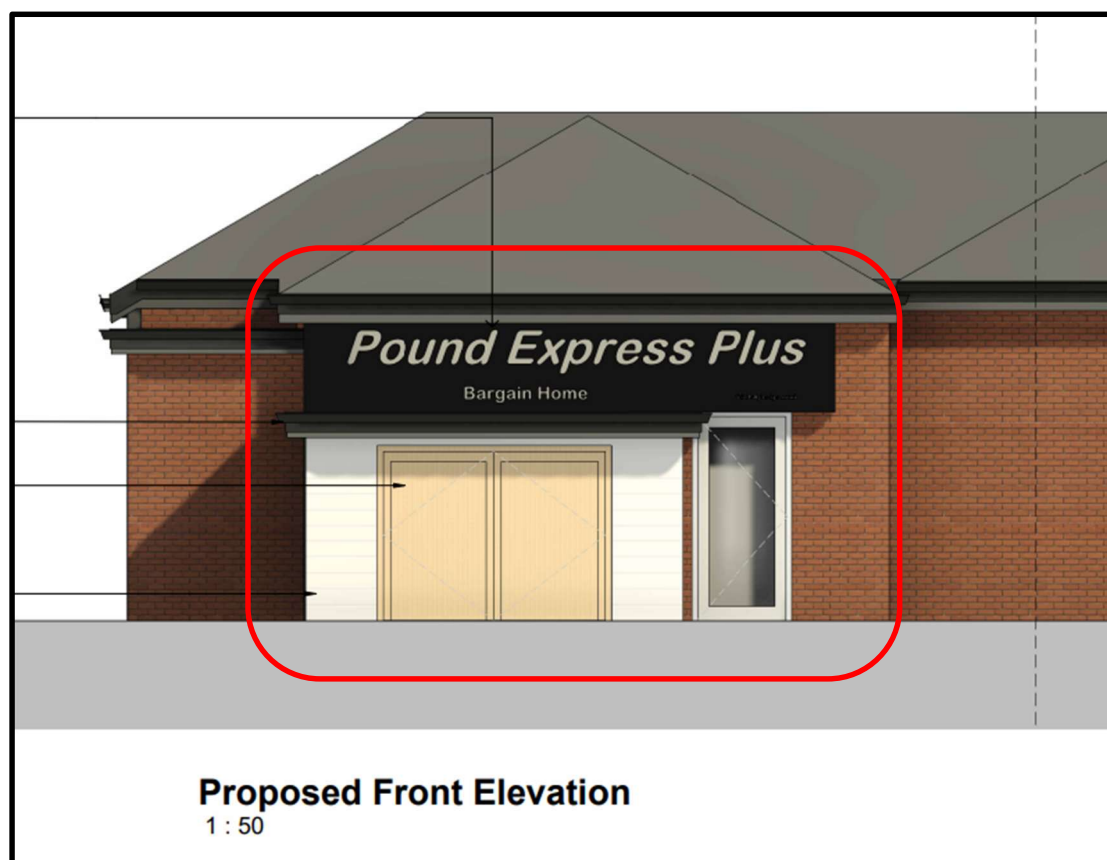


To the west of the site there are two storey dwellinghouses, while east is the continuation of the commercial parade. To the south, on the opposite side of Hollyhedge Road, lies another commercial parade and associated car parking.

Listed building: No
Conservation area: No
Tree Preservation Order: No

Description of development

The applicant is proposed to erect a single storey extension at the front of the retail unit to create additional storage space. This area has previously been used to display goods for sale. The extension would be constructed with external sheeting and would be topped off with a flat roof. Timber doors would be provided to the front elevation. The extension is shown below:



The original submission was larger but it was reduced in size and roller shutter doors were replaced by timber doors shown above.

Consultations & Notification Responses

Local Residents/Businesses – No comments received.

Policies

Draft National Planning Policy Framework (December 2025) - The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. A draft revised NPPF was published for consultation on 16 December 2025. The consultation period runs for 12 weeks and will close on 10 March 2026.

The draft NPPF proposes significant changes to the structure and content of national policy. These include a move to Local Plan-style policy sections, a clearer distinction between plan-making and decision-making policies, and the reintroduction of strategic planning through Spatial Development Strategies. Other notable changes include an expanded presumption in favour of sustainable development, policies promoting higher densities around transport hubs, and support for small and medium-scale housing schemes through a new “medium development” category. The draft also integrates National Development Management Policies, strengthens climate change and biodiversity policies, and introduces measures to encourage clean energy and critical minerals development.

Once adopted, the revised NPPF will replace the current framework and form a key part of national planning policy. At this stage, as the document is subject to consultation and has not yet been finalised, while still a material consideration, it can only be afforded limited weight in the determination of planning applications. In this instance, the relevant sections are outlined below.

Policy DM3 (*Determining development proposals*) – When considering development proposals, local planning authorities should:

- a) Work with the applicant in a positive and proactive manner, where necessary seeking solutions to problems arising from initial proposals, to enable a timely decision;
- b) Take a proportionate approach to the consideration of the planning matters raised by the proposals, in a way that reflects their scale, complexity and potential impact;
- c) Take account of planning matters raised during any pre-application engagement, including any positive responses to this engagement, as well as representations on the proposals;
- d) Consult statutory or internal consultees only where it is necessary to do so. Decisions on development proposals should not be delayed in order to secure advice from a statutory or internal consultee beyond their statutory deadlines unless there is insufficient information to make the decision or more detailed advice may enable an approval rather than a refusal;
- e) Consider whether otherwise unacceptable development proposals could be made acceptable through the use of planning conditions or planning obligations; and
- f) Not refuse applications for development which should clearly be approved, having regard to its accordance with the development plan, the policies in this Framework and any other material considerations.

Policy DP3 (*Key principles for well-designed places*) – To respond to their context and create well-designed places development proposals should:

- a) **Context:** respond to the history, character and features of the site and its setting, so that it integrates into and enhances its surroundings (such as through the arrangement of development plots and buildings, the use of materials and architectural features, and the restoration, reuse and integration of heritage assets).
- b) **Liveability:** support healthy, mixed, vibrant and integrated communities, which will function well over the lifetime of the development, by incorporating a range of uses and tenures, employing features which promote social interaction, and which are robust, durable and easy to look after.
- c) **Climate:** contribute to climate change mitigation and adaptation and the transition to net zero, by using building layouts, building orientation, massing, landscaping and materials which conserve energy and other resources, and which minimise risks from the impacts of climate change including overheating.
- d) **Movement:** provide transport infrastructure and choices which support the design vision for the site, provide good connections to the wider settlement (or those nearby), and prioritise walking, wheeling, cycling and public transport.

- e) Built Form: use the pattern of buildings to define the arrangement of streets, squares and other spaces, promote compact forms of development to optimise the site's potential, distinguish between public and private areas, create focal points and, where appropriate, enhance views into and out of the scheme.
- f) Identity: create visually attractive, distinctive and characterful development to establish or maintain a strong sense of place and pride, including through the use of a coherent palette of materials, design features and planting.

It states further that development proposals that are not well designed should be refused, when assessed against this policy and local design policies, guides, codes and masterplans set out in the development plan. Substantial weight should be given to compliance with these policies when assessing the design quality of proposals.

The National Planning Policy Framework (December 2024) – The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. Planning law requires that applications for planning permission be determined in accordance with the development plan, i.e. the Core Strategy Development Plan Document and accompanying policies, unless material considerations indicate otherwise. The National Planning Policy Framework is a material consideration in planning decisions.

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development, which for decision-taking means:

- c) approving development proposals that accord with an up-to-date development plan without delay; or
- d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear strong reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination.

Paragraph 12 states that the presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision-making. Where a planning application conflicts with an up-to-date development plan (including any neighbourhood plans that form part of the development plan), permission should not usually be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.

The Places for Everyone Plan – This plan was adopted on 21 March 2024, as such the Plan and its policies are now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance. The relevant policy is set out below:

Policy JP-Strat9 (Southern Areas) – This policy states that the economic competitiveness, distinctive local neighbourhood character and environmental attractiveness of the southern areas will be protected and enhanced. There will be a strong emphasis on making as much use as possible of suitable previously developed (brownfield) land and promoting the roles of the areas' town centres and its other key assets.

Core Strategy Development Plan Document – The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development.

A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents. Relevant policies in the Core Strategy are detailed below

Policy SP1, *Spatial Principles*, - Development in all parts of the City should make a positive contribution to neighbourhoods of choice including creating well designed places that enhance or create character and protect and enhance the built and natural environment.

Policy DM1, *Development Management* – This policy states that all development should have regard to a number of specific issues, of which the following are of most relevance:-

- 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.
- Community safety and crime prevention.
- Design for health.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Flood risk and drainage.

Shopfront and Signage Design Guide (2024) – This document sets out best practice for shopfronts and signage design across the City in order to promote positive change in the context of its urban environment. The principles and guidance detailed in this document are applicable throughout the City, the key design principles are as follows:

- Respect the Building and Street Context – Design should complement the architectural style and character of the building. Maintain harmony with the wider streetscape and any conservation area requirements.
- Proportion and Balance – Fascia, windows, doors, and stallrisers should be in proportion to the building. Avoid oversized signage or elements that dominate the frontage.
- High-Quality Materials – Use durable, sustainable, and appropriate materials. Avoid cheap finishes or materials that weather poorly.
- Accessibility – Comply with BS 8300-2:2018 and Building Regulations Part M. Ensure level thresholds, clear door widths, and good visibility for all users.
- Clear and Legible Signage – Signage should be easy to read, not cluttered. Avoid excessive illumination or flashing lights.
- Retain and Restore Original Features – Where historic shopfronts exist, preserve and repair rather than replace. Reuse original components wherever possible.
- Integration of Security and Lighting – Security shutters should be internal and perforated, not solid external boxes. Lighting should be subtle and integrated into the design.
- Sustainability – Encourage reuse of existing structures and use recyclable materials. Consider energy-efficient lighting and design solutions.

Issues

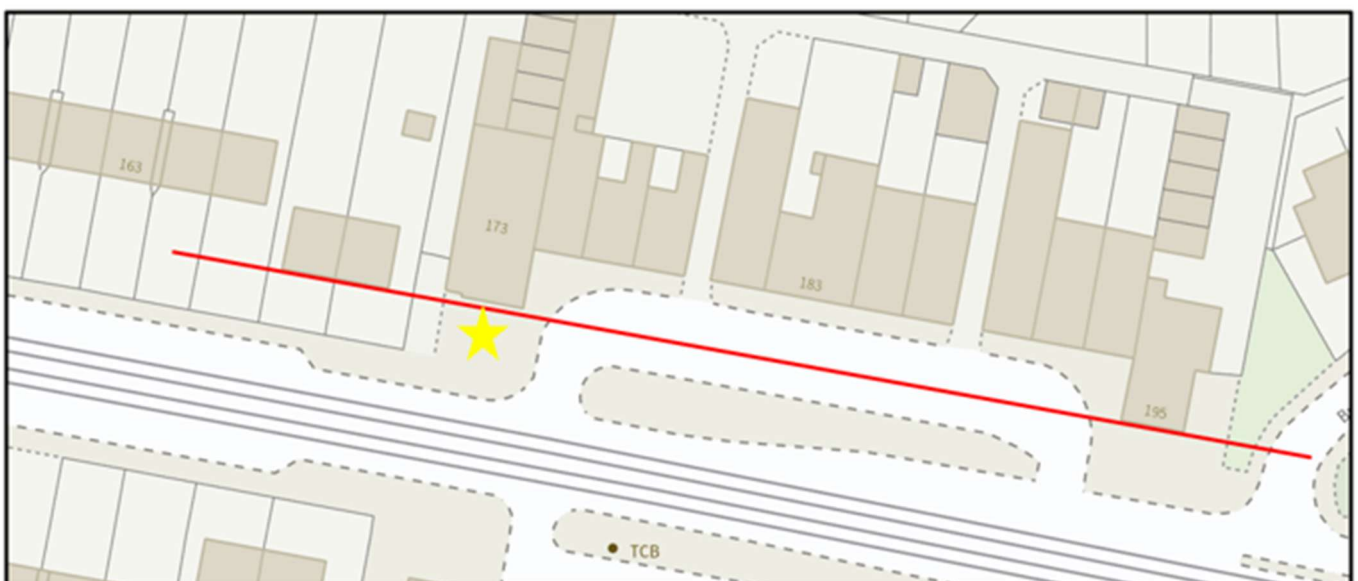
Principle of the Proposal – There is no objection in principle to a business seeking to provide additional storage facilities within its site. While such provision typically takes the form of rear or side extensions, external storage at the front of a shop is not unprecedented. However, this is usually achieved through temporary structures such as retractable awnings, features that allow goods to be displayed during opening hours and which are then removed and relocated, once the premises closes.

Although the applicant describes the proposed structure as temporary, its construction using a metal or timber frame clad in plywood or sheeting would make removal on a daily basis impractical. Consequently, the structure would function as a permanent addition.

Given its design and prominent position at the front of the shop, the proposal would appear out of character with the established pattern of development along this section of Hollyhedge Road. It would introduce an incongruous feature into the streetscape, resulting in harm to visual amenity. For these reasons, the principle of erecting a solid structure in this location is not considered acceptable.

Design – The commercial parade is constructed in brick and features a steeply pitched roof finished with rosemary-style tiles. The proposed single-storey front extension, incorporating metal cladding, would be wholly at odds with the established architectural character of the parade. Its appearance would introduce an incongruous and visually intrusive element into the streetscene. Accordingly, the design of the extension is considered unacceptable.

Siting – As can be seen below, the central section of the commercial parade is set back from the highway, while the two end units project forward, creating a defined and consistent building line along this part of Hollyhedge Road. The application site aligns with the two adjacent dwellings to the west, namely Nos. 169 and 171 Hollyhedge Road, which also respect this established frontage. Introducing an extension in the position indicated by the yellow star, forward of this building line, would result in a visually prominent and discordant feature that fails to reflect the prevailing pattern of development. Such a projection would erode the sense of openness that characterises the streetscene, appearing incongruous and having a harmful impact on the overall character and visual amenity of the area.





Visual Amenity – Due to the design and prominent siting of the proposed extension, it is considered that the development would form an incongruous feature on the streetscene and as a result would have a detrimental impact upon the levels of visual amenity enjoyed within the vicinity of the site.

Conclusion

While there is no objection in principle to a business seeking additional storage facilities, the proposed front extension would constitute a permanent and visually intrusive structure that fails to respect the established building line and architectural character of the commercial parade. Its siting forward of the existing frontage, combined with its incongruous design and materials, would result in significant harm to the streetscene and the visual amenity of the area. For these reasons, the proposal is considered contrary to local and national planning policies relating to design quality and character, and it is therefore recommended that planning permission be refused.

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: Refuse

Article 35 Declaration

The proposal was assessed against the policies within the Manchester Core Strategy and the guidance contained within the National Planning Policy Framework. The applicant was advised that the proposal would have a detrimental impact upon the existing levels of visual amenity enjoyed within the vicinity of the site.

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

1) The proposed development, by reason of its design and siting, would be out of character with the historic pattern of development in the area and result in an incongruous feature in the streetscene. It would therefore be detrimental to existing levels of visual amenity enjoyed within the vicinity of the site and contrary to Policies SP1 and DM1 in the Manchester Core Strategy and the guidance contained within the National Planning Policy Framework and National Design Guide.

Appendix 1 – List of consultees & neighbours notified

171 Hollyhedge Road, Manchester, M22 8UE
175 Hollyhedge Road, Manchester, M22 8UE
152A Hollyhedge Road, Manchester, M22 7UF
148 Hollyhedge Road, Manchester, M22 9UE
152 - 154 Hollyhedge Road, Manchester, M22 9UE
154A Hollyhedge Road, Manchester, M22 9UE
150 Hollyhedge Road, Manchester, M22 9UE
156 Hollyhedge Road, Manchester, M22 9UE
146 Hollyhedge Road, Manchester, M22 9UE
179 Hollyhedge Road, Manchester, M22 8UE
177 Hollyhedge Road, Manchester, M22 8UE
169 Hollyhedge Road, Manchester, M22 8UE

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