

Planning

Growth & Development

Delegated officer report for planning application

Application no. 145371/AO/2026

Date registered valid: 9 March 2026

Proposal: Installation of 2no. illuminated aluminium composite fascia sign boxes (located on the Front and Side elevations) and 1no. illuminated aluminium sign box with acrylic face.

Address: 52 Bowland Road, Wythenshawe, Manchester, M23 1JX

Ward(s): Baguley Ward

Applicant: Ahmed Al-Liabi, AT Health Ltd

Agent (if any): Plande

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

Recommendation: Approve

Date of recommendation: 30 April 2026

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 17 March 2026

Standard consultations: Printed: 13 March 2026 Expired: 4 April 2026

Neighbour notifications: Printed: 13 March 2026 Expired: 4 April 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

Description of site/building

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to a single storey building of textured white render and blue engineering brick with a brown tile hipped roof. The property features a glazed shopfront with an external roller shutter and externally-illuminated fascia signage above to its Bowland Road elevation, whilst its northwestern elevation (facing Roundthorn Road), does not feature any fenestration, featuring an externally-illuminated advertisement at fascia level.

The building is set within the grounds of an existing car park which appears to service Bowland Medical Practice (which adjoins the application property to the east) and Bowland Pharmacy. The property appears to exhibit a Class E(e) use, serving as a pharmacy. The surrounding area is predominantly residential in terms of its character, consisting of terraced and semi-detached dwellinghouses.

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 2no. illuminated aluminium composite fascia sign boxes (located on the Front and Side elevations) and 1no. illuminated aluminium sign box with acrylic face”.

Planning history

F03373 – Single-storey extension at side of surgery and living accommodation to form an additional consulting room and a treatment room – Approved (1975).

027382 - First floor extension to form living accommodation and extension to Doctors surgery at ground level – Approved (1986).

028383 - Erection of a temporary single storey building on car park to form additional surgeries and alterations to existing vehicular access – Approved (1987).

029911 - Renewal of a permission for a temporary surgery (previously approved under ref F28383) – Approved (1987).

042264 - Single storey extension to Doctors surgery to form w.c and kitchen – Approved (1992).

048246/FO/SOUTH3/95 - Single storey extension at front of existing surgery – Approved (1996).

070037/FO/2003/S2 - Erection of single storey extension to form self-contained pharmacy – Approved (2004).

073013/AO/2004/S2 - Installation of 2 internally illuminated fascia signs and 1 internally illuminated projecting box sign – Approved (2004).

078315/FO/2006/S2 - Erection of single storey rear extension to form additional consulting rooms and first floor extension to accommodate administrative record-keeping – Approved (2006).

079695/FO/2006/S2 - Revision to previously approved application 078315/FO/2006/S2 to allow for the provision of a meeting room and library over new surgeries – Approved (2006).

Consultations & Notification Responses

Local residents – no representations received.

MCC's Highways Services made the following comments in response to the application:

- The site is located adjacent to the adopted highways Bowland Road and Roundthorn Road.
- The proposed signage itself will be placed sufficiently far away from the public highway as not to offer any material impact on the public highway nor on the highway users.
- However, there is a concern in regard to the proposed luminance levels, see the comments and the recommendation below.
- Access to the property is directly from Bowland Road. A pedestrian access leads directly from the pavement to the Medical Practice, while the pharmacy is accessed from the car parking area. The proposed signage will not affect the car parking availability or existing servicing arrangements.
- The proposed signage (three signs) are on private property and will be adjacent to or over private property. Unlit the signs will offer minimal distraction. The luminance of the signs is considered below.
- Note: the submitted information indicates that the illumination levels will be 1000 cd/m².
- The advice is that for general smaller signs (shop front signage), for signs less than 10sqm, the maximum luminance level of the advertisements displayed on the panel shall not exceed 600 cd/m² during non-daylight hours / inclement weather.

MCC's Environmental Health Services recommended the following condition be attached to the application:

- The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non-daylight hours / inclement weather.
Reason - To safeguard the amenities of the occupiers of nearby properties.

Policies

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 – Shopfronts and Related Signs
- Policy DC15 – Advertisements, Hoardings, 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

Shopfront and Signage Design Guide (2024) – Manchester’s Shopfront and Signage Design Guide establishes clear principles to ensure that shopfronts and advertisements contribute positively to their surroundings. It emphasizes contextual design, requiring new and altered shopfronts to respect the architectural proportions, alignment, and materials of their host buildings and neighbouring units. The guide promotes cohesive streetscapes, encouraging consistency in scale, siting, colour, and finish to enhance the overall appearance of shopping areas. It prioritizes accessibility, mandating compliance with inclusive design standards (BS 8300-2, Part M), and addresses sustainability by encouraging the retention and careful repair of existing features while using durable, recyclable materials. Finally, it underscores the need for sensitive signage and security, advising minimal corporate branding where it conflicts with local character and promoting subtle, well-integrated illumination and security features

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

Issues

Principle – the principle of installing signage to the exterior of an existing building, including 2no. internally illuminated aluminium composite fascia sign boxes and 1no. internally illuminated aluminium sign box, 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. internally illuminated fascia sign to the building's northeastern elevation. The fascia sign would measure to 0.48m in height, 3.67m in width, and 0.075m in depth, positioned approximately 2.1m above ground level (as shown on the submitted proposed elevations). The maximum height of any individual letters and symbols would be 42cm. The sign would be constructed of an aluminium composite panel with blue and green text and logos against a white background with static internal illumination levels of 600cd/m² (as confirmed in the agent's email correspondence dated to the 15th April 2026).

The proposal includes the installation of 1no. internally illuminated fascia sign to the building's northwestern elevation. The fascia sign would measure to 0.48m in height, 4m in width, and 0.075m in depth, positioned approximately 1.95m above ground level (as shown on the submitted proposed elevations). The maximum height of any individual letters and symbols would be 42cm. The sign would be constructed of an aluminium composite panel with blue and green text and logos against a white background with static internal illumination levels of 600cd/m² (as confirmed in the agent's email correspondence dated to the 15th April 2026).

The proposal includes the installation of 1no. sign box to the building's northeastern elevation. The box sign would measure to 1.3m in height, 0.9m in width, and 0.115m in depth, positioned approximately 1m above ground level (as shown on the submitted proposed elevations). The maximum height of any individual letters and symbols would be 0.14cm (as indicated on the submitted application form). The sign would be constructed of aluminium and acrylic with blue and green text and logos against a white background with static internal illumination levels of 600cd/m² (as confirmed in the agent's email correspondence dated to the 15th April 2026).

Considering the characteristics of the signage, combined with its clear relevance to the site, and the fact that elements of the proposal would be replacing existing signage present on the building (i.e., the existing northeastern and northwestern advertisements), 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 Roundthorn Road and Bowland Road. 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 positioned at a sufficient distance from the public highway and therefore would not interfere with driver visibility or pedestrian movement. The signs are internally illuminated, with proposed luminance levels of 600 cd/m² (as confirmed in the agent's email correspondence dated to the 15th April 2026). These levels exceed MCC's Environmental Health Services recommended maximum during non-daylight hours and periods of poor weather. To ensure the signage does not pose a risk to public or highway safety and in the interests of residential amenity, a condition is recommended to limit luminance to a maximum of 300 cd/m² during non-daylight hours and inclement weather. Subject to compliance with this requirement, the signage is not considered to give rise to undue harm to public safety in or 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 and documents:

Signage visuals, received by the City Council as Local Planning Authority on the 9th March 2026.

Proposed elevational drawings shown on drawing titled 'PROJECT NUMBER PROPOSED NEW SHOP FRONT REVISION A', received by the City Council as Local Planning Authority on the 15th April 2026.

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

3) Max luminance:

The maximum luminance level of the advertisements hereby approved shall not exceed 300cd/m² during non-daylight hours/inclement weather and 600cd/m² during daylight hours.

Reason - In the interests of pedestrian and highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to saved policy DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Lloyds Pharmacy Adjacent 52, Bowland Road, Manchester, M23 1JX
Flat At, Black Boy Hotel, Bowland Road, Manchester, M23 1JX
83 Roundthorn Road, Manchester, M23 1EP
79 Roundthorn Road, Manchester, M23 1EP
77 Roundthorn Road, Manchester, M23 1EP
12 Marden Road, Manchester, M23 1JR
36 Hockley Road, Manchester, M23 1EG
28 Hockley Road, Manchester, M23 1EG
22 Hockley Road, Manchester, M23 1EG
18 Hockley Road, Manchester, M23 1EG
12 Hockley Road, Manchester, M23 1EG
50 Bowland Road, Manchester, M23 1JG
85 Roundthorn Road, Manchester, M23 1EP
63 Bowland Road, Manchester, M23 1LF
57 Bowland Road, Manchester, M23 1LF
5 Ackworth Drive, Manchester, M23 1LB
1 Ackworth Drive, Manchester, M23 1LB
34A Marden Road, Manchester, M23 1JR
Black Boy Hotel, Bowland Road, Manchester, M23 1JX
4 Romsey Gardens, Manchester, M23 1LG
2 Romsey Gardens, Manchester, M23 1LG
3 Romsey Gardens, Manchester, M23 1LG
1 Romsey Gardens, Manchester, M23 1LG
48 Bowland Road, Manchester, M23 1JG
6 Marden Road, Manchester, M23 1JR
87 Roundthorn Road, Manchester, M23 1EP
4 Marden Road, Manchester, M23 1JR
34 Marden Road, Manchester, M23 1JR
32 Marden Road, Manchester, M23 1JR
30 Marden Road, Manchester, M23 1JR
28 Marden Road, Manchester, M23 1JR
26 Marden Road, Manchester, M23 1JR
24 Marden Road, Manchester, M23 1JR
22 Marden Road, Manchester, M23 1JR
20 Marden Road, Manchester, M23 1JR
2 Marden Road, Manchester, M23 1JR
8 Marden Road, Manchester, M23 1JR
18 Marden Road, Manchester, M23 1JR
16 Marden Road, Manchester, M23 1JR
14 Marden Road, Manchester, M23 1JR
10 Marden Road, Manchester, M23 1JR
81 Roundthorn Road, Manchester, M23 1EP
8 Hockley Road, Manchester, M23 1EG
6 Hockley Road, Manchester, M23 1EG
4 Hockley Road, Manchester, M23 1EG
34 Hockley Road, Manchester, M23 1EG
32 Hockley Road, Manchester, M23 1EG
30 Hockley Road, Manchester, M23 1EG
26 Hockley Road, Manchester, M23 1EG

24 Hockley Road, Manchester, M23 1EG
20 Hockley Road, Manchester, M23 1EG
2 Hockley Road, Manchester, M23 1EG
16 Hockley Road, Manchester, M23 1EG
14 Hockley Road, Manchester, M23 1EG
10 Hockley Road, Manchester, M23 1EG
Bowland Medical Practice, 52 Bowland Road, Manchester, M23 1JX
61 Bowland Road, Manchester, M23 1LF
59 Bowland Road, Manchester, M23 1LF
3 Ackworth Drive, Manchester, M23 1LB
77 Bowland Road, Manchester, M23 1LF
75 Bowland Road, Manchester, M23 1LF
73 Bowland Road, Manchester, M23 1LF
71 Bowland Road, Manchester, M23 1LF
69 Bowland Road, Manchester, M23 1LF
67 Bowland Road, Manchester, M23 1LF
65 Bowland Road, Manchester, M23 1LF

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