

Proposed External Alterations
Unit MSU12, Arndale Centre, Manchester, M4 1QB

Design and Access Statement

19th April 2022

SportsDirect.com Retail Limited have instructed Jigsaw Planning to submit applications for Advertisement Consent and Planning Permission for External Alterations to the above property's elevation on High Street.

The works and signage are shown on the submitted drawings and below are photos of the existing elevational treatment.





The property lies opposite the Grade II former Debenhams Store, at 109 – 1276 Market Street.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan comprises the Manchester Core Strategy (adopted July 2012) and the saved policies from the Manchester City Council's UDP (July 1995). Material considerations include the

National Planning Policy Framework (NPPF 2021) and the Guide to Development in Manchester Supplementary Planning Document (adopted April 2007).

The planning application is seeking to update the shop front fascia with the use and access not being affected. The key policies relevant to this application are limited to those related to design considerations, specifically:

- Policy DC14 'Shop Fronts and Related Signs' which requires shop fronts should be in accordance with the character of the building and adjoining buildings and shopfronts and the area in which the premises are located
- Policy RC20 'Area 3 Arndale Centre / Market Place' which requires proposals, inter alia, to improve the attractiveness of the area
- The SPD which notes that shop fronts and signage are two elements which influence the visual appearance of the City Centre and their design will be important in enhancing the quality of the environment (paragraph 12.6).

The proposed changes to the shop front which form this proposal are in accordance with these policies. The proposal will modernise and improve the attractiveness of the area by tying in better with the neighbouring retail properties on High Street. There will be no detrimental effect on the existing property.

In relation to the setting of the listed building opposite, it is considered that there will be no negative impact given the overall improvements that will be made to this section of the elevation of the Arndale Centre.

The proposed alterations will significantly improve the attractiveness of the pedestrian environment for shoppers and visitors of the 'Arndale Centre/Market Place' subarea which 'saved' Policy RC20 makes clear that improving and building upon existing assets in this area is encouraged.