



Application for the change of use from Hair Salon to a Mixed Use as a Salon/Café
Bar

320 Wilmslow Rd, Manchester M14 6XQ.

Supporting Planning Statement

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1 Introduction & Background.

- 1.1 This application is for the change of use of the building identified on the associated plans.
- 1.2 The building is currently occupied by the applicant's hair salon. The applicant has lived and worked in this area for over 36 years. She worked in the Salon subject of this application for most of this time, and she bought the premises and the business in 2011. She has seen the area change and become a thriving hub of activity.
- 1.3 Unfortunately, part of this change has been a proliferation of 'Barbers' which have taken most of the Salon's male clientele. This means that the premises is now too large for the number of clients that use it, hence this application is made for a mixed use.
- 1.4 The applicant knows the area very well and converses with local people daily at her Salon. The general feeling is that there is café/bar missing from the locality. There are food takeaways, pubs and fast food outlets, but no real opportunity for a sit down drink/coffee in any of the local establishments. It is the applicant's intention to fill this gap, whilst still maintaining what is left of her hair salon business in the cellar (as shown on the plans).
- 1.5 The applicant's aim is to create a high quality community hub, to promote café culture in the area. The proposal would provide local people with a hub to talk, meet and enjoy the area with friends.
- 1.6 The associated plans show how the proposed change of use, small extension and minor alterations will enable the building to be used as a business in this thriving area.

2 Proposal

- 2.1 The proposed development is the change of use of the building to a cafe bar, with a Salon in the basement.
- 2.2 The physical changes to the building are mainly internal, with a small extension and minor alterations to the external appearance of the building. All these changes are necessary to facilitate the change of use of the building. Further details are shown on the associated plans.
- 2.3 This application is therefore made for a simple change of use of the building, with the alterations as shown on the plans.
- 2.4 The application site is in a sustainable location in an area of Manchester that is easily accessible by foot and public transport. It is proposed that the café bar would serve local people and tourists in the area.
- 2.5 Noise and Odour reports have been provided with the application and demonstrate that the change of use can occur without any detrimental impact to the amenity of neighbouring properties.
- 2.6 The opening hours of the premises are as stated within the noise report and on the application form.

3 Policy

Core Strategy

The relevant Core Strategy policies are SP1, DM1, C6 and C10

- 3.1 Policy SP1 is a generic development management policy relevant to most applications within the City. The Policy sets down the key spatial principles which will guide the strategic development of Manchester to 2027, these are: Beyond the regional centre and the airport the emphasis is on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres which meet local needs, all in a distinct environment.
- 3.2 All development should have regard to the character, issues and strategy for each regeneration area as described in the North, East, Central and South Manchester and Wythenshawe Strategic Regeneration Frameworks and the Manchester City Centre Strategic Plan.
- 3.3 The proposed development meets the objectives and requirements of SP1 in that it represents a sustainable and suitable use for this district centre. The design of the minor changes involved are sensitive to the character of the area and improve the fabric of the building/area. The use of this building for this sui generis use will undoubtedly aid the regeneration of the area, in line with SP1.
- 3.4 Policy SP1 also sets down the Core Development Principles and states that Development in all parts of the City should:
- Make a positive contribution to neighbourhoods of choice including, amongst others:
 - making a positive contribution to the health, safety and wellbeing of residents considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity, or income.
- 3.5 This proposal provides a café bar that will improve and diversify the services present in this location, it will undoubtedly make a positive contribution to the neighbourhood, in line with SP1.
- 3.6 Policy DM1 is deemed relevant as it seeks to protect the amenity of an area from the adverse impacts of development. The policy states that All development should have regard to the following specific issues, amongst others: -

- 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.
- Refuse storage and collection.
- Vehicular access and car parking.

The proposals include noise and odour reports, which demonstrate the proposals are acceptable in this regard, with the recommendations suggested put in place. The proposals include an area for the storage and collection of waste. The amenities of nearby residents have been fully considered by the applicant and this is reflected in the design and nature of the proposed development.

- 3.7 Policy C10 relates specifically to applications for food and drinks uses. The policy states that new development and redevelopment that supports the evening economy, contributes to the vitality of district centres, and supports a balanced and socially inclusive evening/night-time economy will be permitted, subject to the following considerations:

- Cumulative impact – in areas where there is already a concentration of bars (A4), hot food takeaways (A5) and other night-time uses which are detrimental to the character or vitality and viability of the centre, there will be a presumption against further facilities.

The application site is within an area where there are some takeaways, but what is proposed here offers a different mixed use service, and a high end café bar.

- Residential amenity – the proposed use should not create an unacceptable impact on neighbouring uses in terms of noise, traffic, and disturbance.

The noise and odour surveys provided, along with their recommendations demonstrate that the proposed use can operate in this area without any detriment to the residential amenity of the local area/occupants.

- Balance - new uses in Manchester centres should support both the day-time and evening/night-time economies whilst not undermining the role of the primary shopping area.

This proposed use provides both day-time and evening services and makes efficient and sustainable use of a unit in this area.

When considering the impact of a proposed bar or hot food take away regard will be given to the above policy and also:

- The existing number of similar establishments in the immediate area and their proximity to each other.

As mentioned above, there are takeaway establishments in the area, but what is proposed here is a mixed use salon/café bar. There is no such establishment in the immediate area, and this proposed will offer local people a different type of service/use.

- The type and characteristics of other uses, such as housing, shops and public houses.

It is clear that the use is suitable for the area of Fallowfield.

- The existence of vacant shop units and the condition of the unit.

The unit is currently used as a hair salon, but as stated above, the future of the salon on this scale is not secure, hence the scaling down of the salon and this proposed mixed use, which will give the building a long term future use.

- The importance of the location for local shopping, and the number, function and location of shops that would remain to serve the local community.

As mentioned above, the proposed use offers a mixed use proposal that will offer something different to the local community.

- The character of the centre and its frontage, and the nature of the use proposed.

The fabric and character of the building frontage will remain unchanged as a result of the proposals.

- The potential impacts of the proposal on the wider community.

The proposed use will not have a negative impact on the wider community, but will in fact provide a new business in the area

- And any known unresolved amenity, traffic or safety issues arising from existing uses in the area.

There are no unresolved issues arising from the existing uses in the area, and this proposal will aid in the continued success of this thriving community.

Unitary Development Plan

- 3.8 The relevant saved Unitary Development Plan policy is DC10.
- 3.9 Policy DC10 is relevant as it is a development management policy that sets down the Councils approach to food and drink uses. The policy states that in determining planning applications for developments involving the sale of food or drink for consumption on the premises, or for hot food to be consumed off the premises, the Council will have regard to:
- a. the general location of the proposed development, including any reference to the area in other policies in the Plan.
 - b. the effect on the amenity of neighbouring residents.
 - c. the availability of safe and convenient arrangements for car parking and servicing.
 - d. ease of access for all, including disabled people; and e. the storage and collection of refuse and litter.
- 3.10 Policy DC10 goes on to say that the Council will normally accept the principle of developments of this kind in the City Centre, industrial and commercial areas, in shopping centres and, at ground level, in local shopping parades of more than 8 shops or offices.
- 3.11 Policy DC26 relates to developments with the potential for generating noise and seeks to protect the amenity of an area from the adverse impact of noise.
- 3.12 As outlined above, with regards to the Core Strategy the proposal is a suitable use in this area and surveys/reports have been provided to demonstrate that amenity will not be unduly impacted upon as a result of the proposed use.

- 3.13 Overall, this proposal represents a change of use to a suitable use in a sustainable location. The proposed change of use accords with the principles of the NPPF in that it makes use of this premises in what is a sustainable location for the proposed use.