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SUBMITTED VIA PLANNING PORTAL REF: PP-09948276

Dear Sir/ Madam,

**SECTION 73 OF THE TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPLICATION FOR THE VARIATION OF CONDITION 3 OF PLANNING PERMISSION: 107543/FO/2014/C2
MCDONALD'S RESTAURANT, 11 – 13 PICCADILLY, MANCHESTER, M1 1LY
MCDONALD'S RESTAURANTS LTD**

We write on behalf of our client, McDonald's Restaurants Ltd, to apply for the variation of Condition 3 of Planning Permission: 107543/FO/2014/C2, which controls the operating hours of its restaurant at 11 – 13 Piccadilly in Manchester.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015 (as amended), we enclose the following documents which comprise the application:

- This cover letter;
- The completed application forms and certificates;
- The completed CIL form;
- Drawing Reference: MCDPCDLY/SLP/2021 - 'Site Location Plan';
- Site Management Plan; and
- Planning Permission: 107543/FO/2014/C2.

As the application has been submitted electronically via the Planning Portal website (**PP-09948276**), payment for the application fee of £234.00 has been made electronically.

Relevant Planning History

On 12 February 2015, planning permission was granted for the "Change of use from A1 – shop to Sui Generis (A3/A5) – restaurant/takeaway to include the installation of external mounted equipment", at basement, ground and first floor level of 11 – 13 Piccadilly in Manchester (App Ref: 107543/FO/2014/C2) ((the '**2015 Permission**').

Condition 3 restricted the opening hours of the premises and states:

The premises shall not be open outside of the following hours:-

06:00 to 24:00 daily



The Proposed Development

This application seeks permission to vary Condition 3 of the 2015 Permission, to enable the restaurant to trade between the hours of 05:00 – 02:00, seven days a week.

This application therefore seeks permission for an additional 1 hour in the morning sales period and an additional 2 hours in the evening sales period. There will be no change to the current permitted delivery hours as part of this application.

The extension to the operating hours is required to ensure that the restaurant better meets the needs of its established customer base and enhance its overall efficiency.

Justification for the Proposed Development

The proposed extension to the operating hours of the restaurant is not considered to result in any unacceptable impact on the existing levels of amenity. The restaurant is located within the heart of Manchester City Centre (fronting Piccadilly Gardens) and is surrounded by predominantly commercial land uses comprising a number of retail units such as Boots and Superdrug.

The McDonald's restaurant provides in-store eating facilities, take away, and customer deliveries through a partner company. Given that the restaurant is located within a pedestrian area and does not include a drive-thru facility or car park, customers will arrive to the site on foot. On this basis, the proposal will not result in an increase in vehicular traffic or noise associated with vehicle movements.

As previously mentioned, the surrounding area to the site is predominantly commercial in nature. The nearest sensitive land use comprises the Britannia Sachas Hotel which is located approximately 50 meters away on the corner of Tib Street and Back Piccadilly. The hotel rooms are located a significant distance from the entrance of the McDonald's restaurant where customers entering and exiting the premises will cause the most activity and associated noise during the proposed extended hours. As such, the proposed extension is unlikely to have any adverse impact on the amenity afforded to hotel guests.

Furthermore, it is important to note that other existing commercial operations within the immediate vicinity of the site already have established late operating hours. The Burger King unit at 2a Mosley St, which is located approximately 80 meters from the application site, is currently open 24 hours a day. It follows that late night uses have already been deemed acceptable in this location and as such, the proposed extension is unlikely to cause any unacceptable impact on the existing levels of amenity.

Notwithstanding the above, a Site Management Plan ('SMP') has been prepared and submitted alongside this application which details the methods by which the operation of the site will be controlled during sensitive periods.

Economic Benefits

The proposed development will have a series of positive impacts that contribute towards meeting the local and national policy objectives relating to economic growth and job creation. The extension of operating hours for the restaurant will create additional employment positions and additional working hours for existing employees at the site.

These positions help to reduce unemployment and increase earnings and disposable income which benefit other businesses. The proposed extension to the operating hours is proposed to ensure that the restaurant is better able to meet the needs of its customer base and enhance the overall efficiency of the restaurant.

Summary and Conclusion

This application seeks permission for the variation of Condition 3 of Planning Permission: 107543/FO/2014/C2, to allow the McDonald's Restaurant at 11 – 13 Piccadilly in Manchester to operate between the hours of 05:00 and 02:00, seven days a week. The proposed extension is therefore only 1 additional hour in the morning sales period and 2 additional hours in the evening sales period.

The proposed extension is required to ensure that the restaurant is better able to meet the demands of its established customer base and enhance its overall efficiency. The existing 24 hour operation of the nearby Burger King unit is evidence that the late night operation is already established in this location and therefore there is no basis to refuse this application.

As there are no unacceptable impacts, we respectfully request that this application will be approved and that planning permission is granted for the variation of Condition 3 to Planning Permission: 107543/FO/2014/C2.

We trust that the information provided above is sufficient for the Council to register and consider this application. We will endeavour to contact you within the next few days to establish your timetable for decision making.

In the meantime, should you require any clarification or additional information, please do not hesitate to contact Ross Fraser or Brad Wiseman at these offices.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Savills", written in a cursive, flowing style.

Savills (UK) Limited
Planning