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Dear Lucy

Marketing Suite, Great Jackson Street, Manchester – Application for Temporary Planning Permission

On behalf of Renaker Build Ltd, please find enclosed an application for temporary Planning Permission in respect of the continued use of a temporary marketing suite and the erection of a two storey extension and associated car parking and landscaping, located on Great Jackson Street in Manchester City Centre.

The proposals seek temporary permission, for a period of 5 years, to serve the Applicant's nearby residential developments including Deansgate Square and Castle Wharf on Chester Road.

Description of Development

The description of development as stated on the Application Form is:

"Continued temporary use of the marketing suite for a further 5 years, as originally approved under application ref. 118626/FO/2017 and the erection of a two storey extension and associated car parking and landscaping."

Background

On 19 April 2018 temporary planning permission was granted for the Marketing Suite, Great Jackson Street (118626/FO/2017). The description of development approved under application reference 118626/FO/2017 is as follows:

"Erection of a 2 storey marketing suite with a terrace at roof level, external surface level car park and landscaping."

The temporary suite has served the Deansgate Square (formerly Owen Street) development, which is nearing completion. The continued temporary use and two storey extension to the marketing suite will serve the Deansgate Square and Castle Wharf development, both of which are currently under construction.

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Proposals

Renaker Build Ltd are proposing the continued temporary use of a high quality marketing suite, with a two storey 207.8 sq.m. (GEA) extension on the Great Jackson Street site. The extension is to the south-east of the existing marketing suite, set back from the street frontage.

The proposals will allow visitors to view representative apartments and to ensure that the new homes being created within the Castle Wharf development are accessible to the public.

The proposed two storey extension will facilitate the inclusion of a faithful representation of the exterior and interior of an apartment within the Castle Wharf development. The extension will contain a typical two bed apartment at the first floor. The ground floor will be used for additional sales / marketing space with two meeting rooms, a staff kitchen, male, female and accessible WCs and a PPE store.

The area of the proposed extension is currently used for car parking and landscaping as part of the existing marketing suite. As a result of the proposed two storey extension there will be a reduction in the number of car parking spaces on Site from 15 spaces to 12 spaces, including 2 accessible parking spaces. Two motorcycle parking spaces and secure bike hoops are also proposed on Site. The parking and cycling facilities will be provided for both staff and visitors.

The Site

The Site is bound by Great Jackson Street to the north east and Melbourne Street to the south east. It is identified within the Great Jackson Street Development Framework (2018). The Site is currently occupied by the existing marketing suite which opened in 2018, and since has showcased the Deansgate Square Development.

Adjacent to the Site, to the north along Great Jackson Street is Gaddum House, a three storey brick office building. Further along Great Jackson Street, at the junction with Chester Road is the Grade II Listed Bridgewater House.

Planning Considerations

The relevant planning policy has been considered and identified below.

National Planning Policy Framework (NPPF) – 2019

The NPPF (revised version published February 2019) promotes well-designed places and articulates that the creation of high quality buildings and places is fundamental to planning and development.

The NPPF states that planning policies and decisions should “*create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience*” (paragraph 127(f)).

Manchester Core Strategy – Adopted 2012

Core Strategy Policy	Contribution and Benefits
Policy SP1 Spatial Principles - identifies the key spatial principles which will guide the strategic development of Manchester to 2027. One such principle is that the Regional Centre will be the focus for economic and commercial development, leisure and cultural activity, alongside high quality city living.	<i>The application Proposed Development accord fully with the aims of this policy. The continued temporary use and two storey extension to the marketing suite plant will serve key landmark residential development facilitating the occupancy of the buildings and future vibrancy of the area around the Site.</i>
Policy CC10 A Place for Everyone - The City Centre will develop as a location which appeals to a wide range of residents and visitors. Development which promotes this objective will be supported, particularly through increasing the diversity of activity in the City Centre and high standards of accessibility to buildings and across spaces.	<i>There is level access from the street and the car parks to the ground floor of the sales suite. Male, female and accessible WCs are located at ground floor within the sales suite and a lift provides access to all levels of the building, including the roof terrace.</i> <i>Please refer to the Design and Access Statement for further details.</i>
Policy EC1 Employment and Economic Growth in Manchester - The policy focuses primarily on the most significant employment-generating land uses (offices, industrial, etc.), and states that Manchester City Centre is a key location for such land uses.	<i>The Proposed Development will generate two additional operational jobs and will also maintain employment for three existing jobs. In addition during the construction phase employment opportunities will be created. In addition the proposals will facilitate the operation of key landmark residential developments. The proposals will thereby assist in continuing the economic growth of the City.</i>
Policy EC 3 The Regional Centre - Within the Regional Centre development for employment generating uses including offices and other commercial development will be encouraged.	<i>The Site falls within the regional centre and will provide employment during the construction and operation of the development.</i>
Policy EC 8 Central Manchester - The Council will promote development which has had regard to: Ensuring employment within Central Manchester complements those uses within the City Centre.	<i>The Proposed Development are in accordance with this policy providing a marketing suite that will serve major residential schemes in the City Centre.</i>
Policy DM1 Development Management - All development should have regard to the specific issues including: effects on amenity such as noise, light, air quality, road safety and traffic generation; accessibility; community safety and crime prevention; vehicular access; and, green infrastructure.	<i>The proposals have regarded issues that might impact on the surroundings such as noise, traffic generation and vehicular access. Please refer to the accompanying Design and Access Statement.</i> <i>Due to the small scale of the development the traffic generation will be minimal. The existing access points from Great Jackson Street will continue to be used as these have been operating without issue for the operation of the existing marketing suite.</i> <i>The building is located at the centre of the Site, set back from the street frontage to minimise its impact on Gaddum House and ensure that the temporary structure has no impact on the setting of Bridgewater House.</i>

Core Strategy Policy	Contribution and Benefits
Policy EN1 Design Principles and Strategic Character Areas - All development in Manchester will be expected to follow the seven principles of urban design and have regard to the strategic character area in which the development is located.	<i>This temporary building is carefully designed to sit comfortably within the context of the Great Jackson Street area.</i> <i>The building is located at the centre of the Site, set back from the street frontage to ensure that the temporary structure has no impact on the setting of Bridgewater House. The proposed extension to the south-east of the existing marketing suite is set back from the street frontage to minimise its impact on Gaddum House and to ensure that there is still no impact on the setting of the Grade II Listed Bridgewater House.</i> <i>The design of the marketing suite has been developed by Renaker Build Ltd.</i>
Policy EN19 Waste – the Council will require all developers to demonstrate the Proposed Development consistency with the principles of the waste hierarchy. All developers will be required to submit a waste management plan to demonstrate how both construction and demolition waste will be minimised and recycled wherever possible and how the sustainable waste management needs of the end user will be met.	<i>The application is supported by a Waste Management Strategy Pro-Forma, prepared by Renaker Build Ltd. This contains details on the number of bins proposed.</i> <i>Please refer to the accompanying Design and Access Statement for further details on refuse storage and collection.</i>
Policy T1 Sustainable Transport - To deliver a sustainable, high quality, integrated transport system to encourage modal shift away from car travel to public transport, cycling and walking, to support the needs of residents and businesses and to prepare for carbon free modes of transport	<i>The Site is in a sustainable and accessible location to the south of the City Centre, being close to transport hubs including the Deansgate/Castlefield tram stop and Deansgate Train Station. There are also a number of bus services that run along Chester Road. Manchester is a compact and walkable City Centre and the Site also therefore has excellent access to the services and facilities it has to offer.</i> <i>The proposals include parking and cycling facilities for both visitors and staff.</i> <i>Please refer to the Design and Access Statement for further details on cycle parking provision, and staff and customers traveling to and from the Site.</i>

Application Documentation

In addition to this Covering Letter and the Application Form, the application is further supported by the following documents and plans:

- Plans, prepared by Renaker Build Ltd;
 - Site Location Plan
 - Existing Site Plan
 - Proposed Site Plan
 - Proposed Ground Floor Plan
 - Proposed First Floor Plan
 - Proposed Elevations Sheet 1
 - Proposed Elevations Sheet 2

- Design and Access Statement, prepared by Renaker Build Ltd;
- CGI, prepared by OMI Architects;
- Waste Management Strategy Pro-Forma, prepared by Renaker Build Ltd;
- Archaeological Watching Brief, prepared by Salford Archaeology;
- Contaminated Land Report, prepared by GeoAssist Limited;

Summary and Conclusion

The continued temporary use of the marketing suite and proposed two storey extension are required in order to describe the vision for the future of the Great Jackson Street area and will allow people to visit representative apartments for both the Deansgate Square and Castle Wharf developments.

The temporary building will achieve exceptional design standards and has been carefully designed to sit comfortably within the context of the Great Jackson Street area, whilst showcasing Castle Wharf. The proposals will play a key role in promoting the Castle Wharf development and supporting the redevelopment of a key regeneration site in the City Centre.

Taking account of the continuing sales process at Deansgate Square, along with the build programme and sales process for the Castle Wharf development, the continued temporary use of the marketing suite, for a 5 year period, will provide a reasonable timeframe in which to market both developments.

The planning policy position has not changed from the original temporary planning approval, which established the principle of the proposed marketing suite. The development is wholly compliant with the policies of the Development Plan and there are no material considerations which would justify refusal of the application. We therefore respectfully request that this application be supported by the Planning Authority.

Payment of the planning application fee in the sum of £1,386.00 has been made via the Planning Portal. I would be grateful if you could please confirm receipt of this fee.

I would be grateful for written confirmation of receipt and registration of this application. If there are any points of clarification required, please contact Phil Dorin, Development Manager at Renaker Build Ltd at phillipdorin@renakerbuild.com.

Yours sincerely



John Cooper
Deloitte LLP