

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143045/FO/2025		
Date registered valid:	17 June 2025		
Proposal:	Creation of marketing suite (Use Class Sui Generis) together with external alterations to the ground floor.		
Address:	Bainbridge House, Granby Row, Manchester, M1 2PW		
Ward(s):	Piccadilly		Ward
Applicant:	Mr James Atkinson iQ Student Accommodation		
Agent (if any):	Mr Will Hannah Turley		
Case officer:	Sam		Elliott
	Tel: 0161	219	2856
	Email: sam.elliott@manchester.gov.uk		
Recommendation:	Approve		
Date of recommendation:	08/08/2025		

Application details

Type of application: Full Application Consent

Development type: Minor Other

Date of site visit: 27 June 2025

Standard consultations:

Printed: 27 June 2025 Expired: 18 July 2025

Neighbour notifications

Printed: 27 June 2025 Expired: 18 July 2025

Site notice

Posted: 27 June 2025 Expired: 18 July 2025

Press advert

Published: 1 July 2025 Expired: 22 July 2025

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Whitworth Street Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The application site relates to the 3-storey mixed use Bainbridge House building located on the corner of Granby Row and London Road in the Piccadilly Area of the City Centre. The building has 2 levels of office above the ground floor unit, with the unit that is the subject of this application fronting both Granby Row and London Road.

The building is predominantly in red brick with black and yellow brick detailing, featuring upvc frames and a painted timber cladding. The corner unit itself features expanses of glazing on its northeastern and northwestern elevations with blue upvc frames.

Bainbridge House is within the Whitworth Street Conservation Area, and from certain vantages is seen in conjunction with the settings of the Grade II listed Piccadilly Railway Station and the Grade II* Fire Station. It is also within proximity to the Grade II listed Sculptural Wall on London Road.

Surrounding uses include hostels, student accommodation, offices, shops, restaurants, drinking establishments and a taxi rank.

Description of development

A change of use is sought for the ground floor unit to be used as a marketing suite under Use Class Sui Generis.

The unit would feature a to-scale selection of IQ's studio accommodation and cluster accommodation (bedroom and kitchen examples), constructed to scale, as well as a back of house office for staff members.

The application includes proposed external alterations to the northeastern and northwestern elevations, creating two entrances from Granby Row while the existing entrance to London Road would be sealed. The new entrances would measure 2.1m by 2.1m and 2.1m by 1m, featuring glass panelling to one side and between the entrances. The frames would be in PPC aluminium with an anodite bronze finish.

Planning History

136874/FO/2023: Erection of 3 interlinked towers ranging from 27, 21 and 16 storeys together with intermediary link buildings (15 and 11 storeys) to form Purpose Built Student Accommodation (Sui Generis) with associated amenity space and external landscaping and other associated works. Approved 12.09.2023.

Consultations & Notification Responses

Highways:

No objections/suggested conditions.

Trip generation not expected to significantly increase beyond former use and access is by appointment only.

Site accessible by sustainable transport nodes, requested the provision of two cycle parking spaces.

Refuse and collection as existing considered appropriate.

Any works on the adopted highway would be subject to a S278 agreement.

Noted applicant requirement to discuss licensing, hoarding, scaffolding, skips and temporary pedestrian and traffic management with MCC's Highways Licensing Team and Event and Traffic Management Team via Email to: highwaylicences@manchester.gov.uk / highwaynetworkmanagement@manchester.gov.uk

Environmental Health:

Accepted proposed hours and recommended a condition ensuring operation within the hours, as well as a limit for deliveries, servicing and collection.

Agreed the waste strategy on the basis of correspondence confirming one of each bin type will be provided and will be collected as per the existing arrangements for the building.

Greater Manchester Police Service:

Originally requested the development should have a monitored intruder alarm, and otherwise that any changes made to the building externally should be done to Secured by Design standards. Following applicant confirmation that entrance door will be access controlled, as is currently the case, GMP had no objection.

TfGM:

No response.

Network Rail:

Standard response issued given the site's proximity to rail infrastructure.

Outlined applicant's requirement to engage with Network Rail on measurements, obligations, RAMS, BAPA, encroachment, scaffolding, drainage, excavation, demolition, basement works, lighting, access, boundary treatments, 3m minimum gaps and trees.

As the applicant submitted correspondence of ongoing interface with Network Rail, no informative notifying the applicant of the above is recommended to be attached to the decision notice.

Cadent Gas

CADENT informed of a pipeline in the vicinity and issued a standard holding objection while they conducted their assessment. Following their assessment, CADENT had no objection to the proposal on planning or safety grounds and requested that an informative be added to the decision notice.

Publicity:

The application was advertised by site notice and neighbour notification letters. No responses were received.

Policy Context

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, trip generation, accessibility, refuse and noise. The following policies are considered relevant to this application:

Places for Everyone

- JP-P1 – Sustainable Places
- JP-P2 – Heritage
- JP-Strat2 – City Centre

The Adopted Core Strategy for the City of Manchester

- SP1 – Spatial Principles
- EC3 – The Regional Centre
- CC1 – City Centre and Fringe
- CC5 – Transport
- CC7 – Mixed Use Development
- CC9 – Design and Heritage
- CC10 – A Place for Everyone
- EN1 – Design Principles and Strategic Character Areas
- EN3 – Heritage
- EN19 – Waste
- DM1 – Development Management

The Unitary Development Plan for the City of Manchester

- DC14 – Shop Fronts and Related Signs
- DC18 – Conservation Areas
- DC19 – Listed Buildings
- DC26 – Development and Noise

NPPF

- Section 12 (Achieving Well Designed Places)
- Section 16 (Conserving and Enhancing the Historic Environment)

Listed Buildings and Conservation Areas Act 1990

- Sections, 66 & 72

Issues

Principle of Development

The application would see the vacant ground floor unit used as a marketing suite as a Sui Generis Use Class. The ground floor was previously in use as office and have lately been used as part of the construction office associated with the adjacent Echo Street development. The proposal would result in a modest loss of office floor space which would not undermine the supply of employment land in the city. There would also be a modest benefit of having the marketing suite within the building given the proximity to the adjacent development.

While it is not expected that the proposed use would create significant additional amenity issues in terms of trip generation, accessibility or refuse, nor would it have a significant impact upon visual amenity, these matters are explored further below.

Trip Generation

The site is in an accessible location within/just outside the City Centre, nearby to Piccadilly Train Station and Tram Stop, and with regular bus services in the vicinity. Highways consultees do not anticipate the number of trips to significantly differ from those associated with the existing use.

While Highways requested provisions for 2no. parking spaces, the applicant did not wish to include these within the scheme. On the basis that visits would be by appointment only and the site is located within a sustainable transport location within the City Centre, this is considered acceptable in terms of Core Strategy policies EC3, CC1 and CC5.

Accessibility

The submitted elevations show an external level changes immediately outside the proposed entrances, and the submitted floor plans indicate there are internal level changes within the unit. The submitted Design and Access Statement outlines the applicant's intention to provide level access, and the proposed floor plans show internal ramps to address level changes. It is recommended that a pre-occupation condition is attached to any approval requiring further details for level access across the threshold from Granby Row, particularly as this will require works to the highway. An informative to note that any works on the adopted highway would be subject to a S278 agreement is also recommended.

In consideration of the above, the proposed use is acceptable with respect Core Strategy Policy CC10 regarding accessibility, subject to final details.

Refuse

The agent has confirmed in correspondence that the unit would utilise the existing waste arrangements for the building. As per the covering letter, there would be 1no. general waste bin and 1no. recycling waste bin. The applicant states that with only two members of permanent staff and a maximum capacity of 5 people at any time, limited waste will be generated as compared to the existing use. Bins will be stored in the courtyard and wheeled out by a member of staff to the bin collection point located on Altrincham Street.

The above has been assessed by Highway Services and Environmental Health and was considered to be acceptable.

In consideration of the above, the waste strategy is deemed acceptable with respect to Core Strategy Policy EN19. It is recommended that a condition is added to any approval to ensure that

waste management is carried out in accordance with covering letter and the correspondence dated 23/07/2025.

Visual Amenity

The proposed new entrances and glazing are considered a minor alteration to the elevation and would not materially alter the appearance of the building. The surround frames would be a PPC aluminium finished in a RAL C33 bronze colour and would tie into the overarching colour scheme of the Echo Street development. Based on this, while they would not match the existing blue frames retained elsewhere within the unit's elevations, it is not considered that the frames would appear overly incongruous given the site's context and appearance.

In turn it is not considered that the proposal would cause any significant harm to on the significance of the Whitworth Street Conservation Area, or the Grade II and Grade II* listed assets within the vicinity.

As such, the proposed external alterations associated with the change of use are considered to be acceptable in terms of visual amenity and compliant with Policies SP1, CC9, EN1, EN3 and DM1 of the Core Strategy, Policies DC18 and DC19 of the Unitary Development Plan, Policies JP-P1, JP-P2 and JP-Strat2 of PfE, as well as being in line with guidance contained within Sections 12 and 16 of the NPPF.

Opening Hours

The applicant proposes the following opening hours:

Monday to Friday: 09:00 - 20:00

Saturday to Sunday: 09:00 - 17:30

Environmental Health comments raise no objection to the proposed hours of opening. As such the proposed use is acceptable with respect Saved UDP Policy DC26. It is recommended that a condition is attached to any approval ensuring adherence to this, as well as to ensure deliveries, servicing and collections, including waste collections shall not take place outside the following hours: 07:30 to 20:00, Monday to Saturday, with no deliveries/waste collections on Sundays/Bank Holidays.

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

1.The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2.The development hereby approved shall be carried out in accordance with the following drawings and documents:

63073 SRA ZZ XX DR A 00800 REV P01 (Location Plan received 17/06/2025);
63073 SRA XX 00 DR A 20801 REV P09 (Ground Floor Plan received 23/07/2025);
63073 SRA ZZ XX DR A 20801 REV P06 (Elevations received 23/07/2025);
Design and Access Statement received 17/06/2025;
Appendix E - Waste Management Strategy (v.7.00 from September 2023) received 17/06/2025;
Covering Letter received 23/07/2025; and
Correspondence dated 23/07/2025.

Reason - To ensure that the development is carried out in accordance with the approved plans and pursuant to Core Strategy policies SP1, EC3, CC1, CC7, CC5, CC9, CC10, EN1, EN3, EN19 and DM1; Places for Everyone Policies JP-P1, JP-P2 and JP-Strat2, Saved Unitary Development Plan Policies DC14, DC18, DC19 and DC26; as well as Sections 12 and 16 of the NPPF and Sections 66 and 72 of Listed Buildings and Conservation Areas Act 1990.

3.The materials to be used on the external surfaces hereby permitted shall match those as specified on the approved plans in type, size, colour, and texture.

Reason - To ensure the appearance of the building to be extended is not adversely affected by the materials to be used in the construction of the structure. Pursuant to policies DM1, SP1 and EN1 of the Core Strategy.

4. Notwithstanding the provisions of The Town and Country Planning (Use Classes) Order 1987 (or any order revoking and re-enacting that Order with or without modification) the premises shall only be used as a marketing suite (Sui Generis) and for no other purposes.

Reason - To ensure that the premises is used solely for the intended purpose to safeguard the character of the area pursuant to policies SP1, and DM1 of the Manchester Core Strategy (2012)

5. The premises shall not be open outside the following hours unless otherwise agreed in writing by the City Council as local planning authority:-

Monday to Friday 09:00am to 20:00pm

Saturday to Sunday 09:00am to 17:30pm

Reason - To safeguard the amenities of the occupiers of nearby residential accommodation.

6. Notwithstanding the details as set out in condition 2 above, prior to the first use of the unit, drawings including relevant sections detailing alterations to the highway to achieve level access through the threshold shall be submitted for approval in writing by the City Council, as Local Planning Authority. The approved details shall be implemented as part of the development prior to first use and thereafter retained for as long as the development remains in use.

Reason - In the interests of accessible access, pursuant to policies CC10, SP1 and DM1 of the Manchester Core Strategy (2012).

7.a) Waste management shall be carried out in accordance with the submitted document(s):

Design and Access Statement received 17/06/2025;

Appendix E - Waste Management Strategy (v.7.00 from September 2023) received 17/06/2025;

Covering Letter received 23/07/2025; and

Correspondence dated 23/07/2025.

b) details of the approved scheme shall be implemented as part of the development and shall remain in situ whilst the use or development is in operation

Reason - In the interests of amenity and public health, pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012).

8. Deliveries, servicing and collections, including waste collections shall not take place outside the following hours:

07:30 to 20:00, Monday to Saturday, no deliveries/waste collections on Sundays/Bank Holidays.

Reason - In the interests of amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Greater Manchester Police
Transport For Greater Manchester
Network Rail

First Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Ground Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Third Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Second Floor, Bainbridge House, 86 - 90 London Road, Manchester, M1 2PW
Basement, 84A London Road, Manchester, M1 2PW
Flat At, 84 London Road, Manchester, M1 2PN
84A London Road, Manchester, M1 2PW
First And Second Floor, 8 Fairfield Street, Manchester, M1 3GF
84 London Road, Manchester, M1 2PN
8 Fairfield Street, Manchester, M1 3GF
96 London Road, Manchester, M1 2PW
94 London Road, Manchester, M1 2PW

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Whitworth Street Conservation Area 1985
Area Team Boundary - Name: CENTRAL