

SHEPPARD ROBSON



+ BOWMER
KIRKLAND

Turley



9th June 2025

Design & Access Statement

Bainbridge House Marketing Suite

Contents

1.0 Introduction

4

2.0 Development Brief

4

2.1 Description of Development

4

2.2 Location

4

3.0 Site Analysis And Context Appraisal

5

3.1 Site and Immediate Surroundings

5

3.2 The Whitworth Street Conservation Area

6

3.3 Existing Building

7

4.0 Design Statement

11

4.1 Proposed Layout and Elevations

11

4.2 Place-making / Active Frontages

11

4.3 Materials and External Appearance

11

4.4 Access Strategy

11

4.5 Access to Site

11

4.6 Public Transport Amenities

12

63073-SRA-XX-XX-RP-A-0005

Project Number: 7183

Project Title: Bainbridge House Marketing Suite

Rev	Date	Status	Issue Purpose	Originator	Authorised
P01	16/05/25	S3	Review+Comment	HW	MA
P02	23/05/25	S2	For Information	HW	MA
P03	23/05/25	S2	For Information	HW	MA
P04	09/06/25	S2	For Information	HW	MA
P05	13/06/25	S3	Review+Comment	HW	MA
P06	17/06/25	S2	For Information	HW	MA

1.0 INTRODUCTION

This Design and Access Statement has been prepared by Sheppard Robson on behalf of IQ Student Accommodation. Additional input has been provided by Turley planning consultants and Bowmer + Kirkland. It accompanies and supports the planning application for Bainbridge House Marketing Suite. The statement explains how the proposed development is a suitable response to the site and its setting, and demonstrates that it can be adequately accessed by prospective users.

This document accompanies the planning application for Bainbridge House, Manchester, M1 2PN, for IQ Student Accommodation. It is intended to supplement the information required by Manchester City Council Local Authority by summarising the functional requirements of the brief, together with the architect’s interpretation of the site context and the response to it

Section 42 of 2004 Town and Country Planning Act substituted the Section 62 of the 1990 Act so as to provide a statement covering design concepts, principle and access issues submitted with an application for planning permission. It states that one statement should cover both design and access, allowing applicants to demonstrate an integrated design approach that would deliver inclusive design and address a full range of access requirements throughout the design process.

A key purpose of the Design and Access Statement is to achieve good design, supporting the role in the delivery of sustainable development through the planning system. This is a fundamental objective of the Planning Policy and as such is reflected in the National Planning Policy Framework.

2.0 DEVELOPMENT BRIEF

2.1 Description of Development

This application is for a change of use of the ground floor unit from office (Use Class, Class E) to a marketing suite (Use Class, Sui Generis) and external alterations to the ground floor.

This development is to be used for IQ Student Accommodation’s Marketing Suite. This will utilise the ground floor of the existing Bainbridge House only, currently occupied by Bowmer + Kirkland as a site office for the adjacent Chandos House, a Purpose Built Student Accommodation located on Echo Street / Granby Row. The development intends to work with the existing internal structure where possible, with minor adaptations to the external facades including the relocation of the main entrance door to Granby Row.

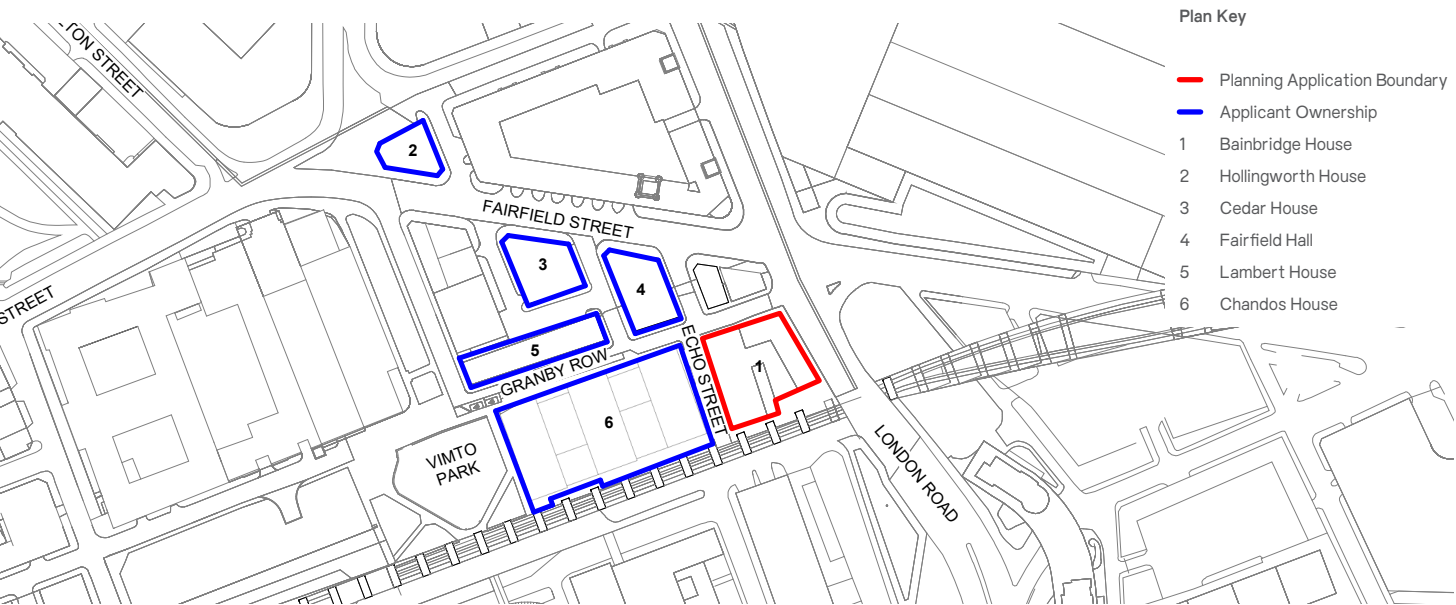
The vision for the neighbouring development at Chandos House is to deliver a high-quality and modern PBSA scheme which meet Manchester City Council’s need to increase PBSA supply in the right places. The Bainbridge House development therefore seeks to attract potential students to market the Chandos House PBSA in support of the adjacent development, and other IQ Student Accommodations in the surrounding area.

Bainbridge House, located on the corner of London Road and Granby Row, is in a key central location at a prominent gateway site within the city centre. Within the Oxford Road Corridor, the site is in close

walking distance to the University of Manchester’s North and South campuses, as well as Manchester Metropolitan University’s All Saints and Birley campuses. With close proximity to major transport hubs and its strategic location within walking distance from the major education and employment centres within the city, as well as multiple IQ Student Accommodations in the immediate vicinity, Bainbridge House is ideally located to serve as a marketing suite to promote surrounding developments.

The proposed development retains the majority of the existing facade. The relocation of the entrance door allows the marketing suite and commercial entrance to be split, utilises existing openings in the facade, and allows entrance and exit onto the quieter Granby Row. This in turn assists in separating these internal private spaces from the marketing suite with more public engagement.

2.2 Location



3.2 The Whitworth Street Conservation Area

The Whitworth Street Conservation Area, designated in 1974, contains one of the most coherent townscapes in central Manchester. However, the eastern end containing the application site, which was not added to the Conservation Area until 1985, is more fragmented. This resulted from clearance and redevelopment during the mid 20th century.

Buildings within the Conservation Area reflect the historical importance of the textile industry in Victorian Manchester, with Whitworth Street and Princess Street experiencing rapid development of warehouses during the mid to late 19th century. With growing demand, Manchester became the largest textile centre in the world, with a marked effect on the architecture and urban grain of the area.

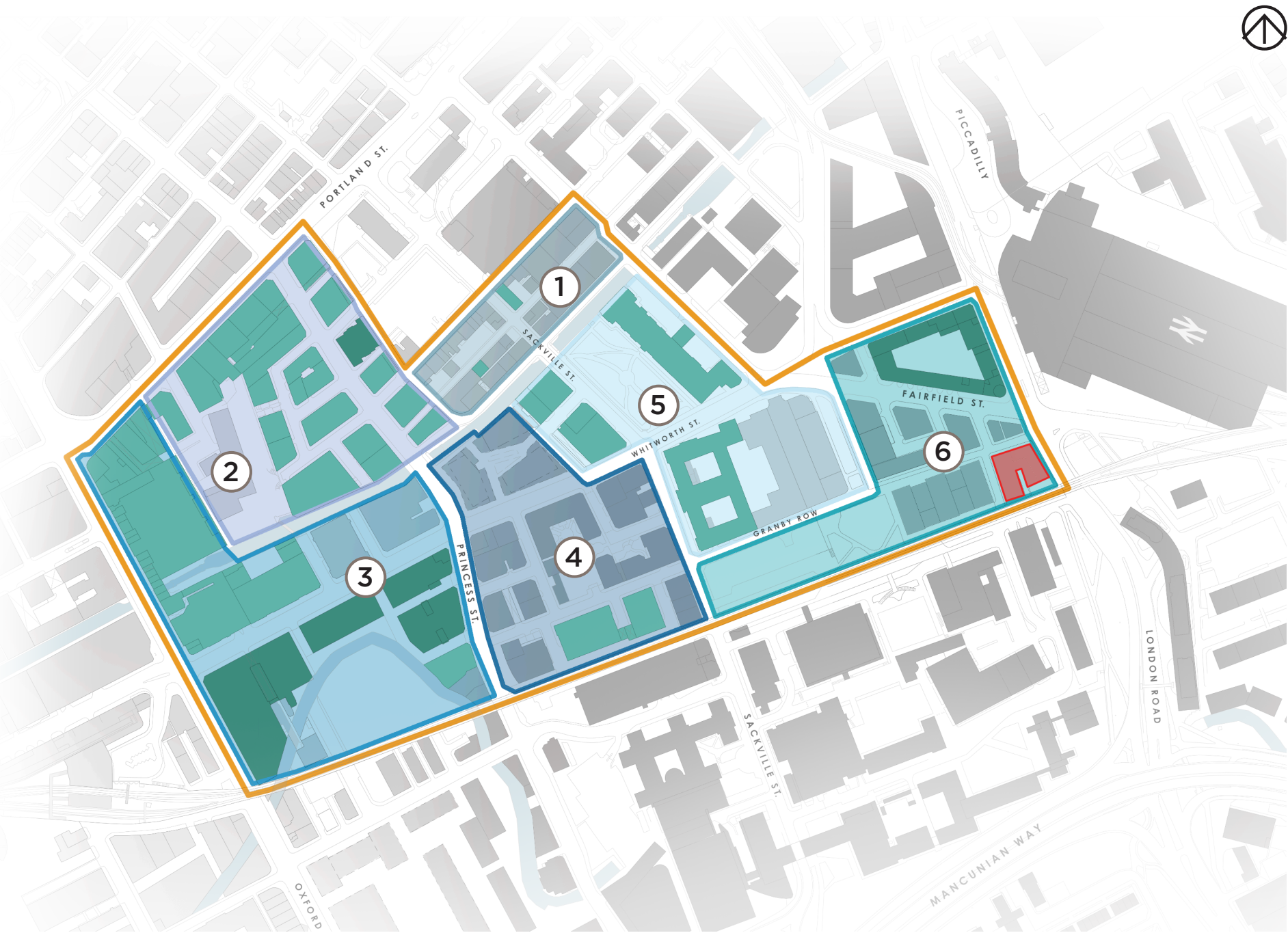
Warehouses are typically of a grand scale with distinctive architecture expressing the wealth of the owners. These large buildings comprised of offices, making-up, inspection and packing facilities, showrooms and rooms to entertain clients.

There are many historic buildings of considerable architectural quality, adding richness and variety to street frontages, corners and skyline. Within the Granby Row and London Road Character Area, The Grade II* listed London Road Fire Station is one of the most significant heritage assets.

The adjacent viaduct (Grade II) also has special architectural and historical interest. The proximity of other heritage assets is indicated on the plan opposite.

The University of Manchester North Campus, south of the viaduct, contains the distinctive UMIST buildings from the 1960s, now earmarked for regeneration as part of the North Campus Strategic Regeneration Framework (SRF) masterplan (refer to Section 3.6). The cluster of buildings closest to the application site – the Renold Buildings (1962) and the Barnes Wallis and Wright Robinson Hall (1963-6) were designed by Cruickshank and Seward Architects. The modernist architecture of the Sackville Street buildings have sculptural forms, though neither of these campus buildings are designated or undesignated heritage assets.

Please refer to accompanying covering letter prepared by Turley for an appraisal of the proposals against these heritage assets.



- Site
- Conservation Area Boundary
- Grade II Listed
- Grade II* Listed

- Character Areas**
- 1. Canal Street
 - 2. Princess Street
 - 3. Whitworth Street and Oxford Road
 - 4. Princess Street and Sackville Street
 - 5. Sackville Gardens
 - 6. Granby Row and London Road

- Grade II* listed buildings:**
- A London Road Fire Station
 - B Palace Hotel
 - C Lancaster House
 - D Bombay House
 - E India House

- Grade II listed buildings**
- F Granby House
 - G Shena Simon 6th Form College
 - H Orient House
 - I Sackville Street Building



Aerial view of Bainbridge House



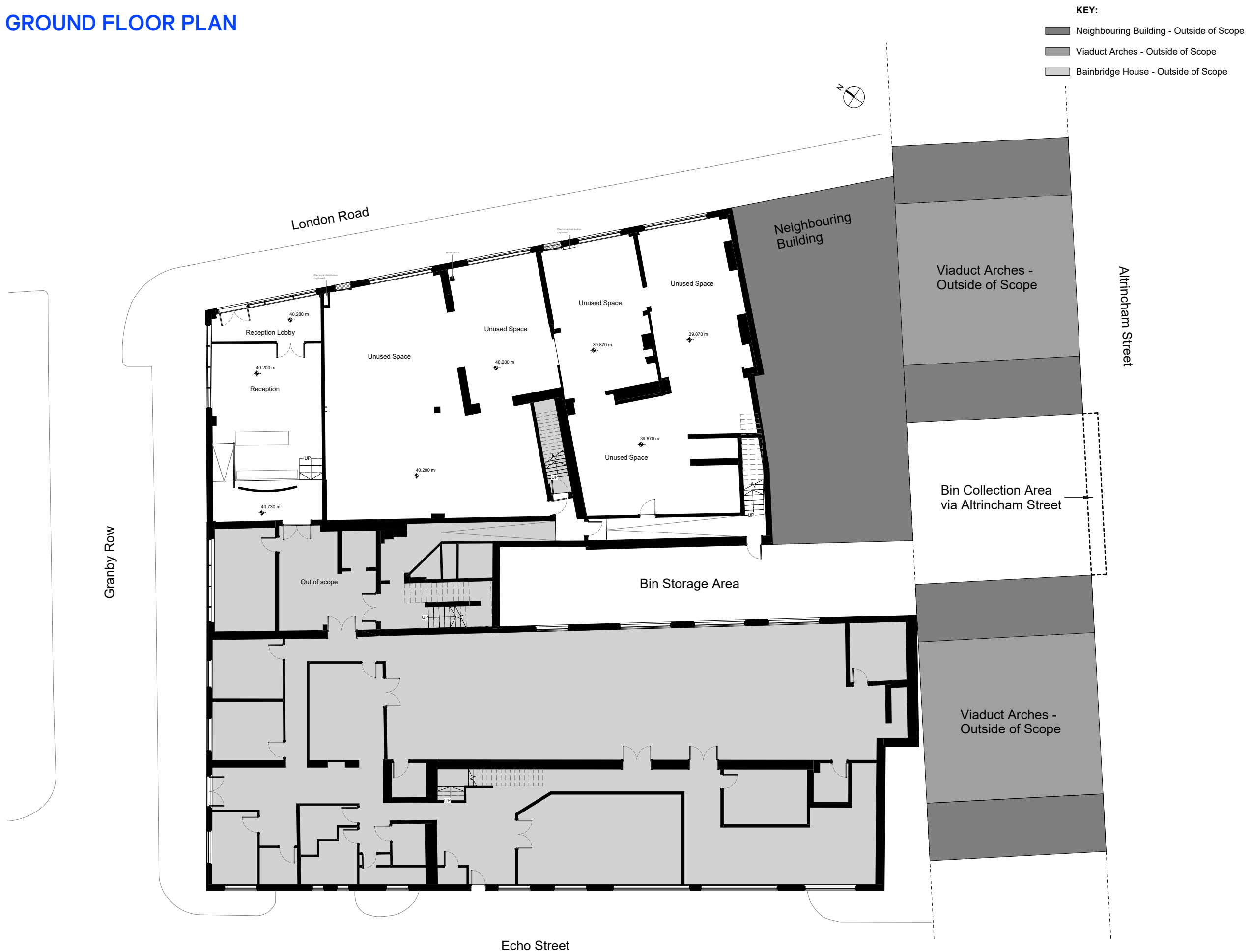
View from London Road to Bainbridge House

3.3 Existing Building

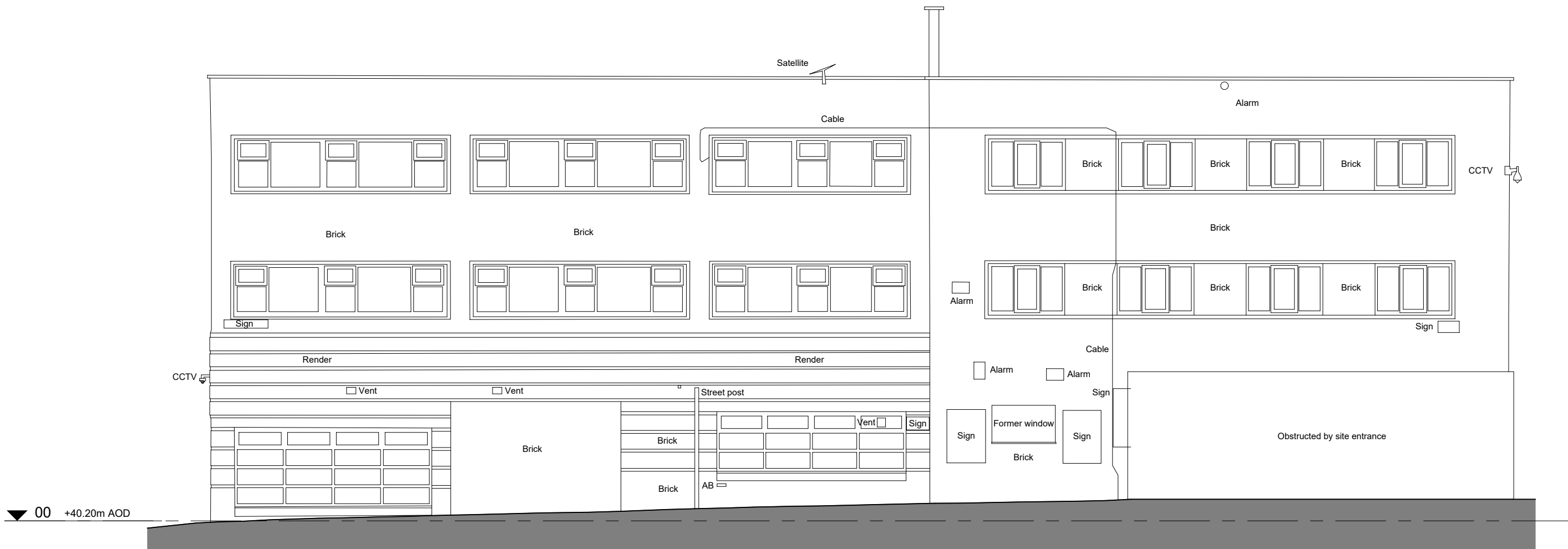
The application site is owned by IQ Student Accommodation and currently occupied as a site office by Bowmer + Kirkland for the ongoing works at Chandos House Student Accommodation.

The existing building has previously been in use as offices; however, it has been vacant since IQ acquired the building in late 2018. Despite marketing the building for office use since then, there has been no interest in that time. As such, this part of the building has remained vacant.

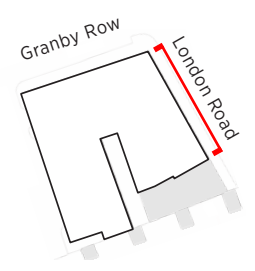
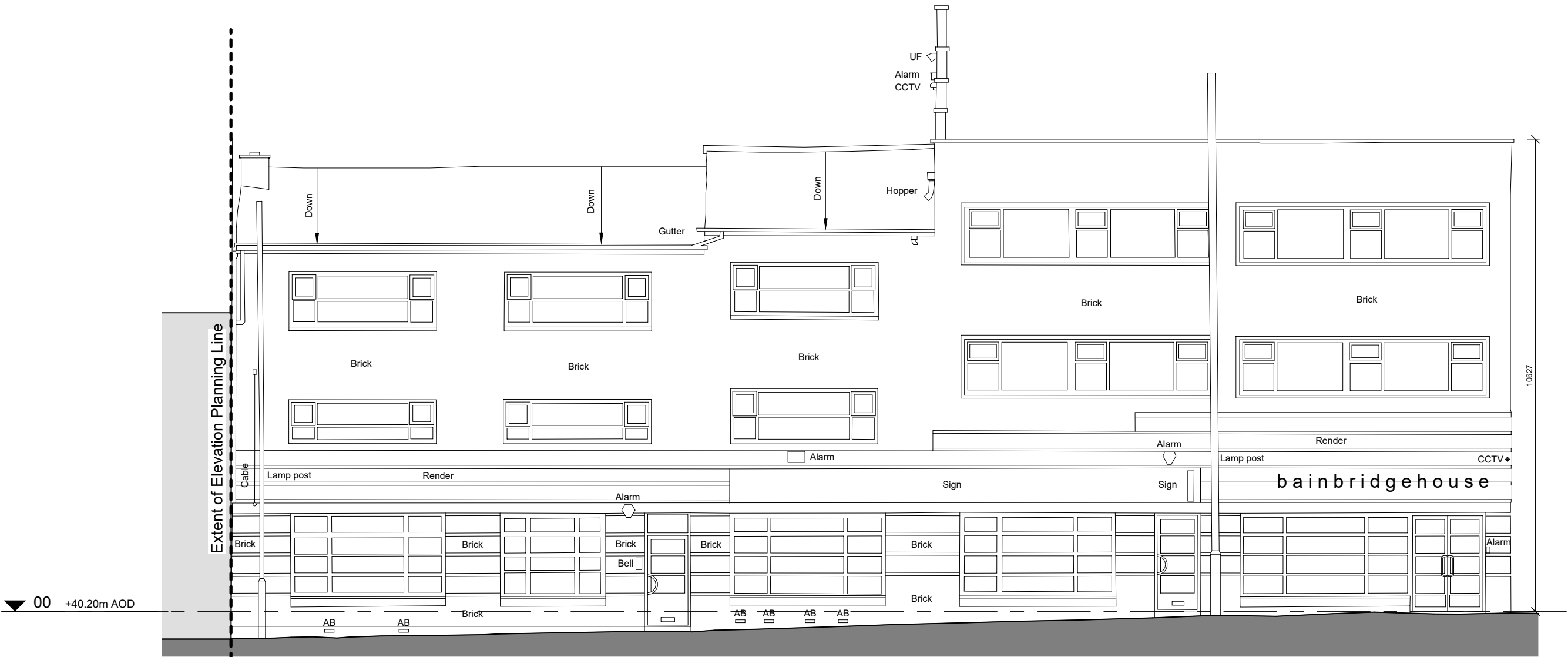
EXISTING GROUND FLOOR PLAN



EXISTING NORTH ELEVATION



EXISTING EAST ELEVATION



4.0 DESIGN STATEMENT

4.1 Proposed Layout and Elevations

The internal layout has been developed to maximise the existing layout of the building whilst addressing the needs of our marketing concept for our new development, Chandos House. The marketing suite will feature a selection of our studio accommodation and cluster accommodation (bedroom and kitchen example), constructed to scale to ensure students get the best possible experience of their would-be room without needing to navigate the hazards of a live city centre construction site. These room examples will be located off a series of customer experiences areas which will be influenced by the Chandos House amenity space concept. From their arrival at the dedicated reception, students will be accompanied through into our interactive experience area to learn about the accommodation on offer and the local benefits of living in this part of Manchester. They will have the opportunity to interact with various media, including our virtual tour, which will provide the opportunity for them to explore the range of amenity spaces we have on offer in Chandos House. Their journey will conclude in a replica of one of our private dining spaces, one of our most in demand facilities, where they have the opportunity to discuss any remaining queries and have the opportunity to secure the room of their choice in Chandos House.

We have created a separate back of house office to ensure the marketing space remains focused on resident experience. This space will be utilised for administration around the letting of Chandos House and for use by local and visiting iQ team members.

The external elevations are further intended to maximise the student experience and encourage visitors to the marketing suite. As the marketing suite is not part of the Chandos House site, which will remain under construction until around July 2026, it is key that our marketing concept connects the suite to the site and promotes what the finished building will have to offer.

4.2 Place-making / Active frontages

The proposed use and façade treatment for Bainbridge House will aim to improve the pedestrian experience along London Road and Granby Row.

The new layouts for Bainbridge House target a dynamic transformation, evolving from underutilised commercial space into a vibrant hub for iQ student accommodation. A key element of this transformation is the relocation of the main entrance. This strategic move not only enhances visibility and accessibility for students but also ensures a clear segregation between visitors of the marketing suite and current building users. The corner between London Road and Granby Row is envisaged as an anchoring point and reference for locals and visitors. The large openings facing this prominent corner will be retained, maintaining great levels of natural light and visual surveillance from the marketing suite reception. For the rest of the marketing suite, it is due to the ambition of replicating the exact student's offer in Chandos House, that light and views need to be carefully controlled.

The new streetscape for Granby Row will provide a focal point for users, allowing for a more well-lit, vibrant and secure experience on entry to Bainbridge House which will become a cornerstone of positive placemaking.

To further enhance the place-making and active frontages along London Road and Granby Row, a further advertisement consent application will follow as outlined below.

4.3 Materials and External Appearance

The external facades will remain as existing, with exception to the addition of a new entrance located in an existing window opening on Granby Row.

A future advertisement consent application will be submitted in the future for further external alterations comprising the inclusion of temporary advertisement boards. It is intended that this space will be used to advertise the marketing concept, connects the suite to the site, and promotes the benefits of the main development at Echo Street. Please note the temporary advertisement boards are not included within this application.

4.4 Access Strategy

Attention has been paid to access issues with cognisance to the use of the building and with reference to Part M of the Building Regulation, the Equality Act and other relevant regulations and standards.

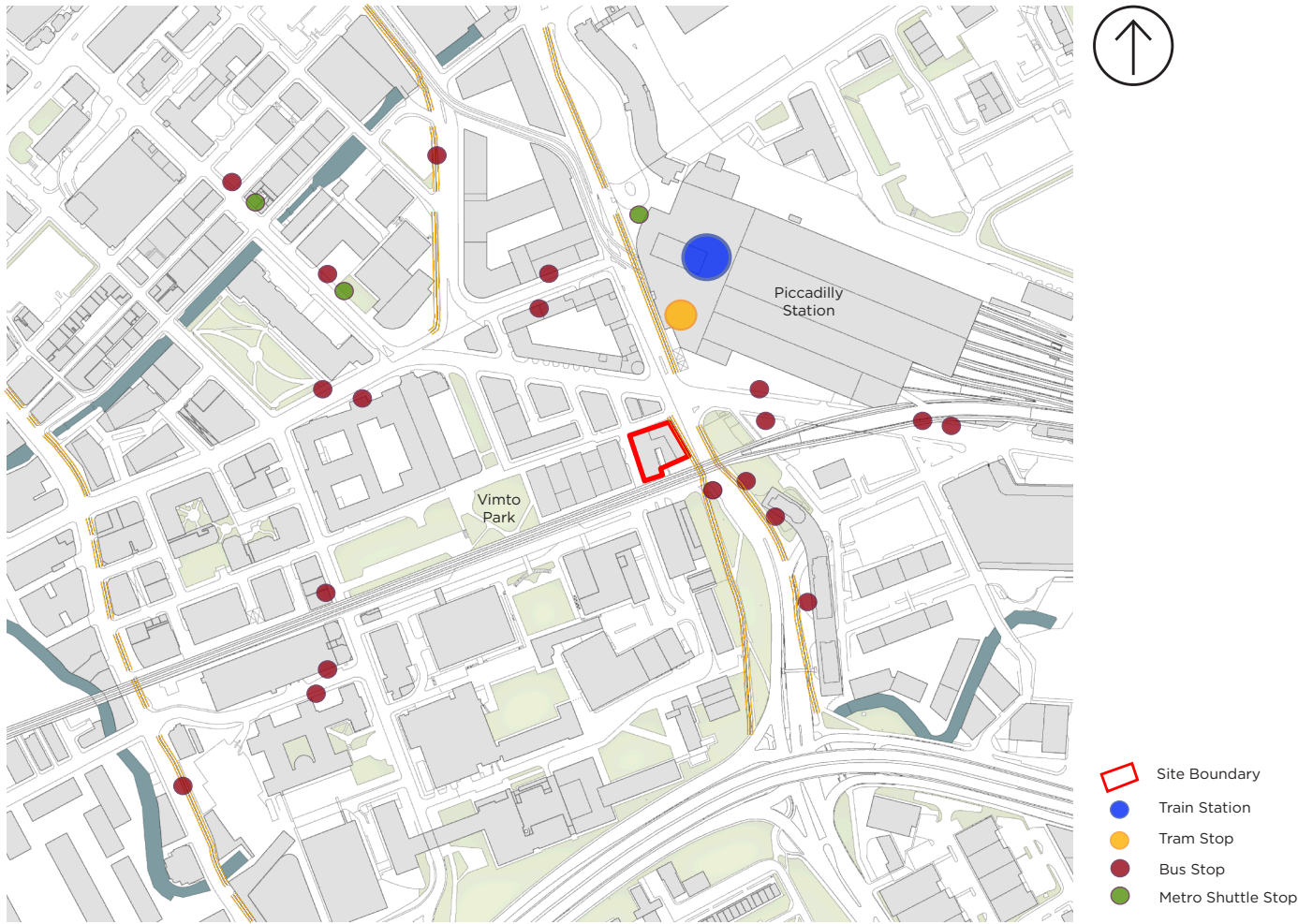
The external levels will be addressed through coordination with Highways and targeting limited amendments to the existing footpaths. Internally, level changes will be addressed through existing internal ramps in the building, along with a management plan for use by the staff operating the marketing suite. The retained commercial spaces in the building will rely on their existing access strategies.

4.5 Access to Site

The primary access for the building is proposed to be relocated to Granby Row from the existing position on London Road. Through the clients existing student assets in the locality, the relocation of these access doors take into consideration the regular footfall and routes taken by the prospective students and target audience. Repositioning the access onto Granby Row is considered a notable improvement for access to the marketing facility and will provide the best chance of securing full occupancy for the adjacent new building (Chandos House Student Accommodation) once opened. Due to the size of the new development at Chandos House, it is key that the position of the marketing suite is located as effectively as possible. The proposed position will allow potential residents to be easily directed to neighbouring buildings to improve their overall customer experience, with a clear route between the marketing suite and Chandos House, which has the main entrance on Granby Row also.

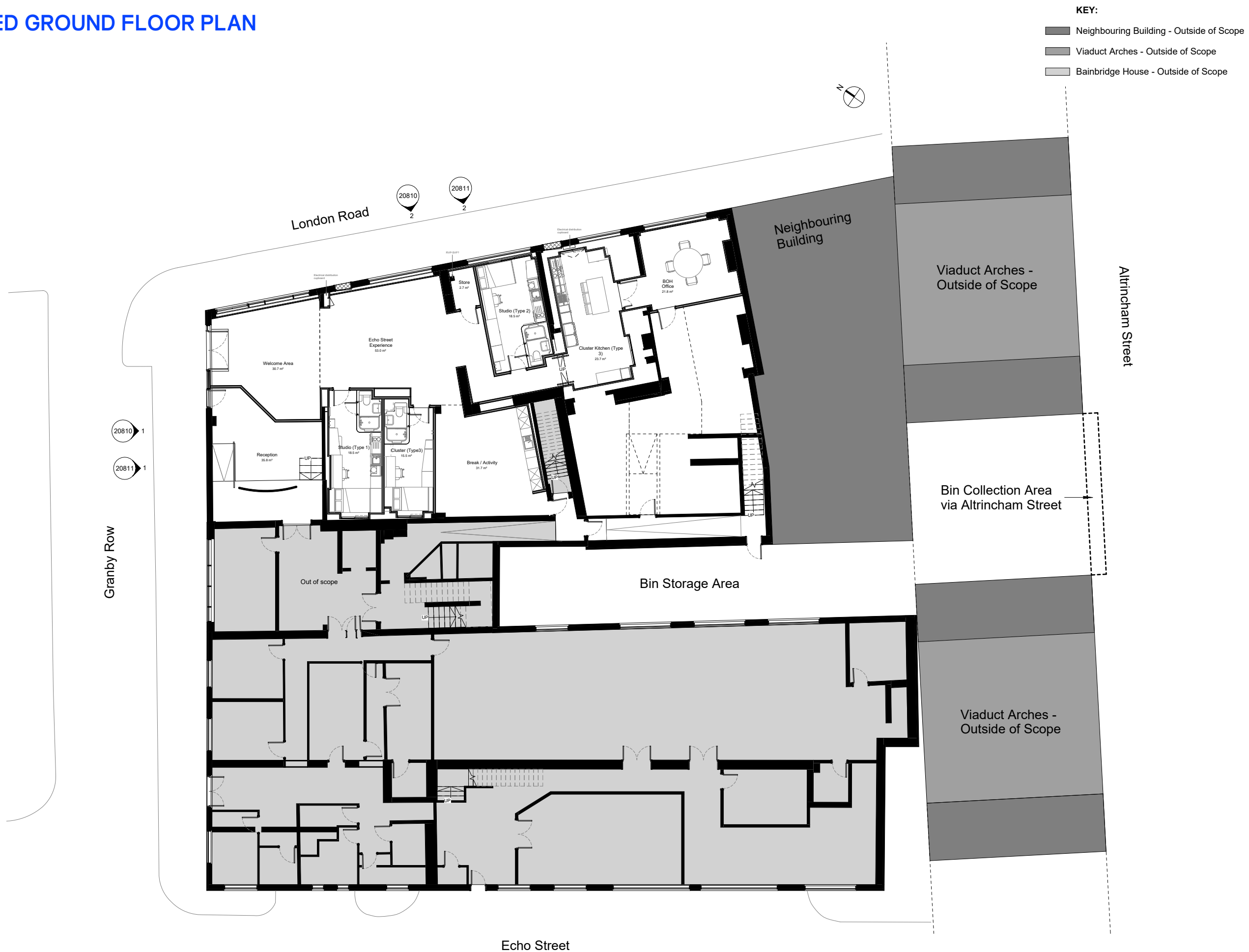
4.6 Public Transport Amenities

Important transport nodes are located near the site. The following diagram shows the available transport amenities in the vicinity of the building, this includes bus stops, tram stops and Piccadilly Train Station.

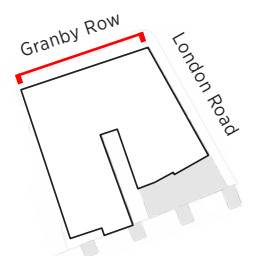
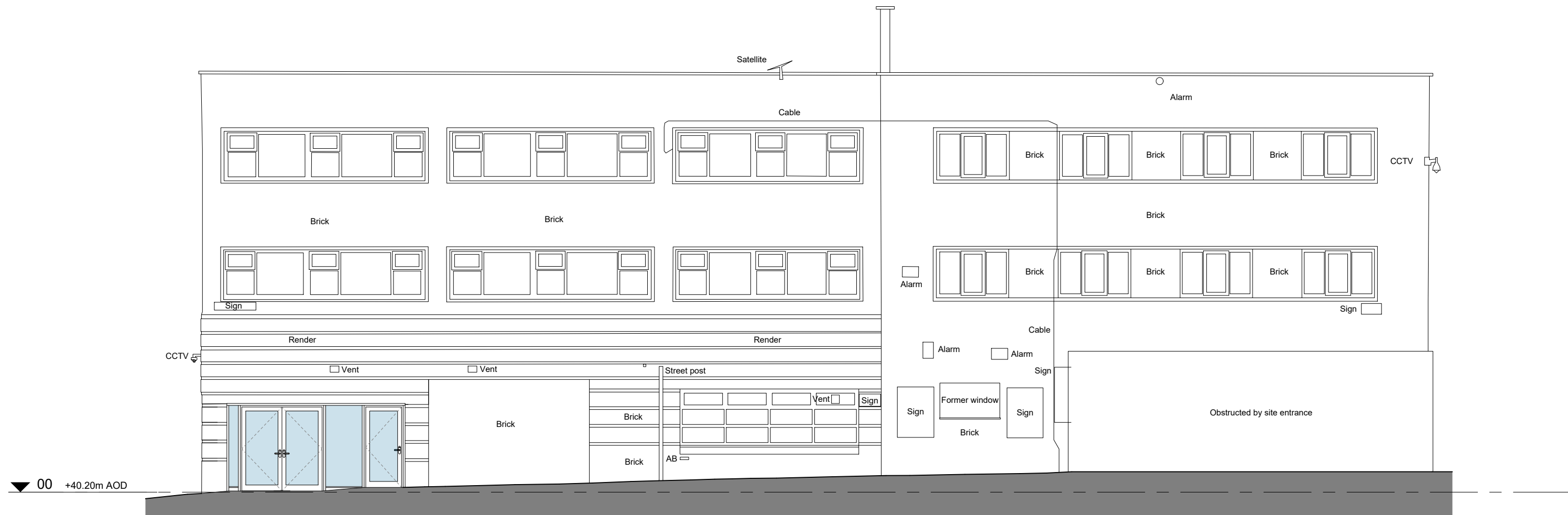


Public Transport Diagram

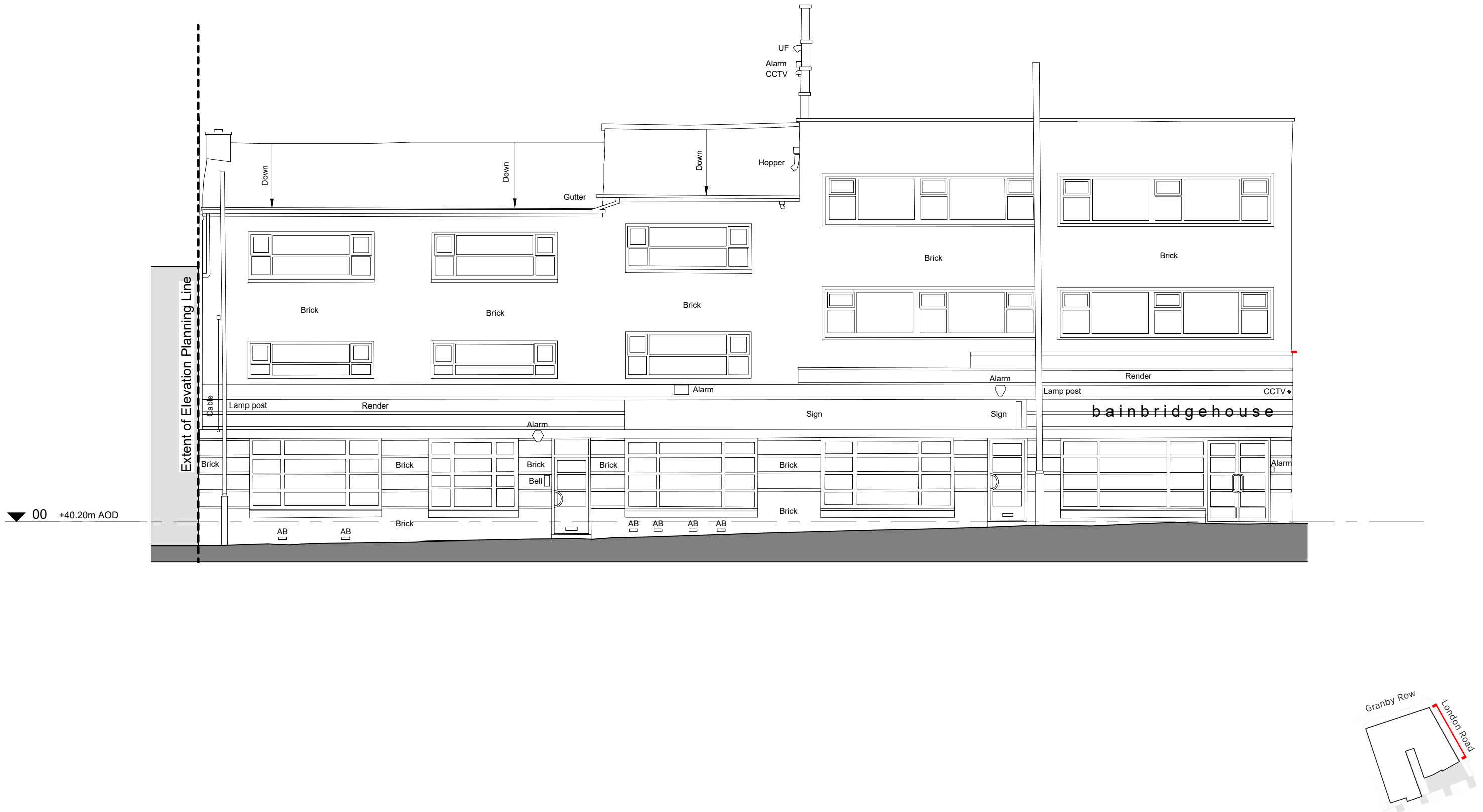
PROPOSED GROUND FLOOR PLAN



PROPOSED NORTH ELEVATION



PROPOSED EAST ELEVATION



enquiries@sheppardrobson.com
www.sheppardrobson.com

77 Parkway
London NW1 7PU
T: +44 (0)20 7504 1700

City Tower
Piccadilly Plaza
Manchester M1 4BT
T: +44 (0)161 233 8900

93 West George Street
Glasgow G2 1PB
T: +44 (0)141 285 3100

SHEPPARD ROBSON

Sheppard Robson Architects LLP is a limited liability partnership registered in England and Wales under number OC391030. A list of the members is available for inspection at its registered office at 77 Parkway, London NW1 7PU, UK. Sheppard Robson Architects LLP uses the word "partner" to refer to a member of the LLP, or an employee or consultant of the Group with equivalent standing and qualifications.

