

APPLICATION FOR PLANNING PERMISSION AND ADVERTISEMENT CONSENT FOR SHOPFRONT ALTERATIONS AND VARIOUS ASSOCIATED SIGNAGE

80 OLDHAM STREET, MANCHESTER, M4 1LE

The Site

The host building is located on the southeastern side of Oldham Street. The site consists of a recently built apartment building with commercial spaces on the ground floor. The site was in use as a car park after the previous building burnt down in 2013. The building fronts Oldham Street, with Spear Street located to the rear of the building. Warwick Street and Houldsworth Street run along the sides of the building, connecting Oldham Street and Spear Street.

The site is surrounded by a mix of large-scale residential apartment blocks with commercial uses on the ground floors. The immediate area also includes offices, creative industries, restaurants, and other town centre uses. The buildings around are a mix of heights and ages. Ground floor uses along Oldham Street are primarily retail with residential on the upper levels.

The entrance for the dwellings above the unit is located on the corner of Oldham Street and Warwick Street, with a bus stop being located directly in front of the entrance.

At the rear of the building along Spear Street at ground level, there is currently a substation for the building and a fire escape exit for the dwellings on the upper floors.

The site is designated within the Stevenson Square Conservation Area, within the City Centre boundary, and the regional centre boundary.

Proposal

Planning permission is sought for changes to the northwest and southeast elevations of the building to allow for it to be occupied as a Sainsbury's Local. On the front elevation facing Oldham Street, this includes the insertion of a new main sliding door and the insertion of a new Automatic Teller Machine (ATM) alongside the new entrance. At the rear of the building, facing Spear Street, a new Fire escape door will be inserted alongside the existing fire escape door.

All of the new doors and surrounding glazing will use bronze anodised window frames and flashings to comply with condition 15 of planning permission 131730/JO/2021.

Advertisement consent is sought for new signage associated with the store on the northwest elevation. The signage consists of 1 no. protecting signs, 1 no. fascia sign, and 1 no. ATM surround sign. Full details of the advertisements can be found in the attached drawings.

Heritage Context

Conservation Area

The site is within the Stevenson Square Conservation Area. The conservation area lies on the north-eastern edge of the city centre and was designated in 1987. The conservation area appraisal notes that the height, scale, colour, form, massing, and materials of new buildings should relate to the existing high-quality buildings and complement their character. Proposals should be aware of the rhythm of the buildings to enhance the area. Signs and canopies should be carefully designed so as not to compete with or conceal, the architectural details of buildings. **Figure 1** shows a map of the conservation area.

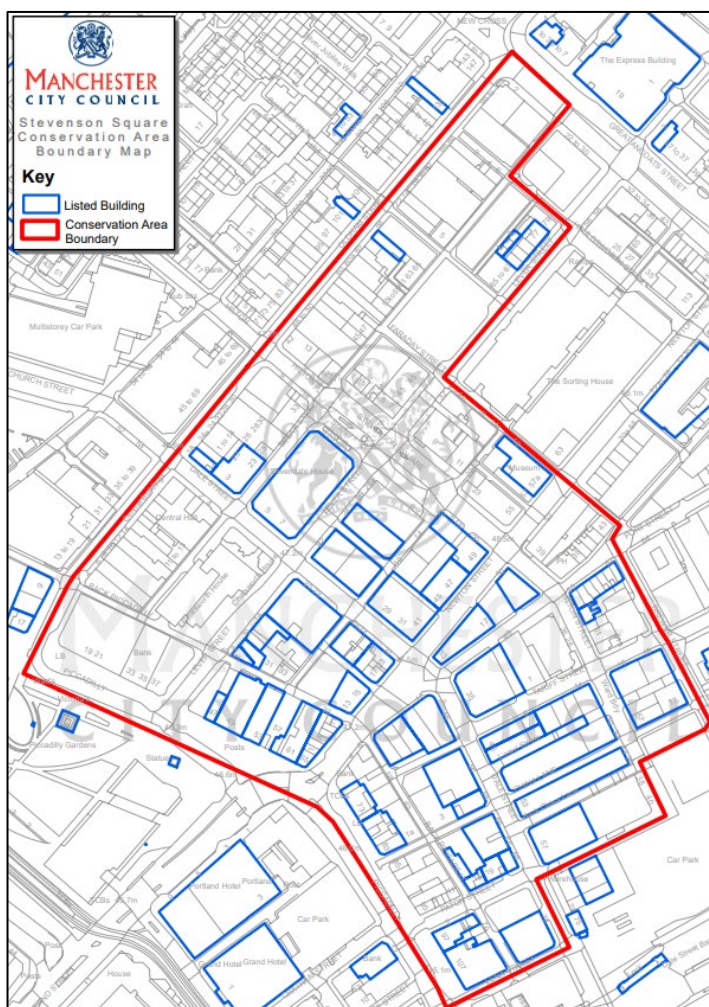


Figure 1: Map of Stevenson Square Conservation Area.

In the numerous buildings of special interest in and around Stevenson Square, there is not only an enormous variety of styles but also a common unity which designers of new and refurbished buildings must acknowledge. Superficial reflections or bland copies of historic buildings would make no positive contribution to the historic character of the area. Each building should have a vitality of its own.

Development control in Stevenson Square is aimed at encouraging development and activity which enhances the prosperity of the area, whilst paying attention to its special architectural and visual qualities.

Surrounding Listed Buildings

The closest listed buildings to the site are the Castle Hotel (Grade II), 105 Oldham Street (Grade II), and The City Public House (Grade II). **Figure 2** shows the surrounding listed buildings.

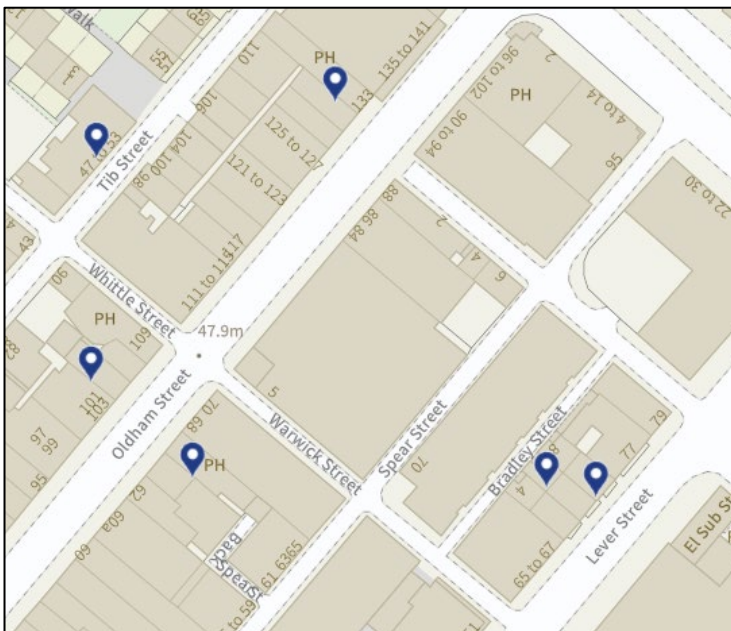


Figure 2: Map of Nearby Heritage Assets

Policy Context

Policy EN 3 of the Manchester Core Strategy (2012) relates to heritage and states that developments will be encouraged to take advantage of the distinct historic features of the area. New development must preserve or enhance the historic environment of the historic environment. The importance of the character, setting, and accessibility of the historic environment should be acknowledged in developments.

18. Conservation Areas (DC18.1) of the Unitary Development Plan (1995) states that the Council will seek to preserve and enhance the character of its designated conservation areas. Consideration will be given to major changes in the appearance of buildings, existing features, and the effect of advertisements. Development proposals within conservation areas will only be granted where it can be shown that there will be no harm to the appearance or the character of the area.

The National Planning Policy Framework (NPPF) (2023) states the need for good design in creating high-quality sustainable buildings and places. Decision-making should be based on promoting the potential of sites while creating high-quality developments that promote a high standard of amenity for those around them.

When proposals may impact the significance of a designated heritage asset, great weight should be given to the asset's conservation. Proposals which result in substantial harm will be resisted by the planning authority unless a clear and convincing justification is given.

Impact of Development on the Conservation Area

The site is located on the northern edge of the conservation area and faces on the opposite side of Oldham Street, which is not covered by the conservation area. The host building is a new building of a modern design which was approved to contain retail on the ground floor. The majority of the significance of the conservation area comes from the areas to the south, around Stevenson Square.

The character of the area surrounding the site is a mix of commercial, with residential on the upper levels. The site is also covered by the City Centre Boundary and the regional centre boundary. There is a mix of advertising along Oldham Street relating to the various retail units.

Because of the design, location, and scale of the changes proposed, the changes to the building and the new signage will not have any material impact on the character or appearance of the conservation area and will preserve the character of this part of the conservation area. The changes are to facilitate the occupation of a retail unit as a retail store, the principle of which has already been approved. The changes will only impact the ground floor and are minor compared to the overall scale of the building.

The proposed changes and advertisements would not be detrimental in either an immediate or wider sense. When viewed the changes will be in keeping with this primarily retail area, which contains a wide variety of retail units and advertisements of this type. Overall, we consider that the character and appearance of the conservation area will be preserved.

Impact of Development on the Listed Asset

The proposed changes will be to an existing building on Oldham Street and will not primarily be visible from the nearby listed buildings. The changes are minor in scale and do not alter the appearance of the building drastically to impact the setting of the listed buildings.

Chosen Design

The proposed signage has been informed by previous Sainsbury's signage which has been erected in Manchester. The signage was chosen to minimise the impact on the building and the surrounding area. Rather than a traditional fascia board, Sainsbury's proposes individual acrylic letters mounted on aluminium box section framework which will be connected to the ceiling. The proposed shopfront changes were chosen to minimise the level of change required to occupy the unit.

Conclusions

Overall, the impact of the proposed development and advertisements will have a natural impact on the character and appearance of the conservation area as it facilitates the occupation of a retail unit as a retail store. There will be no impact on any of the nearby listed buildings along Oldham Street. This aligns the development with Policy EN 3 of the Manchester Core Strategy, DC18.1 of the Unitary Development Plan, and the NPPF.