



Urban Design and Conservation Consultation Response

Address: 455-459 Wilmslow Road
Application Ref.: 137509/FO/2023
Proposal: Change of use from retail (Use class E) to restaurant and hot food takeaway (Sui Generis) and installation of flue to the rear
Case officer: Joshua Lee
Consultee: Paula Burbicka
Date: 5th September 2023

1. Introduction

The premises under consideration is located in Withington Conservation Area. The ground floor presents a modern shopfront to the highway, with an adverse impact on the special significance and character of the Conservation Area and considered in need to improvement.

The area is a priority for regeneration and improvement, with a Conservation Area Regeneration Plan under way, part funded by Historic England, aimed to incentivise heritage-led enhancement of the local area, with a particular focus on the commercial corridor of Wilmslow Road.

2. Policy Context

2.1. National Planning Policy Framework (NPPF) (2021)

Para 130 - Planning decisions should ensure that developments will function well and add to the overall quality of the area, are sympathetic to local character and history, and establish or maintain a strong sense of place.

Para 134 - Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design.

Para 189 - Heritage assets should be conserved in a manner appropriate to their significance.

Para 194 - Local planning authorities should require an applicant to describe the significance of any heritage assets affected. The level of detail should be sufficient to understand the potential impact of the proposal on their significance.

Para 195 - LPAs should ensure that any conflict between the heritage asset's conservation and any aspect of the proposal is avoided or minimised.

Para 197 - In determining applications, LPA's should take account of, the desirability of sustaining and enhancing the significance of heritage assets.

Para 199 - When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.

Para 200 - Any harm to, or loss of, the significance of a designated heritage asset should require clear and convincing justification.



Para 206 - Local planning authorities should look for opportunities for new development within Conservation Areas, and within the setting of heritage assets, to enhance or better reveal their significance.

2.2. Manchester City Core Strategy

Policy CC9 – Design and Heritage

Policy EN3 – Heritage

3. Discussion

The proposal is for a shopfront alterations, including the installation of a new entrance and an external roller shutter, and an installation of a flue to the rear.

The installation of an external solid roller shutter, as proposed, is not supported. The works would introduce an intrusive new intervention into the local streetscene, failing to preserve or enhance the special significance of Withington Conservation Area.

Should additional security measures be required, these should be internal, in the form of internal grilles or perforated internal security shutter (minimum 50% vision), allowing a degree of permeability and passive surveillance. No new installations should be external or block/limit the existing glazing, with the shutter box accommodated internally behind existing fascia.

The proposed new doors are acceptable in principle, replacing modern unit. Further information is required in regard to the proposed design, material and finish. These should be timber unless otherwise agreed.

The existing advertising vinyls must be removed, to reveal the existing glazing and allow permeability into the premises. The signage should be limited to the existing fascia. Please amend as required.

The existing and redundant projecting signage above the shopfront but associated with commercial premises at GF must be removed, to improve the appearance of the shopfront the local streetscene. Any other redundant installations (i.e. alarm boxes, fixtures and fitting) must also be removed.

It is advised that the existing external lighting is removed, due to its appearance and negative impact. If required, new external internal lighting in the firm of discrete linear LED through lights or similar could be installed. Please amend/submit further information as required.

The flue to the rear will have some negative impact on the streetscene and character of Withington Conservation Area, particularly prominent in views from Egerton Crescent. As a minimum, the impact should be mitigated by black finish and removal of other redundant services & installations to rear, where these have had a cumulative negative impact on the streetscene. Relocation below the eaves/to north (behind the outrigger as viewed from Egerton Crescent) would also help to reduce the impact. Please submit further information/amend as required.

4. Position

Amendments, safeguards and further information as outlined in the above advice are required to support the application on heritage and urban design ground. The proposal should do more to reverse insensitive past additions and remove unauthorised past additions and take opportunities to better protect and improve the special character and appearance of Withington Conservation Area.

Paula Burbicka

Planning Officer (Heritage and Urban Design)