



20th October 2023

Manchester City Council
Planning Services

Dear Sir/Madam,

Supporting Information to Planning Application 'Full Planning Application for shopfront alterations to 222 Wilmslow Road and the use of the adjacent adopted footway for outdoor seating.'

I am pleased to submit this full planning application for the following development via Planning Portal with reference **PP-12533424**.

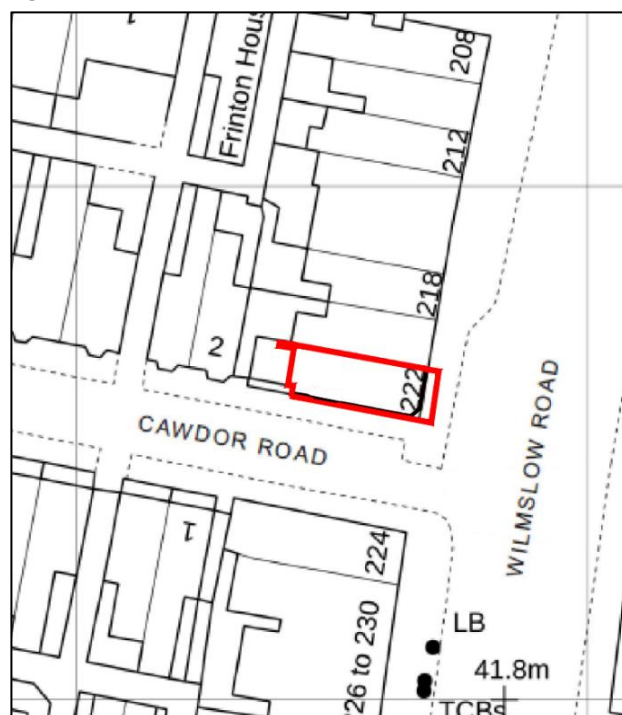
This application is accompanied by the following supporting documentation:

- i. Site Location Plan
- ii. Existing Shopfront Elevation Plans
- iii. Proposed Shopfront Elevation Pl

Background & Proposals

This proposal seeks to apply for a Full Planning Application for shopfront alterations to 222 Wilmslow Road and the use of the adjacent adopted footway for outdoor seating to facilitate the occupation of the premises by Insomnia Cookies.

Figure 1: Site Location Plan



Relevant Policies

The following policies from the Manchester City Council Local Plan have been identified as relevant to the proposals:

- Policy EC1 Employment and Economic Growth in Manchester
- Policy EN1 Design Principles and Strategic Character Areas
- Policy CC2 Retail
- Policy CC8 Change and Renewal
- Policy CC9 Design and Heritage

The following adopted Supplementary Planning Documents have been identified of relevance:

- Guide to Development in Manchester Supplementary Planning Document and Planning Guidance Adopted April 2007

In addition, the following document, which is not an adopted Supplementary Planning Document, but represents published guidance is of relevance:

- Table and Chairs Guidance Notes

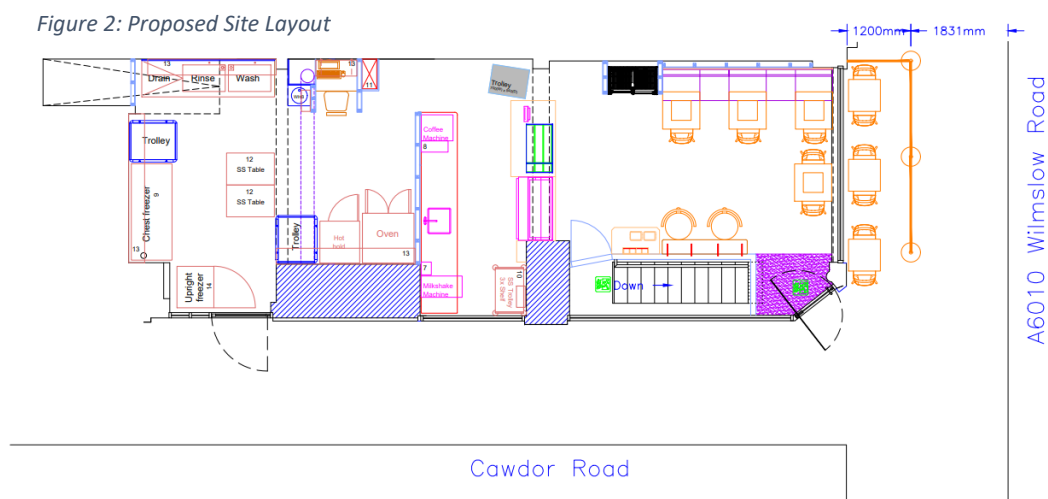
Analysis

Shopfront Amendments

The proposed shopfront seeks would preserve street continuity through maintaining a strong commercial hierarchy with diverse shopfronts. The proposed alterations to the shopfront fascia include:

- The area over the doorway would be infilled to allow consistent fascia over the door on both the Cawdor and Wilmslow elevations.
- Security roller shutters will be removed, and the area incorporated into the overall signage zone.
- Purple branded cladding will replace existing brown cladding.

The proposed shopfront amendments have been designed in conjunction with the principles of good design as set out in the *Guide to Development* Supplementary Planning Document (adopted April 2007). This includes designing the shopfront with sensitivity to the surrounding character and context, as well as providing a legible and adaptable frontage to Wilmslow Road

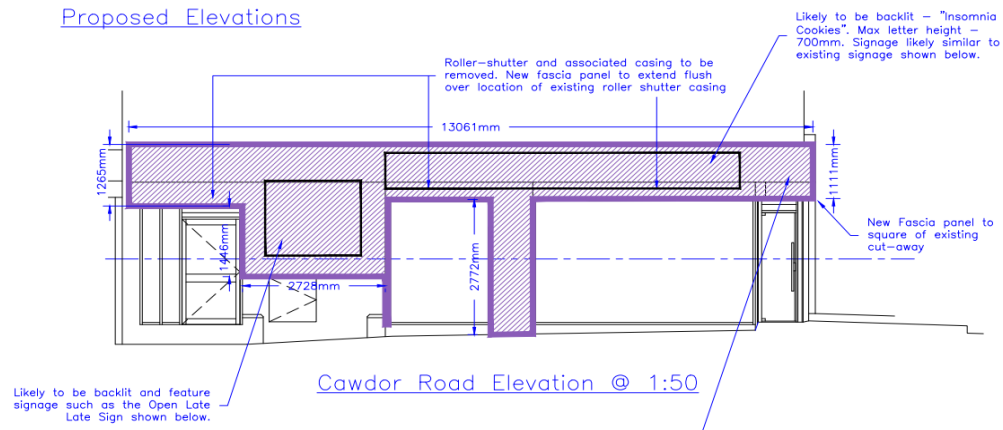
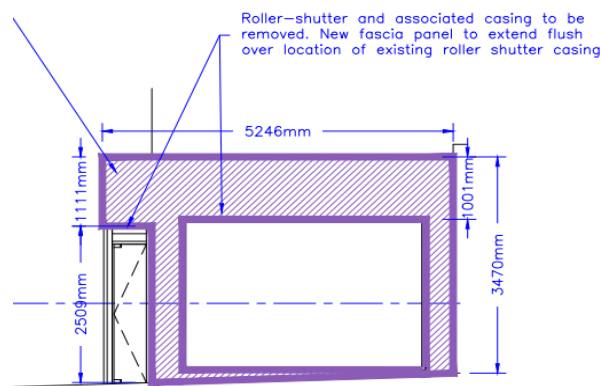


Outside Seating

The proposal also seeks to gain permission for the use of the adjacent adopted footway for outdoor seating to serve the buildings commercial use. This would be enclosed by a suitable barriers. The proposed seating would be in full compliance with the Guidance Notes. As the site location can be categorised under a 'street with footway and carriageway', then the following requirements have been met:

- A minimum width of unobstructed footway of 1.8 meters has been provided for safe and convenient pedestrian movement.
- There is sufficient space to provide a minimum distance of 0.75 meters from the face of the building to the seated customer.

Figure 3: Proposed Elevations



Upon the determination of this application, a separate application for express advertisement consent will follow in due course to ensure that all advertisements associated with the proposed shopfront will be appropriate to the site.

Yours sincerely

Matthew Biggs

Graduate Planner