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Date: 25/07/2023

Planning
Manchester City Council
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Dear Sir/Madam

**PROPOSED REPLACEMENT ENTRANCE DOORS AND THE INSTALLATION OF THREE
EXTERNAL LIGHTING UNITS ON THE JACKSON ROW ELEVATION AT 201 DEANS_GATE,
MANCHESTER, M3 3NW**

We enclose an application on behalf of our Client, Red Engine, for planning permission for the above proposed external alterations, comprising replacement entrance doors and the installation of three external lighting units on the Jackson Row elevation, along with the requisite application fee for £234.00.

Site and surroundings

No. 201 forms part of a modern complex of commercial units, within Deansgate, Manchester. The site lies on the junction of Deansgate with Jackson's Row. The site was previously operated as a retail premises, which traded as Evans Cycles, falling within Class E of the planning use classes order. The applicant intends to operate another Class E use of the premises, which was formally accepted by the LPA on 18/04/2023 (LPA reference: 136317/LP/2023). The LPA approved on 03/05/2023 some of the applicant's proposed signage scheme (LPA reference: 136333/AO/2023). An additional sign will be the subject of a separate advertisement consent application.

The applicant's use requires the replacement entrance doors and the three external lighting units.

The application site entrance is located at street level, with the set-back section of the main frontage of the building facing Deansgate.

The application site is located in a mixed-use, commercial urban area, which include entertainment, hospitality and leisure uses. A range of very contemporary styles and sizes of buildings occupy the area, with the application site itself being of modern design and appearance.

The application premises are not listed but the site is located within the designated Deansgate Conservation Area.

Proposals

We are seeking planning permission for replacement entrance doors and three lighting units. The proposed replacement entrance doors and external lighting units are all detailed within the accompanying application drawings.

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Assessment

The applicant's use requires the replacement entrance doors and the three external lighting units.

The proposals are considered to be supported by the requirements of the 2021 National Planning Policy Framework. The 2021 Framework reiterates the presumption in favour of sustainable development (paragraph 11) which requires development proposals that accord with an up-to-date development plan to be approved without delay. Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, permission should be granted unless in conflict with the 2021 Framework. The 2021 Framework also requires LPAs to approach decisions on proposed development in a positive and creative way and to work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible (all paragraph 38).

The 2021 Framework requires planning policies and decisions to help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development (paragraph 81).

The 2021 Framework requires planning policies and decisions to promote social interaction and opportunities for meetings between people who might not otherwise come into contact with each other (paragraph 92). The 2021 Framework adds that in order to provide the social and recreational facilities and services the community needs, planning policies and decisions should plan positively for the provision and use of shared spaces and meeting places, such as public houses (paragraph 93).

The 2021 Framework states that good design is a key aspect of sustainable development (paragraph 126). Planning policies and decisions should ensure that developments function well and add to the overall quality of the area; are visually attractive; are sympathetic to local character and history, while not preventing or discouraging appropriate innovation or change; and create attractive, welcoming and distinctive places (all paragraph 130).

It is also considered that the proposals do not conflict with any relevant adopted local planning policy for this site.

The use of the application premises is also an important commercial facility, providing a highly accessible, commercial venue.

The proposed external alterations are very minor in nature and simply comprise the installation of replacement entrance doors together with three external lighting units along the Jackson Row elevation. Neither of these proposals will result in any significant, genuine impacts upon the character and appearance of the host building, the local street scene and the wider designated conservation area. Indeed, the replacement entrance doors are considered to be a visual improvement upon the existing, somewhat visually bland, entrance doors and will better demarcate the public entrance into the premises, along with the associated signage.

For all of the reasons rehearsed above, the application proposals are not considered to result in any genuine, material implications to the visual amenity of the local area, the appearance of the host building or the character and appearance of the local street scene.

It is therefore considered that these proposals are actively supported by the 2021 National Planning Policy Framework and do not conflict with the general aims and aspirations of adopted local planning policy context.

In conclusion, it is considered that the proposed minor external alterations would not cause harm to the character and appearance of the host building, the local street scene, nor the wider designated conservation area. These proposals will help ensure the continued economic use of this site and its continued function as an appropriate commercial use, which adds to the vitality and viability of the local area in general without compromising the visual amenities of the wider area.

In the above circumstances, it is hoped that officers can support these proposals.

If you need any clarification of the proposals or require any further information, please do not hesitate to contact us.

Yours faithfully,

Bidwells LLP

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