

24 February 2023

Manchester City Council
Planning
P O Box 532
Manchester
M60 2LA

Our reference: 979
Planning Portal reference: PP-11954685

Dear Sir/ Madam

**Full planning application for replacement shop front and external alterations.
254 Wilmslow Road, Fallowfield, Manchester M14 6LD.**

Smith Jenkins Ltd have been instructed by our clients, Papa John's (GB) Ltd (the applicant) , to submit an application for full planning permission for a new shop front at the above property.

The application comprises the following documents:

- The application forms duly completed;
- This letter;
- Application Drawings:
 - Site Location Plan(drawing ref: 2932- 000);
 - Existing Elevation and Plan (drawing ref: 2932- 001);
 - Proposed Elevation and Plan (drawing ref: 2932- 002); and
- Application fee of £234.00.

Please confirm receipt of this submission and validation of the application of due course.

The remainder of this letter will set out a summary of the site, the proposal, the planning policy context an explanation as to why we believe the proposed development is acceptable.

The Site

The application site is situated at 254 Wilmslow Road, Fallowfield. The unit is currently in use as a hot food takeaway under the sui generis use class. The site is located within the Fallowfield District Centre.

The site is located on the western side of Wilmslow Road at its junction with Landcross Road. It is situated amongst a number of other commercial units along Wilmslow Road, including a number of other retail and town centre uses.

The site is not situated within a Conservation area, nor it is located in proximity to any listed buildings.

The Proposal

The proposed works will involve the installation of a new powder coated aluminium shopfront and door. The shopfront and door will be painted in green. An existing door and window on Landcross Road will be bricked closed with matching bricks. The exposed brickwork on this elevation that forms part of the shopfront will be painted in grey. All existing shutters and boxing will be removed.

Planning Assessment

This section of the letter provides an overview of the planning issues associated with the proposal and demonstrates compliance with the local planning policy. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless other material considerations indicate otherwise.

The Development Plan for the site comprises Manchester's Local Development Framework Core Strategy Development Plan Document, adopted in July 2012 and saved policies of Unitary Development Plan. There is no Neighbourhood Plan. National Planning Policy is set out in the National Planning Policy Framework (NPPF) are a material consideration in the determination of the application.

The site is located in within the Fallowfield District Centre and is allocated for shopping use. Saved UDP Policy 14 applies to all retail premises and to other commercial premises which have similar physical characteristics e.g. betting shops, banks, building society offices, opticians premises etc. the policy states that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

Policy EN1 'Design principles and strategic character areas' states that all development in Manchester will be expected to follow the seven principles of urban design. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Consideration

Principle of development

The site is an existing retail unit and falls within the Fallowfield District Centre, where retail and other town centre uses are supported. The proposed replacement shopfront is in keeping with the current use of the building and town centre designation. The principle of development is acceptable.

Design & Character

The proposed works will involve the installation of a new powder coated aluminium shopfront and door. The existing door and window on Landcross Road will be bricked closed with matching bricks

and exposed brickwork on this elevation which forms part of the shopfront will be painted in grey. The proposals will also result in the removal of the existing shutters and boxing.

The key policy in the determination of this application is saved UDP policy DC14.1 which states that proposals should be in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

In this instance, the proposals would be consistent in appearance with the adjoining retail units and wider area which is commercial in character. These reflect the sites location within a designated district centre.

The proposals would also result in a significant improvement to the existing shopfront, which is considered to be poor quality, dated, and does not contribute visually to the quality of the surrounding area. The removal of the existing security shutters, included those on Landcross Road which are permanently shut, will also result in a significant improvement to the unit, and the appearance of the wider retail frontage as they presently are unattractive and can add to a sense of crime and disorder in the area.

The existing building is also of little architectural merit and the new shopfront will create no harm to the character of the building.

Residential Amenity

It is not considered that the elevational changes will have any impact upon residential amenity.

Conclusions

Overall, the proposals result in significant enhancements to this unit through the creation of new modern shopfront and the removal of poor quality external fabric which detracts from the character of the area. The proposals therefore accord with development plan policies S1.2 and EN1 as well as those contained within the NPFF. We therefore request that planning permission is granted accordingly.

Should you have queries or require additional information, please do not hesitate to contact me.

Yours faithfully



Baldip Basi

Planning Consultant