

Planning

Growth & Development

Delegated officer report for planning application

Application no.	135860/FO/2022		
Date registered valid:	28 December 2022		
Proposal:	One storey roof extension to provide additional office floorspace (Use Class E (g)) along with ancillary works to the ground floor and basement levels, and removal and replacement of plant.		
Address:	274 Deansgate, Manchester, M3 4JB		
Ward(s):	Deansgate		Ward
Applicant:	Whispering Smith Properties Ltd		
Agent (if any):	Ms Lucy Furber Icení Projects Limited		
Case officer:	Max		Gibson
	Tel: 0161 219		6359
	Email: maximillian.gibson@manchester.gov.uk		
Recommendation:	Approve		
Date of recommendation:	23.02.2023		

Application details

Type of application: Full Application Consent

Development type: Minor Office

Date of site visit:

Standard consultations:

Printed: 16 January 2023 Expired: 6 February 2023

Neighbour notifications

Printed: 16 January 2023 Expired: 6 February 2023

Site notice

Posted: 19 January 2023 Expired: 9 February 2023

Press advert

Published: 24 January 2023 Expired: 14 February 2023

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: n/a

Tree Preservation Order: n/a

Description of area

The area relates to Deansgate, one of the main thoroughfares through Manchester city centre, which forms part of the A56. The character of the area comprises different uses, including retail, commercial, dining, drinking and office spaces. Deansgate is home to many listed and non-listed heritage assets, including the Grade I listed John Rylands Research Institute and Library and the Grade II listed Great Northern Warehouse which sits opposite the development site.

The site relates to 274 Deansgate a five storey, office and commercial/retail building on Deansgate. The building was constructed in 1995, with additions subsequently made to the roof, including a brick plant room. The design language harkens back to the red brick warehouses of Victorian Manchester. The facades are highly glazed, with articulation of depth wrought in brick to create a lively and active frontage. The ground floor currently houses a retail space and showroom for a high-end Italian bicycle manufacturer. The upper floors currently house unoccupied office space.

Description of development

The development relates to 1) creation of a single-storey rooftop extension 2) works to the ground floor including a) the creation of a reception area, necessitating the creation of a new, secondary entrance into the building b) the creation of two new entrances on the Camp Street elevation, one for refuse and one for pedestrian access and 3) the removal and replacement of redundant plant on the rooftop. The development is being undertaken for the purpose of creating spaces and

utilities that better service the needs of a single occupier requiring a mixture of office and commercial space.

Consultations & Notification Responses

Publicity

A notice was displayed on site, informing passers-by of the proposed development. Letters were sent to surrounding occupiers to inform them of the development. A notice was placed in the local press to notify the public of works affecting the setting of a listed building. One response has been received as a result of this publicity:

-Occupier of property on neighbouring street objects to the single-storey extension on privacy grounds. Feels main living space will be overlooked from new extension.

Consultations

Highway Services – CMP requested, reflected in condition

Environmental Health – Noise condition request, reflected in condition

Work & Skills Team – No requirement for local labour

Greater Manchester Police – Review of security post-completion requested, reflected in condition

Policy

The principal issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity and impact upon the setting of a listed building and the Upper King Street and St John's Conservation Areas. The main policies that relate to the assessment of the proposal are Section 66 and 72 of the Planning (Listed Buildings and Conservations Areas) Act 1990, the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment) and Manchester Core Strategy policies DM1 (Development Management) and SP1 (Spatial Principles), EN3 (Heritage), EN19 (Waste) and EC1 (Employment and Economic Growth in Manchester) and the Saved Policies contained within the Unitary Development Plan for Manchester in particular DC18 (Conservation Areas).

Issues

Principle of development

The proposed development seeks to remodel and fit out 274 Deansgate to make it suitable for occupation by a single occupier. This would see Whispering Smith, a global fashion producer and retailer, relocate their headquarters to Manchester City Centre, thereby improving the economic vitality of the area.

At present, the upper floor offices are unoccupied. Bringing the entire building back into use as proposed is considered to be a benefit of the proposed development. To bring the building back in to full active use, it is necessary to improve the quality of the offer, so the building is suitable for the requirements of the new occupier. Hence, an increase in office space, created by the new extension, and new reception space on the ground floor are to be created.

Given the benefits of the development to creating sustainable economic growth in the city centre, the development is considered to be in accordance with policy EC1 of the MCS and the principles of sustainable development laid out in the NPPF. The principle of the development is therefore considered to be acceptable.

Visual amenity

The applicant's intention is to implement a single storey extension in place of implementing the two-storey extension approved by app. ref. 132376/FO/2021. The single storey extension would increase the height relative to the existing rooftop plant shed and add a storey to the original brick structure. The extension will be set back from the edge of the roof to create an outdoor seating area for the employees. This setback should reduce visibility from the street, meaning the impact on the street scene is modest in nature.

By removing a storey, the scale of the proposed extension is reduced compared to that previously approved. The change in design will lessen the impact on visual amenity, whilst still providing the occupier with the office and breakout spaces they require for their headquarters.

The proposed extension will replace a redundant plant room constructed from powder coated metal, which is in a state of disrepair and observable from street level. The proposed extension will be of a much higher quality design. There will be large sections of glazing with lightweight aluminium frames. The cladding will be in a high-quality anodised material. A pattern or motif in the cladding will further add a level of articulation to the elevations of the extension.

The contrast in the materials and patterns, whilst utilising a similar colour palette, between the extension and the existing building, will add a subtle and unobtrusive feature of architectural and aesthetic interest. Hence, the proposed extension is considered to be an improvement on the current situation.

The works to the Deansgate elevation, which will create a secondary entrance to the client reception, will include the removal of an unsightly glass porch which forms an incongruous feature within the elevation. The proposed reconfiguration of the side entrance will accommodate a service lift to the basement which will ensure access from the main staff entrance to the basement. This improved access balances against the increase in visual clutter that will be caused by the introduction of an additional doorway.



Residential amenity

An objection has been submitted by a local resident, with concerns that their living space will be overlooked by occupiers of the new development. Only the elevation that faces towards St John Street directly looks on to any residential accommodation. There are no windows proposed on this side of the extension. Whilst the outdoor area does extend to this side of the building, the significant distance between 274 Deansgate and the residence the far side of St John Street means the impact on residents here is likely to be minimal. An officer attended a site visit and was satisfied that this was the case.

A condition is attached to this approval that will require a management plan for the external areas of the development to be produced for approval by the city council. This will include controls on

hours of operation, capacity and use. This condition also requires that no amplified music or sound be produced or played in any part of the site outside the building. These controls will safeguard the amenities of occupiers of nearby properties.

Heritage and design

The development site is directly adjacent to both the St John and Deansgate Conservation Areas, with Castlefield Conservation area a little further up Deansgate. It also sits opposite a Grade II listed building. Section 66 of the Planning (Listed Buildings and Conservations Areas) Act 1990 states there should be special regard given to preserving the setting of listed buildings, whilst section 72 states special regard should be given to preserving or enhancing the character of conservation areas. Policy EN3 of the Core Strategy states the new development must be designed to enhance conservation areas. Saved Policy DC18.1 of the UDP states that new development in conservation areas must be given especially careful consideration by the city council, as LPA.

The proposed development sits opposite the Grade II listed 235 - 291 Deansgate, colloquially known as Great Northern due to the Grade II* listed warehouse at its northernmost end. 235-291 Deansgate housed the offices of the former Deansgate Goods Station and dates from c1899. Its significance lies in the link with Manchester's industrial history as well as the quality of the architecture and design, which combined with its massive scale, makes one of Manchester city centre's most striking features.

The offices form a long, unbroken elevation of some 29 units. Decorative brickwork forms alternating bands of red and beige along its length. This stretch of Deansgate is an iconic and an instantly recognisable emblem of the city. Furthermore, the Castlefield Conservation Area is located immediately to the south of the building and the St. John Conservation Area is immediately to the west of the building.

Despite the site building itself being of low heritage value, the applicant has prepared a heritage statement which is of a suitably high level of detail to describe the impact on the conservation areas and heritage assets. Therefore, the applicant has conformed to the requirements of paragraph 195 of the NPPF.

The main impact of the development will be on the setting of the two adjacent conservation areas, due to visibility from street level. There will be a modest increase in height relative to the existing plant shed on the roof. This will increase the overall height of the building once this planning permission is implemented, altering the street scene and causing a low level of less than substantial harm to the setting of a listed building and the conservation areas.

However, decisions have been made to mitigate this harm. As discussed previously, the design is considered to be high quality and utilising high quality anodised materials. The rust/orange colours picked for the extension should create a visual continuity with the older brickwork from a distance. The setback from the edge of the roof is in line with other rooftop extensions along Deansgate and will help reduce the visibility of the extension at oblique angles, particularly along Deansgate.

From the rear of the building in the St John Street Conservation Area, the proposed extension is unlikely to be highly visible. Although the proposed extension will be slightly large in scale, a site visit revealed few angles from street level where the existing plant shed was visible. In instances where it did appear visible, this was from some distance away suggesting the proposed extension would be an unobtrusive background for any street level observers.

On balance, given the high quality of the design of the extension, its reduced scale compared to the two-storey extension previously approved and the economic benefits afforded by bringing this

building back into use, the less than substantial harm caused by this development is considered to be acceptable pursuant to Policy EN3 of the MCS, Saved Policy DC18 of the UDP and Section 16 of the NPPF.

Travel

The new headquarters, by virtue of their city-centre location, will also contribute to sustainable economic growth. They are in the vicinity of major local and national transport hubs and employees will be able to take advantage of the whole range of public transport systems available in Manchester. Furthermore, the development will create bicycle parking in the basement. This should reduce the reliance of employees on cars for their commute, helping to reduce the associated pollution and traffic.

In order to minimise the impacts of the development on highways and the public transport network, a condition requiring the formulation of a travel plan by the applicant has been attached to this proposal.

Waste

The development will see the creation of a bin store in the basement, with a service lift to allow the bins to be taken out for collection. This will ensure that waste from the operation of the building is stored on site and off street. A satisfactory waste management plan has been submitted. The development is therefore considered to be in accordance with policy EN19 of the MCS.

Crime

The development proposed is not expected to lead to a marked increase in the risk of crime. It is noted that there is to be a moderately recessed entrance to Camp Street, which would generally be discouraged. However, it is observed that the recess is not significant in this instance. As recommended by GMP, a condition has been attached to review security arrangements for the building to ensure the risk of crime is minimised. On balance, this is considered acceptable and in accordance with Core Strategy Policy DM1 and Section 12 of the NPPF.

Conclusion

Given the above, the proposed development is considered acceptable pursuant to UDP Policy DC15 and DC18, Manchester Core Strategy Policies DM1, SP1, CC9, EN1, EN3 and EN19 and the NPPF.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan,

the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

-22109 (PL) 100 BASEMENT FLOOR PLAN

-22109 (PL) 101 GROUND FLOOR PLAN

-22109 (PL) 106 FIFTH FLOOR PLAN

-22109 (PL) 107 ROOF FLOOR PLAN

-22109 (PL) 200 A ELEVATIONS

-Design & Access Statement

-WASTE MANAGEMENT STRATEGY

-Heritage Statement

-SPACE MANAGEMENT SCHEDULE

received by the city council, as local planning authority, on 28/12/2022.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy

3) Prior to the commencement of the development a detailed construction management plan outlining working practices during development shall be submitted to and approved in writing by the local planning authority, which for the avoidance of doubt should include:

-The routing of construction traffic;

-Detail the vehicular activity associated with the construction including appropriate swept-path assessment;

-Details of the location and arrangements for contractor parking;

-The identification of the vehicular access points into the site;

-Identify measures to control dust and mud including on the surrounding public highway including details of how the wheels of contractor's vehicles are to be cleaned during the construction period;

- The details of an emergency telephone contact number for the site contractor to be displayed in a publicly accessible location;
- For large schemes a highway dilapidation survey including photographs and commentary on the condition of carriageway/footways on construction vehicle routes surrounding the site.

Manchester City Council encourages all contractors to be 'considerate contractors' when working in the city by being aware of the needs of neighbours and the environment. Membership of the Considerate Constructors Scheme is highly recommended.

The construction and demolition works shall be carried out in accordance with the approved construction management plan.

Reason: To ensure that the development is acceptable in the interests of the highway safety and the amenity of the locality, pursuant to policies SP1, DM1, CC5, CC10, T1, EN15, EN16, EN17 and EN18 of the Core Strategy and Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (April 2007).

4) The external areas within the application site shall only be used in accordance with a Management Plan that shall be submitted to and approved in writing by the City Council as local planning authority before the development is first occupied and shall include:

- a schedule of days and hours of operation;
- number of occupiers (capacity); and
- statement of intended use.

No amplified sound or any music shall be produced or played in any part of the site outside the building.

Reason - To safeguard the amenities of the occupiers of nearby properties, pursuant to policies SP1 and DM1 of the Core Strategy.

5) a) Externally mounted ancillary plant, equipment and servicing shall be selected and/or acoustically treated in accordance with a scheme designed so as to achieve a rating level of 5dB (LAeq) below the typical background (LA90) level at the nearest noise sensitive location. Prior to commencement of the use hereby approved the scheme shall be submitted to and approved in writing by the City Council as local planning authority in order to secure a reduction in the level of noise emanating from the site.

b) Prior to occupation of the development a verification report shall be submitted to and approved in writing by the City Council as local planning authority to validate that the work undertaken throughout the development conforms to the recommendations and requirements in the approved acoustic report. The report shall also undertake post completion testing to confirm that the noise criteria have been met. Any instances of non-conformity with the recommendations in the report shall be detailed along with any measures required to ensure compliance with the agreed noise criteria.

Reason - To minimise the impact of the development and to prevent a general increase in pre-existing background noise levels around the site, pursuant to policies SP1 and DM1 of the Core Strategy.

6) The glazing to the ground floor windows will be clear and unobstructed. No treatment, screening or coating shall be applied on or behind the glazing that would obscure views from the street into the building.

Reason - In the interest of visual amenity pursuant to policies DM1 and SP1 of the Manchester Core Strategy.

7) a) Before the first use of the development hereby approved, a scheme for the storage and disposal of refuse shall be submitted for approval in writing by the City Council as local planning authority.

b) The details of the approved scheme shall be implemented as part of the development and shall remain in situ whilst the use or development is in operation.

Reason - In the interests of amenity and public health accordance with Core Strategy Policy DM1.

8) The cycle parking indicated on the approved plan (21057 (PL) 100 Rev B) shall be made available for use prior to the building hereby approved being occupied.

The cycle parking shall then be available at all times whilst the site is occupied.

Reason - To ensure that there is adequate parking for the development proposed when the building is occupied in order to comply with policy DM1 of the Manchester Core Strategy.

9) Prior to commencement, samples and specifications of the materials to be used on the external elevations of the building shall be submitted for approval in writing by the City Council as Local Planning Authority. This includes any cladding, fixing and joining and new doorways and windows including specifications of frame widths. The approved materials shall be implemented as part of the development.

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, as specified in policies SP1 and DM1 of the Core Strategy.

10) Prior to the occupation of the development, a report shall be submitted detailing coverage for any CCTV systems, alarms and access control. This will need to be reviewed to check all areas of the development are covered and approved in writing by the city council, as local planning authority.

Reason - in the interest of public safety pursuant to policies DM1 and SP1 of the Manchester Core Strategy.

11) Before first occupation, a signage strategy for the site shall be submitted to and agreed in writing by the City Council as local planning authority. The development shall be carried out in accordance with the approved details.

Reason - In the interests of visual amenity to enable careful attention to signage details is required to protect the character and appearance of this building in accordance with policies SP1 and DM1 of the Core Strategy.

12) a) Before first occupation of the development, a Travel Plan, including details of how the plan will be funded, implemented and monitored for effectiveness, shall be submitted to and approved in writing by the City Council as local planning authority. The strategy shall outline procedures and policies that the developer and occupants of the site will adopt to secure the objectives of the overall site's Travel Plan Strategy. Additionally, the strategy shall outline the monitoring procedures and review mechanisms that are to be put in place to ensure that the strategy and its implementation remain effective.

b) Within six months of first occupation of the development, the results of the monitoring and review processes shall be submitted in writing to the local planning authority and any measures that are identified that can improve the effectiveness of the Travel Plan Strategy shall be adopted and implemented.

The Travel Plan approved above shall be fully implemented, prior to first occupation of the development, and shall be kept in operation at all times thereafter.

Reason - In accordance with the provisions contained within planning policy guidance and in order to promote a choice of means of transport, pursuant to policies T2 and EN16 of the Core Strategy.

13) Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) (or any order revoking and re-enacting that Order with or without modification) no part of the development shall be used for any purpose other than the purpose of Class E (a), E(c) (i,ii,iii) and E (g) (i) of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as amended) (or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order with or without modification). The approved uses shall be implemented as part of the development, as per drawing:

Reason - To safeguard the amenities of the neighbourhood by ensuring that other uses which could cause a loss of amenity do not commence without prior approval pursuant to Core Strategy policies SP1 and DM1.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Work & Skills Team
Greater Manchester Police

Unit 4, 235 Deansgate, Manchester, M3 4EN
Unit 2A, 235 Deansgate, Manchester, M3 4EN
249 Deansgate, Manchester, M3 4EN
247 Deansgate, Manchester, M3 4EN
245 Deansgate, Manchester, M3 4EN
243 Deansgate, Manchester, M3 4EN
MYA Cosmetic Surgery Manchester, 262 Deansgate, Manchester, M3 4BG
Flat 10, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 9, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 8, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 7, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 6, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 5, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 4, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 3, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 2, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
Flat 1, St John Street Chambers, 2 St John Street, Manchester, M3 4DA
ALL STAR (MANCHESTER) LIMITED, Unit 3, 235 Deansgate, Manchester, M3 4EN
Unit 2, 235 Deansgate, Manchester, M3 4EN
270 Deansgate, Manchester, M3 4JB
Second Floor Suite D, Deansgate North, 235 Deansgate, Manchester, M3 4EN
Third Floor, 235 Deansgate, Manchester, M3 4EN
Unit 18, 253 Deansgate, Manchester, M3 4EN
First Floor Unit 24 Plaza Level, 253 Deansgate, Manchester, M3 4EW
Unit 20 (plaza Level), 253 Deansgate, Manchester, M3 4EN
Unit 17 (plaza Level), 253 Deansgate, Manchester, M3 4EN
8 - 8A St John Street, Manchester, M3 4DU
Unit 4, 253 Deansgate, Manchester, M3 4ED
237 - 239 Deansgate, Manchester, M3 4EN
Basement And Ground Floor, 274 Deansgate, Manchester, M3 4JB
First Floor, 274 Deansgate, Manchester, M3 3HF
Ground Floor, 274 Deansgate, Manchester, M3 3HF
Second Floor, 274 Deansgate, Manchester, M3 4HF
Third Floor Right, 274 Deansgate, Manchester, M3 4HF
Third Floor Left, 274 Deansgate, Manchester, M3 4HF
253 Deansgate, Manchester, M3 4EW
235 Deansgate, Manchester, M3 4EN
Deansgate North, 235 Deansgate, Manchester, M3 4EN
12 St John Street, Manchester, M3 4DY
The Great Northern, 253 Deansgate, Manchester, M3 4EN
268 Deansgate, Manchester, M3 4JB
Manchester 235, 2 Watson Street, Manchester, M3 4LP
9 St John Street, Manchester, M3 4DN
40 Porchfield Square, Manchester, M3 4FG
38 Porchfield Square, Manchester, M3 4FG
32 Porchfield Square, Manchester, M3 4FG
Fourth Floor, 274 Deansgate, Manchester, M3 4JB

44 Porchfield Square, Manchester, M3 4FG
241 Deansgate, Manchester, M3 4EN
255 Deansgate, Manchester, M3 4EN
Centre For Men's Health Limited, 10 St John Street, Manchester, M3 4DY
7 St John Street, Manchester, M3 4DN
3 - 5 St John Street, Manchester, M3 4DN
257 Deansgate, Manchester, M3 4EN
99 Porchfield Square, Manchester, M3 4FG
97 Porchfield Square, Manchester, M3 4FG
42 Porchfield Square, Manchester, M3 4FG
36 Porchfield Square, Manchester, M3 4FG
34 Porchfield Square, Manchester, M3 4FG
30 Porchfield Square, Manchester, M3 4FG

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: CENTRAL