
Planning, Design & Access Statement

UNIT 23, HARPURHEY SHOPPING CENTRE, LEE ROAD,
MANCHESTER, M9 4DH

1.0 INTRODUCTION

- 1.1 This application has been submitted on behalf of our client, Power Leisure Bookmakers Ltd., for alterations to the existing shopfront at the abovementioned premises, and for the display of 1 no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign.
- 1.2 The planning application submission comprises the following material:
- Duly completed Planning Application Form;
 - Completed Certificate B and Copy of Notice as served;
 - Site Location & Block Plan (Dwg no. 14604-200-10);
 - Existing and Proposed External Alterations (Dwg no. 14604-200-11A);
 - Existing and Proposed Ground Floor Plans (Dwg no. 14604-200-12A);
 - Advertisement and Signage Detail (Dwg no. 14604-200-14C); and
 - Planning, Design & Access Statement prepared by Hybrid.

2.0 APPLICATION PREMISES

- 2.1 This application relates to a 0.01 hectare site, which accommodates a ground floor unit within a parade of commercial units in the Harpurhey District Centre.
- 2.2 The premises, which were last occupied by Homefair Blinds in August 2021, comprise of 105 sq. m. (1,130 sq. ft.) of gross internal commercial space on the ground floor level, only; the application premises have continued to remain vacant.
- 2.3 The property is not listed nor is it situated within a conservation area.

3.0 PLANNING HISTORY

- 3.1 There is no planning history of specific relevance to this application.

4.0 THE PROPOSALS

- 4.1 The external alterations to the premises include:

Front Elevation	- Removal and replacement of shopfront frames and installation of powder coated aluminium shopfront finished to RAL 6026 (Colour Opal Green), together with installation of new 300mm high aluminium stall riser, powder coated Colour Black;
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- Replacement of single leaf entrance door with new single leaf glazed entrance door powder coated to Colour Opal Green (RAL 6026), to match;
 - Replacement of existing fascia and backing, and display of 1 no. fascia sign and 1 no. projecting sign, in accordance with Dwg no. 14604-200-14C; and
- Rear Elevation - Replacement of existing double leaf entrance door with new single leaf security door, and partial infill of existing opening with brickwork to match existing (in accordance with Dwg no. 14604-200-11A).

5.0 NATIONAL AND LOCAL PLANNING POLICY

National Planning Policy Framework (2021)

- 5.1 The revised National Planning Policy Framework (NPPF), published in July 2021, aims to strengthen local decision making and to reinforce the importance of up to date plans.
- 5.2 The Framework prescribes a 'presumption in favour' of sustainable development (**Paragraph 11**), and supports proposals that are in accordance with the policies of an up-to-date development plan.
- 5.3 To achieve sustainable development, economic, social and environmental objectives need to be pursued in mutually supportive ways (**Paragraph 8**), and should be delivered through the preparation and implementation of plans and the application of the policies in the Framework. However, they are not criteria against which every decision can or should be judged (**Paragraph 9**).
- 5.4 The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve, and **Paragraph 126** states that good design is a key aspect of sustainable development, creates better places in which to live and work, and helps make development acceptable to communities.
- 5.5 **Paragraph 130** confirms planning policies and decisions should ensure that developments will function well and add to the overall quality of an area, are visually attractive and sympathetic to local character and history, establish or maintain a strong sense of place, optimise the potential of the site to accommodate and sustain an appropriate mix of development and support local facilities and transport networks, and create places that are safe, inclusive and accessible which promote health and well-being, with a high standard of amenity for existing and future users.
- 5.6 In determining applications (**Paragraph 134**), great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings. Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.
- 5.7 Current national guidance on advertisement control is set out in the National Planning Policy Framework (NPPF), which recognises that the control over outdoor advertisements should be simple, efficient, and effective. The NPPF clarifies (at Paragraph 136) that the display of outdoor advertisements can only be controlled in the interests of "amenity" and "public safety", taking account of cumulative impacts.

The Local Development Plan

- 5.8 The statutory development plan for the site currently comprises of the Manchester Core Strategy

(2012), and the 'saved' policies of the Manchester Unitary Development Plan (UDP) (1995).

5.9 **Policy DM1 – Development Management** of the Core Strategy (2012), advises that amongst other matters development should have regard to the following specific issues, for which more detailed guidance may be given within a supplementary planning document:

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Refuse storage and collection.

5.10 **'Saved' Policy E3.3 – Environmental Protection and Improvement** of the UDP (1995), states that the Council will upgrade the appearance of the City's major radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent premises, and encouraging new development of the highest quality.

5.11 **'Saved' Policy DC14.5 – Advertisements** of the UDP, confirms that the Advertisement Regulations require applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,

- a) Signs should not normally be positioned other than at fascia level;
- b) Signs should respect the architectural form of buildings and shop frontages;
- c) Where no obvious fascia level exists, signs above shop fronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;
- d) Projecting box signs, or any other type of sign, which projects significantly beyond the shop front, should line up with the associated fascia board. Where there is not the case, such proposals will not be permitted;
- e) The Council will normally permit only one projecting box sign for each shop unit. On Listed Buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs;
- f) Fixed canopies mounted above fascia level or which obscure the fascia or shop front will not normally be permitted, unless within a structural opening;
- g) Long canopies which ignore the architectural form of frontages will not normally be permitted.

B. In the interests of public safety,

- h) Any sign which is detrimental to the safety of pedestrians or motorists will be refused;
- i) All canopies, blinds and awnings should provide a minimum clearance of 2.3m above the footpath.

5.12 Due regard has been given to the above policies, and the Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (April 2007), in the preparation of this application.

6.0 DESIGN ASSESSMENT

6.1 The application site is situated with a main frontage to Harpurhey District Centre within a street

scene that includes retail and other main town centre uses within the immediate vicinity. The footprint and bulk of the existing building is to be unaltered by these proposals, with the main external changes being made in order to refurbish the building in line with the Paddy Power corporate branding and the applicant's business needs.

- 6.2 Accordingly, it is proposed that the existing shopfront frames are removed and replaced with new 'Opal Green' (RAL 6026) powder coated aluminium frames with 10.5mm thick laminated safety glazing (see Dwg no. 14604-200-11A), in conjunction with the installation of a new powder coated aluminium stallriser, finished Colour Black.
- 6.3 In addition, the existing single leaf glazed entrance door across the front elevation will be replaced with a new single leaf glazed entrance door with a clear opening of 1100mm to comply with latest DDA regulations; all visible components will be powder coated to Colour Opal Green (RAL 6026), to match. The door will be glazed in 9.7mm laminated safety glass and fitted with stainless steel push/pull handles, a letter plate in the bottom panel, and an opaque vinyl manifestation will be applied. Along the rear elevation, a double leaf entrance door will be replaced with a new single leaf security door, and the existing opening will be partially infilled with brickwork to match (see details on Dwg no. 14604-200-11A).
- 6.4 It is considered that the proposed alterations to the existing shopfront and rear elevation will improve the appearance of the building and that the design and materials respect the character of the building and would not appear unduly prominent in the street scene; such that they will preserve and enhance the appearance of the District Centre location of which they form part. The proposed alterations will also facilitate window displays along the entire extent of the unit's frontage, which will enhance the attractiveness of the shopping facilities, and also ensure that Paddy Power maintain an appearance akin to that of a shop, thereby avoiding dead frontage.
- 6.5 The existing fascia and backing will be removed and replaced with new 'Paddy Power' fascia and 'PP' projecting signage (see Dwg no. 14604-200-14C). The proposed fascia sign on the front elevation will be fabricated from powder coated aluminium fascia panels (finished to RAL 6026, Colour Opal Green), and will measure approximately 5.48 m x 0.845 m; and will comprise white laser cut acrylic 'Paddy Power' lettering, which will be internally illuminated by LED. In our view, the proposed fascia signage would be of an appropriate size, scale, design, and appearance for the building and would not prejudice highway, safety or any residential amenities.
- 6.6 The projecting sign on the front elevation (see Dwg no. 14604-200-14C) would be proportionate to the size of the building and would not appear out of character on the unit or in the street scene. The 'PP' logo will be internally illuminated by LED. As such, the proposed projecting sign would not have any moving or flashing parts. Accordingly, the proposed sign will not be detrimental to highway, safety or residential amenity and is considered acceptable in terms of scale, design, appearance, and materials. In our view, all of the proposed signage would be unobtrusive within the streetscene and would not detract from the character or appearance of the District Centre location.
- 6.7 As detailed above, the proposed alterations at Unit 23 Harpurhey Shopping Centre would respect the style, proportions and character of the existing building, its visual appearance within the streetscene, and would be likely to enhance, and make a positive contribution to, the character and quality of the Harpurhey District Centre location. This would accord with the aims and objectives of the NPPF (2021), Policy DM1 of the Manchester Core Strategy (2012), and 'saved' Policies E3.3 and DC14.5 of the Unitary Development Plan (1995).

7.0 ACCESS ASSESSMENT

- 7.1 The planning application seeks several minor alterations/improvements to the existing access arrangements to the building that constitute external alterations. However, it does not propose

to alter any vehicular access/egress to the site from a public highway.

- 7.2 The existing single entrance doorway along the front elevation is to be replaced with a new single leaf entrance door that will be sufficiently wide to allow for wheelchair bound persons. The entrance will also have level access, thus ensuring that the premises will remain accessible for all.
- 7.3 Likewise, a new single leaf entrance will be created along the rear elevation to ensure that a safe means of escape will be maintained, and to accord with building regulation requirements.

8.0 CONCLUSIONS

- 8.1 The proposal accords with the relevant local policy and guidance and will:
 - Enhance the appearance of the building and contribute to the street scene enabling it to be updated in line with the latest Paddy Power corporate branding and the applicant's business needs;
 - Be of an appropriate design, using suitable materials.
 - Not have an adverse impact on highway, safety or any residential amenities; and
 - Improve access arrangements for pedestrians including those with disabilities.
- 8.2 To conclude, the proposed changes to the appearance of the building would not only improve the general appearance of the site but would assist in enhancing the general appearance of the surrounding area and increasing the building's commercial viability.
- 8.3 Taking account that the proposal accords with the policies of the local plan and seeks to improve the overall appearance of the building we believe that there is no principal objection to the proposed external alterations. We look forward to your confirmation that the application has been registered and subsequently approved.