

NEXUS PLANNING

Treetop Adventure Golf, The Printworks, Dantzic Street, Manchester, M4 2BS

Planning and Heritage Statement

On behalf of Discovery Adventure Golf Limited

May 2022

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1 Introduction

1.1 This Planning Statement has been prepared by Nexus Planning on behalf of Discovery Adventure Golf Limited ('the applicant'), in support of a planning application submitted to Manchester City Council ('the Council') for new signage and alterations to the cladding around the entrance of Treetop Adventure Golf, The Printworks, Dantzic Street, Manchester, M4 2BS. The description of development is as follows:

"Alterations to cladding around entrance to Adventure Golf facility and new signage."

1.2 Adventure Golf occupies a units which forms part of the wider Printworks complex. The Printworks complex is a key driver for the leisure economy in the city centre, and accommodates a wide and dynamic range of leisure operators that together form a clear focus for the city centre's leisure economy. The application site therefore represents part of a very significant building within the city centre, and its prominent role must be reflected in the general appearance and upkeep of the units and operators throughout Printworks.

1.3 Accordingly, this application seeks to replace outdated and poor-quality signage with a contemporary design reflective of the operator's ethos and vision. The new design is a fresh approach that seeks to maximise the site's key location at a gateway site, with associated consequential benefits both for the venue and city centre as a whole. Consideration has also been given to the Signage Strategy associated with planning application ref. CDN/21/0786, particularly insofar as the proposals relate to the maximum extent in which signage can be located that are indicated by this strategy.

1.4 This Statement follows on from the submission of a planning application relating to the development and a written response from the Council, which outlined that the application could not be progressed for the following reasons:

(1) The proposal does not appear to be in accordance with the signage strategy for the ground floor units on the Printworks as approved by planning application ref. CDN/21/0786. It is not considered that the proposal would be supported as it would lead to a cluttered appearance; and

(2) The application site is located within the Shudehill Conservation Area please provide a heritage statement within a design and access statement that makes reference to this and relevant policies.

1.5 This Statement therefore considers the suitability of the proposals in the context of the approved Signage Strategy, appraises the design and appearance of the proposal and provides a Heritage Statement and Design and Access Statement given the site's location within the Shudehill Conservation Area.

1.6 However, in short, the application will deliver the following key positive benefits which are a material consideration:

- The enhancement of an important leisure destination within the city centre;
- The improvement of the overall aesthetic of the unit and wider conservation area through the implementation of a contemporary design; and
- The refurbishment of the unit has the potential to attract a wider demographic of visitors throughout both the day and evening in line with the city centre strategy.

Application Documentation

1.7 This Statement should be read in conjunction with the full package of documents that support the application, set out as follows:

Document	Ref	Author
Application Form and Ownership Certificates	n/a	Nexus Planning
Design and Access Statement	May 2022	JMDA Interior Architecture Group
Plans		
Site Location Plan		JMDA Interior Architecture Group
Proposed Site Plan		JMDA Interior Architecture Group
Planning Drawings	JMDA_1630_20_001	JMDA Interior Architecture Group

Structure of Report

1.8 The remainder of this document is structured as follows:

- Section 2 provides a description of the site and any relevant planning history;
- Section 3 provides a summary of the proposed development;
- Section 4 identifies the planning policy context at local and national level;
- Section 5 sets out the proposals' conformity with the relevant policies of the adopted development plan and other material considerations; and
- Section 6 provides an overview of the proposed development and sets out our conclusions.

2 Site and Surroundings

The Site

2.1 The site comprises a unit within the Printworks building located on Dantzic Street in Manchester city centre. It is a well-established leisure destination within the heart of the city centre, which attracts visitors throughout the day and evening, seven days a week.

2.2 Printworks is a recognised Manchester landmark and has architectural and historical importance. It is classed as a non-designated heritage asset and sits within the Shudehill Conservation Area and immediately overlooks the Cathedral Conservation Area to the south-west.

2.3 Printworks currently contains a number of leisure uses including the VUE cinema, a number of bars and restaurants including national multiples such as Nando's, Wagamama, Walkabout, Wetherspoon and Yates, as well as Adventure Golf, and additional leisure operators including Escape Reality.

2.4 The site is surrounded by the Arndale Shopping Centre to the south, Shudehill Interchange to the east, the National Football Museum and the Corn Exchange to the west and commercial and residential uses to the north. Permission has also recently been granted for the conversion of existing buildings and creation of new residential buildings on the site adjacent to the Printworks on the other side of Dantzic Street. This scheme is yet to commence on site but will further enhance the aesthetics of the Conservation Area through the delivery of a well-designed building.

2.5 The site is in a sustainable location, in close proximity to many retail, leisure and other main town centre uses. Manchester Arndale Shopping Centre is located opposite the site, which offers over 120,000 sq.m of retail and leisure floorspace.

2.6 The site lies within the Manchester city centre boundary as defined on the adopted proposals map and is located within the Shudehill Conservation Area.

Relevant Planning History

2.7 Planning permission was granted on 4th June 1992 for the 'Development of a shopping centre, residential apartments, craft workshops, offices and civic squares with related car parking facilities and station after demolition of certain buildings', at the Printworks site (ref: 040501).

2.8 Since the inception of Printworks, there have been a variety of planning applications at the site which have sought for a series of change of use permissions for the floorspace within the building, a range of advertisement applications and permissions which alter the opening hours of the units.

2.9 An application was submitted and approved by the Council in 2019 regarding the refurbishment of external elevations of the Printworks (ref: 125294/FO/2019). This application comprised a number of aesthetic improvements to the external elevations of the building, including new signage, new lighting, improved entrance features including enhanced security features and the cleaning of the existing stonework. An application for proposed signage and LED screens was approved alongside this application (ref: 125295/AOH/2019)

2.10 Following the grant of permission for planning applications 125294/FO/2019 and 125295/AOH/2019, a Signage Strategy pursuant to Conditions 4 and 8 respectively was reviewed and discharged in October 2021. As required by these conditions, the approved Signage Strategy sets out a framework that each individual tenant must comply with in all future advertisement consents.

3 The Proposed Development

3.1 The proposed development is as follows:

"Alterations to cladding around entrance to Adventure Golf facility and new signage."

3.2 The application proposal seeks to deliver new signage to the cladding and around the entrance of Treetop Adventure Golf. It represents a suitable signage scheme, which will update the aesthetic of the current unit and ensure the long-term viability of the site.

3.3 The shopfront will reflect the overall experience of the establishment and provide an important gateway from the real world to Treetop's immersive environment. Care has been taken to ensure that the proposals conform to the broad requirements set out in the approved Signage Strategy. As such, the signage is proposed to be located in areas as approved in the Printworks Signage Strategy and will be consistent with neighbouring units' signage at the Printworks and with other Treetop Adventure Golf branches in the UK.

3.4 The signage will be formed of colour timber cladding, internally illuminated travel posters, fire retardant artificial green wall and the Treetop logo.

3.5 The green wall will be the focus of the overall design as this feature in particular will reflect the immersive forest world. As the shopfront is east facing and is often within a shaded location on the Printworks façade on Dantzic Street, the use of fake plants is required to provide the required aesthetic.

3.6 The new Manchester shopfront design will help to provide and better distinguish the brand identity of Treetop Adventure Golf, whilst providing an aesthetic in line with the approved Printworks Signage Strategy.

3.7 The location and size of the proposed signage is informed by the surrounding advertisement within the Printworks complex and the neighbouring retail units at the Corn Exchange and Arndale Centre.

4 Planning Policy Context

4.1 This section of the Planning Statement summarises the planning policy context relevant to the application proposals. Section 5 provides a more detailed assessment of the application proposals having regard to the relevant planning policies.

The Development Plan

4.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the Development Framework unless material considerations indicate otherwise. One such material consideration is the aforementioned NPPF.

4.3 The Local Development Plan consists of the Manchester Core Strategy which was adopted on 11th July 2012 and extant (saved) Unitary Development Plan policies which were saved in 2007.

Manchester Core Strategy 2012 - 2027 (2012

4.4 Policies in the Core Strategy which are considered relevant to this application are as follows:

- Policy SP1 'Spatial Principles' – states that the Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity.

- Policy CC4 'Visitors – Tourism, Culture and Leisure' – the City Centre will be the main focus for culture and leisure in the City Region and development which improves facilities for visitors, including Manchester residents, will be promoted.

- Policy CC5 'Transport' – the council will seek to ensure that all development includes adequate parking provision for cars and bicycles. Furthermore, it is encouraged that developers should work with public transport providers to ensure that all users are able to access development by sustainable means, especially taking into account of times when developments are likely to be busiest.

- Policy CC9 'Design and Heritage'– development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

- Policy CC10 'A Place for Everyone' – sets out that the Council should promote uses which will appeal to a wide range of people. Acknowledging that there is a strong existing evening economy, this policy focuses on the promotion of daytime activities to attract a wider range of visitors. There is a particular emphasis on creating a family-friendly environment.

- Policy C1 'Centre Hierarchy' – confirms that the City Centre is the regional focus for commerce, culture, leisure and tourism.

- Policy C10 'Leisure and the Evening Economy' – redevelopment that supports the evening economy, contributes to the vitality of district centres and supports a balanced and socially inclusive evening/ night-time economy will be permitted, subject to the following considerations: - Cumulative impact – where a concentration of bars, takeaways or other night-time uses are proving detrimental to the character or vitality and viability of the centre, there will be a presumption against further facilities. - Residential amenity – the proposed use should not create an unacceptable impact on neighbouring uses in terms of noise, traffic and disturbance. - Balance – new uses in Manchester centres should support both the day-time and evening/night-time economies whilst not undermining the role of the primary shopping area.

- Policy T2 'Accessible areas of opportunity and need' – requires that city centre development provides a level of car parking which reflects the highly accessible nature of the location, as well as the realistic requirements of users of the development.

- Policy EN1 'Design Principles and Strategic Character Areas' – within the City Centre Character Area, developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.

- Policy EN19 'Waste' – the Council will require developers to demonstrate how the sustainable waste management needs of the end user will be met.

- Policy DM1 'Development Management' – development should have regard to specific issues including design, the character of the surrounding area, amenity, accessibility and refuse storage and collection.

Unitary Development Plan (Saved) Policies (2007)

4.5 The Unitary Development Plan (UDP) for the City of Manchester was adopted by the Council on 21st July 1995, and certain policies were saved in 2007. There are no saved policies which are deemed relevant to these proposals.

National Planning Policy Framework

4.6 The revised NPPF was published in July 2021. It sets out the Government's overarching policy objectives and, at paragraph 6, identifies that the purpose of the planning system is to contribute to the achievement of sustainable development.

4.7 Paragraph 8 indicates that there are three dimensions to sustainable development: economic, social and environmental:

- an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

4.8 Paragraph 11 sets out a presumption in favour of sustainable development. It indicates that:

'For decision-taking this means:

- **Approving development proposals that accord with an up-to-date development plan without delay; or**
- **Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:**
  - **The application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or**
  - **Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.'**

4.9 The Government's policies for delivering sustainable development are set out at Section 1 to 13 of the NPPF.

4.10 Of particular relevance to this application are Sections 4, 12 and 16, which we summarise below.

Section 4: Decision Making

4.11 In considering the requirements of national planning policy, it is important to recognise the instruction provided to local planning authorities in respect of the determination of planning applications. Paragraph 38 of the NPPF states that authorities should approach decision-making in a positive way to foster the delivery of sustainable development.

Section 12: Achieving Well Designed Places

4.12 Paragraph 126 of the NPPF identifies that good design is a key aspect of sustainable development and should contribute positively to making places better for people.

4.13 Paragraph 127 identifies that planning decisions should, amongst other considerations, add to the overall quality of the area and reflect the identity of local surroundings.

4.14 Paragraph 134 indicates that permission should be refused for development of a poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

Section 16: Conserving and Enhancing the Historic Environment

4.15 Paragraph 189 of the NPPF refers to the range of heritage assets of relevance in assessing planning proposals. The guidance states that the assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

4.16 Paragraph 191 refers to the designation of conservation areas and states that local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

4.17 Paragraph 194 states that in determining planning applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the asset's

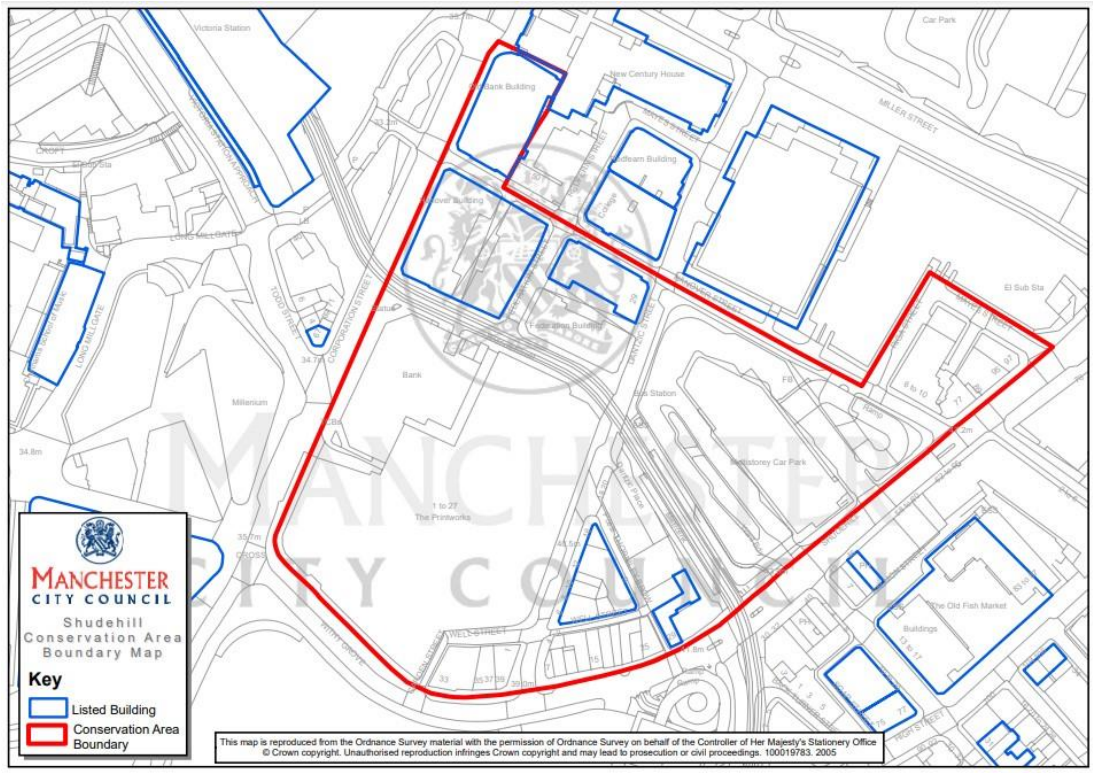
importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

4.18 Specifically, Paragraph 203 relates to the effect of an application on the significance of a non-designated heritage asset. The guidance states that in weighing applications that directly or indirectly affect a non-designated heritage asset, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

Shudehill Conservation Area

4.19 The application site is situated within the Shudehill Conservation Area, which was designated in January 1987.

Figure 1: Map of Shudehill Conservation Area



Control of Development

4.20 The Conservation Area Appraisal adopted by the Council seeks to control development within the Shudehill Conservation Area. The document states that development control in Shudehill is aimed at encouraging development and activity which enhances the prosperity of the area, whilst paying attention to its special architectural and visual qualities. The guidance goes on to state that the close

proximity of the Arndale Centre adds to the potential for expansion of retail uses in Shudehill and new development in the area should respect the existing street pattern, allowing maximum permeability.

4.21 The guidance goes on to state that most development proposals will require planning permission. Even minor works such as the replacement of windows may also require prior approval of the City Council.

Improvement and Enhancement

4.22 The Conservation Area Appraisal then refers to the requirement to retain and enhance the important historic buildings and spaces within the Shudehill Area. The guidance states that:

'Although Shudehill does not have an abundance of buildings listed as being of special architectural or historic interest, there remain several architecturally interesting properties and several street frontages have character and quality. Sympathetic infill would add to the completeness of the streets.

The character of the area is largely created by the unified way in which buildings are designed and grouped together, giving each street coherence and identity. New development should continue to express this individuality and maintain or enhance the street or space.'

4.23 The appraisal then goes on to state:

'In existing buildings, windows should be repaired wherever possible, but if replacements are necessary these should be of a similar type and material, and be set in the same plane as the originals. In new buildings, windows should be set back from the wall faces in order to create deep modelling on the facades.

The corner-emphasis characteristic of Manchester's Victorian and Edwardian architecture is also to be found in Shudehill and its use in new development will therefore be encouraged.

Signs and canopies should be carefully designed so as not to compete with, or conceal, the architectural details of buildings.'

5 Assessment of the Proposal

5.1 This section considers the application proposals against the provisions of the development plan and other material considerations, covering the following:

- Principle of the Development;
- Design and Access;
- Amenity of Surrounding Uses; and
- Other Material Considerations

Principle of the Development

5.2 The site is located within Manchester city centre, as defined on the Manchester Core Strategy Proposals Map (2012). The proposed development seeks to substantially enhance an important asset within the Printworks retail complex, which is a popular, well-established leisure destination within Manchester. The proposal is therefore considered acceptable in this location under Core Strategy Policy C1 'Centre Hierarchy', which sets out that commerce, culture, leisure, and tourism uses will be directed towards the City Centre.

5.3 Policy CC 4 of the Core Strategy seeks to encourage the improvement of the appearance, use and accessibility of all cultural and visitor attractions and associated facilities in the city centre. The development is fully compliant with the Council's aspirations for the city centre, given that the scheme specifically seeks approval for the improvement of the appearance of the leisure facility. Through the investment proposed by the applicant, the unit will further its draw and create a more attractive destination which meets a wider range of needs.

Compliance with Signage Strategy

5.4 As set out in Section 1, these proposals have been developed with reference to the approved Signage Strategy. This Strategy was approved through planning permission CDN/21/0786, which was approved in November 2021 and related to the discharge of Condition 8 of planning permission 125295/AOH/2019. This permission was issued on 25st November 2019 and granted permission for 'Proposed LED screens and signage'.

5.5 For clarity, Condition 8 stated that:

'Notwithstanding the approved plans and documents as specified in condition 2, prior to the installation of any external advertisements on the ground floor shopfront units of the building, a signage strategy for the ground floor units shall be submitted to and approved in writing by the City Council as Local Planning Authority. All external advertisements must accord with the approved signage strategy for the ground floor units.

For the avoidance of doubt, the Signage Strategy shall include a rationale and broad parameters for the design, size, type, location and illumination of external signage, this must include indicative elevations defining appropriate signage zones at ground floor.'

5.6 Accordingly, the approved Signage Strategy provides a framework that each individual tenant at Printworks must comply with in all signage and advertisement applications. Crucially, the Signage Strategy sets out the parameters to which future tenants will be expected to comply with in terms of the location and size. However, the specific design of each unit's branding, signage, and graphic is the responsibility of the individual tenant.

5.7 As such, the signage proposals hereby submitted at Treetop Adventure Golf have been developed in accordance with the requirements of this Signage Strategy.

5.8 At Page 14 of the approved Signage Strategy, the wider Dantzic Street elevation is shown, with the specific elevation of relevance to these proposals shown on Page 15. This provides detail of the 'Corner Sign Zone (11)' where the applicant's proposed sign is to be located. This broad location provides for a curved sign, which provides an area of infill to suit the operator's requirements in respect of style and colour choices.

5.9 This approved signage area has informed the applicant's approach to their proposed signage, and the signage that is now submitted has been developed to be in accordance with this area. The submitted drawing (ref: JMDA_1630_20_001) shows the location of this approved area, and that the key elements of the sign, namely the applicant's name, the artificial 'green wall' and the majority of the timber cladding would be wholly located within this location.

5.10 It is noted that a small proportion of the proposed timber cladding would fall beyond the signage area. However, the overhang from the signage area is considered to be imperceptible from street-level, and would therefore conform with the broad requirements of the approved Signage Strategy. The random nature of the proposed materials results in random length/widths, which consequently results in a small amount of overhang. Notwithstanding this, the element of overhang is considered beneficial insofar as it creates a visually interesting contribution to the wider streetscene. Moreover,

it is noted that the approved Signage Strategy allows for the area of infill to suit the individual operator's requirements, including in relation to graphic style. It is also considered that, in the context of the varied and variable nature of the signage and buildings along Dantzic Street, the proposed signage will represent a wholly in keeping addition to the overall appearance of this location. The signage and buildings in the wider location are varied in terms of their appearance and upkeep, and the addition of an interesting, modern sign at this location is not considered likely to result in any consequent harm.

5.11 As has been set out, consideration has been given to the Signage Strategy approved through planning permission reference CDN/21/0786, particularly insofar as the proposals relate to the maximum extent in which signage can be located that are indicated by this Strategy. Whilst it is acknowledged that a very small element of the proposed timber cladding is located beyond the approved area, when viewed as a whole the proposed signage is considered to be wholly consistent with the broad approach approved by the Signage Strategy.

5.12 Taken together, the proposed signage is considered to represent a modern, interesting approach at this key location. It is representative of Treetop Adventure Golf's ethos and characteristics, and complies with the principles set out by the approved Signage Strategy.

Design and Access

Design

5.13 As set out above, the proposal has been designed to improve the aesthetic of the Treetop Adventure Golf unit, to create an attractive leisure destination within the city centre, whilst ensuring that the important non-designated heritage asset of the Printworks is retained and enhanced within the setting of the Shudehill Conservation Area.

5.14 The design team has worked hard to create a scheme which responds well to the unit's surroundings, through a sympathetic yet modern design. It is hoped that the refresh of the signage will help to draw visitors into this part of the city centre. The improvements proposed to the design features create a more inviting gateway into the leisure destination, linking the building with the surrounding retail, leisure and transport uses.

5.15 Policy CC 9 specifically requires development in the city centre to preserve and enhance heritage assets, and the proposed development fully complies with the aspirations of the policy.

5.16 The proposed development seeks to substantially enhance the overall aesthetics of this unit within the important asset of the Printworks in the Shudehill Conservation Area.

5.17 The proposed works will create a more uniformed design, through the replacement of the current signage and the addition of colour timber cladding, internally illuminated travel posters, a fire retardant artificial green wall and the Treetop Adventure Golf logo. The improvements proposed to the entrances into the building are not only sympathetically designed to take into account the non-designated heritage asset of the Printworks and the surrounding heritage buildings within and outside of the Shudehill Conservation Area, but also seeks to encourage additional visitors into the Printworks complex, through the creation of a more inviting and welcoming gateway.

5.18 The proposal has been designed to upgrade the current façade of the unit and improve the overall aesthetic of the building to improve the overall visitor experience and provide an important gateway from the street to the Treetop Adventure Golf immersive environment.

Access

5.19 Core Strategy Policy DM1 sets out the importance of accessibility within new developments. The policy seeks to ensure that the needs of disabled people are met and that all new developments can be accessed via sustainable modes of transport. The scheme will have no impact on the accessibility of the unit and as such, the development is fully in accordance with Core Strategy Policy DM1.

Heritage Considerations

5.20 Core Strategy Policy CC 9 relates to design and heritage within the city centre. The Policy requires developments to be sympathetic to the city centre context and character and seeks to preserve or enhance the conservation area.

5.21 The application site is situated within the historically significant Printworks building in a designated Conservation Area and as such, the development has been designed to reflect its surroundings. The Printworks is a non-designated heritage asset and accordingly relevant heritage planning considerations, particularly in relation to its architectural and historic interest, have been taken in to account in the development of the proposals.

5.22 In line with policy and legislation, proposals should seek to preserve and enhance any existing significant features of the building, which are its original external façades and the internal volumes, the route of the former lane and its important historical associations.

5.23 Paragraph 206 of the NPPF sets out the criteria for conservation areas and their enhancement through new development. Consideration must be given to the impact of the proposals upon the Shudehill Conservation Area. Of importance is the retention of the character of the building as a large scale former newspaper works from the early 20th century, the prominence of the long elevations and corner site and the longer views and relationships with the character of the wider Conservation Area.

5.24 It can be said that the proposed development is also compliant with Paragraph 206 of the NPPF as by ensuring the proposed signage is of a higher quality design than that which is there presently, this will improve the overall façade of the non-designated heritage of the Printworks on Dantzic Street and will ensure that the overall aesthetic of the conservation area at Shudehill is both maintained and enhanced.

5.25 Furthermore, and as set out above, the new signage will be of a higher quality design than that at present and will therefore improve the overall façade of the non-designated heritage asset of the Printworks on Dantzic Street. The scheme is therefore compliant with Paragraph 203 of the NPPF, which states that non-designated assets should be conserved in a manner appropriate to their significance. The new signage will be an upgrade from that at present and will therefore better reveal the significance of the overall heritage asset.

5.26 The scheme has been designed with the aspects set out above in mind. In particular, full consideration has been given to the views of the development from the surrounding Listed Buildings, having regard to the proposed lighting and signage proposals and the important features of the building will be retained through the works proposed. In fact, given the aesthetic improvement the proposed development would create, it is clear that the historic elements of the building and surrounding area will be enhanced as a result of the proposal

Summary

5.27 The proposed development has been sympathetically designed to ensure that the scheme enhances the individual unit, whilst also retaining the heritage of the non-designated heritage asset of the Printworks. The scheme is entirely in keeping with the Council's aspirations for the city centre and the specific area to enhance the diversity of uses and particularly retain the leisure uses.

5.28 The proposal and the overall design concept responds positively to the overarching aspirations of the Core Strategy and its location within the designated Shudehill Conservation Area.

5.29 Furthermore, the development seeks to enhance a key leisure destination within the city centre and will therefore attract a wider demographic of visitor both throughout the day and the evening.

6 Summary and Conclusions

6.1 This Planning and Heritage Statement has been prepared by Nexus Planning on behalf of Discovery Adventure Golf Limited in support of a planning application for:

"Alterations to cladding around entrance to Adventure Golf facility and new signage."

6.2 This Statement provides a description of the proposed development and assesses the development against the relevant local and national planning policy. In addition, the Statement assesses the proposal against the guidance as set out in the Shudehill Conservation Area Appraisal as adopted by the Council.

6.3 It has been demonstrated that the proposals represent a suitable design response given the site's location within the Shudehill Conservation Area. The design of the development will substantially enhance the aesthetics of the Treetop Adventure Golf unit within the Printworks building and will seek to improve the external Printworks façade on Dantzic Street through the removal of the previously poorly designed structure and advertisements, in accordance with the approved Signage Strategy. Furthermore, the design of the scheme will ensure that the character of the conservation area is maintained and that the Listed Buildings in proximity to the building will not be adversely impacted upon.

6.4 This Statement has been prepared in conjunction with the other supporting documents submitted to the Council in support of planning application ref. 133316/FO/2022. The submission documents demonstrate that the proposal:

- comprises a contemporary design, which improves the appearance of the site, particularly with regard to the location of the building within the designated conservation area;
- is in accordance with the approved Signage Strategy;
- can be implemented without adversely impacting upon the nearby Listed Buildings and other heritage assets;
- is accessible through a range of means of transport and provides an appropriate level of car parking; and,
- would support the Council's ambitions to enhance the city centre as a diverse centre which meets a range of needs, including the provision of family-orientated uses.

6.5 Based on the detailed analysis contained within this Statement, it is concluded that the proposal accords with the up to date policy provisions of the statutory development plan and national planning policy, including the requirements of the heritage and design policies as articulated by the adopted Core Strategy and NPPF.

6.6 Paragraph 38 of the NPPF commends to decision-makers that they should '**...seek to approve applications for sustainable development wherever possible.**' Given the findings of this Statement and the clear benefits associated with the proposal, we commend to the Council that it validates this application and grants planning permission for these proposals.

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