

Planning Statement for Change of Use from Class E(a) to Flexible Class E(a)/Sui Generis Car Showroom and Shopfront Alterations.

6 New Cathedral Street, Manchester, M1 1AD.

On behalf of Manchester Nominee (1) Ltd and Manchester
Nominee (2) Ltd.

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1. INTRODUCTION

- 1.1. This Planning Statement has been prepared by Pegasus Group on behalf of Manchester Nominee (1) Ltd and Manchester Nominee (2) Ltd ('the Applicant') in support of a planning application for the following proposed development at 6 New Cathedral Street, Manchester, M1 1AD ('the site'):

"Change of use from Class E(a) retail to 'flexible' Class E(a)/Sui Generis Car Showroom use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) together with associated shopfront alterations"

- 1.2. The proposed change of use will facilitate occupation of the site by Genesis Motor UK (GMUK), a luxury car manufacturer. The brand is seeking to expand within the UK and this showroom in Manchester will be only their second in the UK after their first which has opened in Westfield, Shepherd's Bush.
- 1.3. The change of use seeks a flexible Class E(a) retail/Sui Generis car showroom use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order (GDPO) 2015 (as amended). This will allow the applicant flexibility in the longer term (over a 10 year period) to revert the unit to retail use from car showroom use, if required.
- 1.4. The application also seeks shopfront alterations associated with the change of use, namely minor widening of the shopfront entrance. This will facilitate access for the cars to be displayed in the showroom.
- 1.5. This Statement sets out the planning rationale that underpins the proposed development, to demonstrate its acceptability in planning terms.
- 1.6. The Statement is structured as follows:
- **Section 2** provides a description of the site and the surrounding area;
 - **Section 3** gives an overview of the relevant planning history;
 - **Section 4** provides a description of the development proposal;
 - **Section 5** sets out the planning policy context and legislative background;
 - **Section 6** assesses the proposal against the relevant planning considerations; and
 - **Section 8** summarises and concludes the report.

2. SITE CONTEXT

- 2.1. The Application Site is situated within the administrative boundary of Manchester City Council (MCC), the Local Planning Authority (LPA). The site is located at 6 New Cathedral Street, Manchester, M1 1AD.

The Site

- 2.2. The Site comprises a Class E(a) retail unit, set across three storeys plus basement. The site is accessed from New Cathedral Street, and is currently occupied by Ted Baker.



Figure 1: View of the Application Site at 6 New Cathedral Street

- 2.3. According to the Manchester City Council's Policies Map (2012), the site falls within the following designations:
- Manchester Regional Centre;
 - Manchester City Centre;
 - City Centre Primary Shopping Area.
- 2.4. The site is not located within the Conservation Area, nor is the site statutory or locally listed.
- 2.5. According to the Environment Agency's Flood Map for Planning, the site is located within Flood Risk Zone 1, which indicates a 'low' probability of flooding.

Surrounding Area

- 2.6. The wider surroundings of the site are predominantly commercial in character, comprising retail units along the western side of New Cathedral Street with ancillary space above. Marks & Spencer and Selfridges are located on the eastern side of New Cathedral Street, opposite the site. The nearest residential uses are the flats at No. 1 Deansgate, to the rear of the site.

3. PLANNING HISTORY

3.1. The site at 6 New Cathedral Street formed part of a wider development, the planning history for which is set out below:

- **056636/OO/CITY1/99** – *Mixed use development comprising shops (A1), commercial (A2), food and drink (A3) and residential uses with associated parking and new vehicular access from Deansgate.* Granted 09 July 1999.
- **057736/MO/CITY1/99** – *Reserved Matters Application in relation to development under permission 056636/OO/CITY1/99.* Granted 25 November 1999.
- **058515/JO/CITY1/00** – *Variation of Condition 2 consent 057736/MO/CITY1/99 for substitution of drawings.* Granted 27 March 2000.
- **059006/JO/CITY1/00** – *Variation of condition 2 attached to ref. 057736/MO/CITY1/99.* Granted 8 May 2000.

3.2. Following this, advertisement consent was granted to facilitate occupation by Ted Baker:

- **068868/AO/2003/C1** – *1no. internally illuminated projecting sign.* Granted 12 September 2003.

4. PROPOSED DEVELOPMENT

- 4.1. This application seeks full planning permission for the change of use of 6 New Cathedral Street, together with associated shopfront alterations. The description of development is set out below:

“Change of use from Class E(a) retail to ‘flexible’ Class E(a)/Sui Generis Car Showroom use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) together with associated shopfront alterations”

- 4.2. The proposed change of use will facilitate occupation of the unit by Genesis Motor UK (GMUK), a luxury car manufacturer. Genesis are seeking to expand their brand in the UK. The showroom in Manchester will be only their second to open in the UK, having only opened one in Westfield, Shepherd’s Bush to date.
- 4.3. The proposed space will be utilised as a "Genesis City Boutique Studio", that will showcase the Genesis cars and allow the public to view the cars and understand the brand. Further information is provided in the Planning Assessment section of this Statement.
- 4.4. The car showroom will employ a total of 20 staff (full and part-time).
- 4.5. Of note, the change of use seeks a flexible Class E(a) retail/Sui Generis car showroom use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended). This will provide flexible occupancy between the two uses over a 10-year period, which will allow the applicant flexibility to revert the unit to retail use, if required.
- 4.6. The application also seeks shopfront alterations associated with the change of use, namely minor widening of the shopfront entrance along the New Cathedral Street frontage to 2.6m. This will facilitate access for the cars to be displayed in the showroom.

5. PLANNING POLICY

- 5.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. In regard to this application, the Development Plan comprises the Manchester Core Strategy (2012), and the saved policies from the Manchester City Council's UDP (1995).
- 5.2. Other material considerations include (but are not limited to), the National Planning Policy Framework (NPPF, 2021) and the Guide to Development in Manchester Supplementary Planning Document.
- 5.3. The site falls within Manchester Regional Centre, and the Primary Shopping Area of Manchester City Centre, as shown on Manchester City Council's Core Strategy Policies Map (2012),
- 5.4. The site is also identified in the UDP as falling within 'Area 3 Arndale Place/Market Street' of the City Centre.
- 5.5. The key policies relevant to this application are outlined below.

Core Strategy (2012)

- 5.6. **Policy SP1 'Spatial Principles'** states that the Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high-quality city living. Development in all parts of the City should make a positive contribution to neighbourhoods of choice including creating well designed places, and protecting and enhancing the built and natural environment.
- 5.7. **Policy EC3 'The Regional Centre'** encourages employment generating uses and other commercial development within the Regional Centre. Proposals for town centre uses other than office development will be assessed in accordance with Policies C1 and C9, as appropriate.
- 5.8. **Policy C1 'Centre Hierarchy'** identifies Manchester City Centre as at the top of the centre hierarchy set out at Policy C1. It identifies the City Centre as the focus for comparison retail and commerce, culture, leisure and tourism.
- 5.9. **Policy CC1 'Primary Economic Development Focus: City Centre and Fringe'** states that provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities will be encouraged in the City Centre, in line with Policy C1, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre.
- 5.10. **Policy CC2 'Retail'** seeks to promote retail provision in the City Centre, and focus comparison retail development within the Primary Shopping Area. The policy goes on to state that ancillary commercial and leisure services are also acceptable within the Primary Shopping Area, providing retail remains the predominant use and proposals do not conflict with other policies within the Local Development Framework.

- 5.11. **Policy CC9 'Design and Heritage'** requires development to be of the highest standard in terms of appearance and function, with particular attention to be given to the City Centre context and character. It is also stated that development is to contribute to a coherent and integrated physical environment.
- 5.12. **Policy CC10 'A Place for Everyone'** states that the City Centre will develop as a location which appeals to wide range of residents and visitors particularly through developments with high standards of accessibility to buildings and across spaces in the City Centre.
- 5.13. **Policy EN1 'Design Principles and Strategic Character Areas'** states that development in Manchester is expected to follow the seven principles of urban design and opportunities for good design to enhance the overall image of the City should be fully realised. Within the City Centre Character Area, development should contribute positively to the experience at street level and to the rich pattern of activity in the area.
- 5.14. **Policy DM1 'Development Management'** outlines that all development should have regard to a number of matters, including appropriate siting, layout, scale, form, massing, materials, and details; together with the impact on the surrounding area and its character. Development will also need to regard the effects on amenity, including privacy, noise, vibration, air quality and road safety, as well as refuse storage and collection.

Saved Policies from the Unitary Development Plan (UDP) (1995)

- 5.15. **Policy RC20 'Area 3 Arndale Centre/Market Place'** states that the level and diversity of shopping facilities in the City Centre are a vital component of its regional role and character. Consequently this is an area where the theme of improving and building upon existing assets is especially important and relevant. Emphasis is placed on improving the attractiveness of the area.
- 5.16. The policy sets out that the aim of an attractive, safe and accessible shopping environment will be further complemented by a favourable attitude towards proposals which would add to the level of activity on shopping frontages. Thus, whilst the predominantly retail character of the main shopping streets will be safeguarded, a limited introduction of uses such as public houses and cafes will be encouraged, together with residential uses such as at the upper levels south of Market Street.
- 5.17. **Policy DC14 'Shop Fronts and Related Signs'** states that the Council will seek to ensure that new shopfront 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 premise are located. Shopfronts should allow full access for people whose mobility is impaired.

6. PLANNING ASSESSMENT

- 6.1. This application seeks planning permission for the following development at 6 New Cathedral Street:

“Change of use from Class E(a) retail to ‘flexible’ Class E(a)/Sui Generis Car Showroom use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) together with associated shopfront alterations”

- 6.2. The key matters of consideration in the determination of this application are:

- Principle of development;
- Design; and
- Impact on surrounding amenity.

- 6.3. Each of these matters are considered in turn below against the relevant policies.

Principle of Development

- 6.4. The proposed change of use from Class E(a) retail to a flexible Class E(a) retail/car showroom use will facilitate occupation of the site by Genesis Motor UK (GMUK), whilst also allowing flexibility for future retail use under Class V, Part 3, Schedule 2 of the GDPO (2015) (as amended).

i. Proposed Operator

- 6.5. Genesis Motor UK (GMUK) is a luxury car manufacturer who are seeking to expand their brand in the UK. The proposed showroom in Manchester will be only their second to open in the UK, having only opened one in Westfield, Shepherd’s Bush to date.
- 6.6. Genesis differs from traditional automotive manufacturers, as all sales take place online as opposed to in the showroom, leaving the physical ‘studios’ to become experiential learning spaces which aim to educate the public about the Genesis brand. The proposed space will be utilised as a “Genesis City Boutique Studio”, that will showcase the Genesis cars and allow the public to view the cars and understand the brand. This will allow customers to learn more about the brand and vehicles prior to their purchase, with cars delivered to the customer’s home once purchased online. As such, footfall is considerable and the concept will in itself be a destination event with potential for spin-off benefits for the rest of the City Centre through linked shopping trips.
- 6.7. Whilst the interior appearance will differ from Westfield, the below photos of the existing showroom at Westfield in Shepherd’s Bush are provided in order to provide context on the type of space and high quality design that is proposed.



Figure 2: Image of the existing Genesis Showroom at Westfield Shepherd's Bush



Figure 3: Image of the existing Genesis Showroom at Westfield Shepherd's Bush



Figure 4: Image of the existing Genesis Showroom at Westfield Shepherd's Bush

ii. Proposed Change of Use

- 6.8. The proposal seeks change of use from the existing Class E(a) retail use to a 'flexible' use to allow for use of the premises for Class E(a) retail or a Sui Generis car showroom. Paragraph 86 of the NPPF makes it clear that Local Planning Authorities should promote the long-term vitality and viability of town centres by allowing them to grow and diversify through responding to changes in the retail and leisure industries, allowing a suitable mix of uses and reflecting the distinctive characters of the centre.
- 6.9. There are no planning policies which specifically restrict the loss of Class E(a) retail use within the Primary Shopping Area or the wider City Centre. In fact, Policies C1 and CC1 of the Core Strategy seek to focus commerce, leisure, cultural and visitor attraction uses to the City Centre, in addition to retail uses, in order to support the development of a vibrant location attractive to businesses, employees and visitors to the City Centre.
- 6.10. Policy CC2 of the Core Strategy seeks to promote retail provision in the City Centre and the Primary Shopping Area, however the policy states that ***"ancillary commercial and leisure services are also acceptable within the Primary Shopping Area, providing retail remains the predominant use and proposals do not conflict with other policies within the Local Development Framework"*** (our emphasis).

- 6.11. The application site is situated within the Primary Shopping Area, which is characterised by a strong predominance of retail uses. Indeed, the site is located within a row of ten units along the western side of New Cathedral Street. All of these units are currently in active Class E(a) retail use, including the two located either side of the application site (occupied by Reiss and Michael Kors respectively). As such, notwithstanding the proposed change of use from Class E(a) retail to a flexible dual-use which includes Sui Generis car showroom use, retail use will clearly remain the predominant use within this part of the Primary Shopping Area, in accordance with Policy CC2.
- 6.12. Furthermore, the proposed car showroom use will maintain the predominant retail function of the wider Primary Shopping Area. It should be noted that the proposed use as a luxury car showroom in this location will appear, and in many respects function, similar in nature to a shop, which in turn will complement the predominant surrounding retail uses. Customers will visit the showroom to view and learn about Genesis brand and cars before purchasing them, which will generate footfall in the Primary Shopping Area. An active frontage will be retained to the shopfront along New Cathedral Street, with the cars on display; in a similar manner to goods of other shops being on display. As a luxury car manufacturer, the brand will also be in keeping with the nature of the type of shops along New Cathedral Street, which features a number of designer brands. Put another way, there is considerable synergy with the wider offer of New Cathedral Street and the Genesis brand.
- 6.13. As such, the nature of the car showroom use in this location will be entirely in keeping with the character of the surrounding area and will support the predominant retail function of the wider Primary Shopping Area through maintaining an active use and frontage in this location, and providing a form of retail offering which will be of similar appearance to, and in many respects function similarly to, the neighbouring shops. In turn, it will contribute towards conserving the vitality and viability of Manchester City Centre.
- 6.14. The opening of Genesis in this location will also be an exciting venture for Manchester, with it being just the second Genesis showroom in the UK, and the first in the North. As such the proposal is also expected to contribute towards potential new visitors to the City Centre and driving footfall within the Primary Shopping Area, which will further contribute towards enhancing the vitality and viability of the City Centre.
- 6.15. The site also falls within 'Area 3 Arndale Centre/Market Place' of the City Centre whereby 'saved' Policy RC20 of the UDP states that the "level and **diversity of shopping facilities in this part of the City Centre are a vital component of its regional role and character**" (our emphasis). Whilst a Sui Generis use, the car showroom is ultimately used to generate interest in retail sales, and in this respect the proposed use will contribute to the diversity of the retail offer and shopping facilities of the City Centre in accordance with Policy RC20.
- 6.16. Also of note, the proposed development will create 20 full and part time jobs for local people, which represents an increase of 6 compared to the current occupier, Ted Baker, therefore creating additional employment opportunities for local people and contribute towards the local economy in Manchester.
- 6.17. On the basis of the above, the proposed change of use from Class E(a) retail to Sui Generis car showroom should be considered acceptable.
- 6.18. Notwithstanding this, the proposed change of use seeks permission for a 'flexible' dual use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development (England) Order 2015 (as amended) for Class E(a) retail / Sui Generis car

showroom use. Class V allows for *“a change of use of a building from a use permitted by planning permission granted on an application, to another use which that permission would have specifically authorised when it was granted”*.

- 6.19. This allows flexibility for the site to be used as either Class E(a) or as a car showroom over a 10 year period following grant of planning permission. In the event that Genesis vacated the premises during this time, this would enable the site to revert to being used for Class E(a) retail under Class V (i.e. without the need for planning permission). As such the proposed ‘flexible’ use will not necessarily result in permanent loss of retail use from the site, and will enable potential occupation of the unit by a retailer in the future.
- 6.20. In the wider context, there is a need for Local Planning Authorities to express a sense of flexibility within Town [City] Centres and Primary Shopping Areas to ensure that their vitality and viability is conserved in accordance with the overarching aims of both national and local planning policy. This has been supported by Central Government through their introduction of the new expanded Class E ‘Commercial, Business and Service’ use in the latest amendments to The Town and Country Planning (Use Classes) Order 1987 (as amended). The proposed ‘flexible’ use under Class V of the GDPO will facilitate occupation by the Genesis, whilst retaining the potential for the site to be used as retail purposes in the future, which should be viewed favourably given the Primary Shopping Area location of the site.
- 6.21. In summary, the proposed car showroom use will provide a complementary commercial use that will conserve the predominant retail character and function of the Primary Shopping Area through retaining an active use and frontage to the unit, being similar in appearance and function to a shop, and driving footfall and linked trips to the Primary Shopping Area. As such the proposal will conserve the vitality and viability of the City Centre, and will contribute to the diversity of retail offering in the Primary Shopping Area. Notwithstanding this, ‘flexible’ use is sought for both Class E(a) retail use and Sui Generis car showroom use, to enable the site to revert to use for retail purposes in the event that the car showroom use vacated. The proposed change of use will not cause detrimental harm to the amenity of any future or neighbouring occupiers, as detailed further below.
- 6.22. On the basis of the above, the proposed change of use from Class E(a) retail use to the proposed ‘flexible’ Class E(a) retail use / Sui Generis car showroom use in this location is considered acceptable.

Design

- 6.23. In addition to the proposed change of use, this application seeks planning permission for alterations to the existing shopfront to facilitate the occupation of this existing unit by Genesis.
- 6.24. The proposed alterations are relatively minor in nature and scale, consisting of the replacement of the existing main customer entrance with a new widened customer entrance. The existing entrance is approximately 1.8m wide, and the new customer entrance will be 2.6m wide. In order to accommodate this new customer entrance, the glazed panels on either side of the door will also be replaced with new glazed panels with framing to match the existing.
- 6.25. The proposed widening of the customer entrance doors will facilitate the cars to be displayed being able to access the site. Widened entrance doors will also consequently provide more

generous clearance which will enhance accessibility for customers entering and leaving the unit.

- 6.26. Careful consideration has been given to the design of the proposal to ensure that it will be of a high quality that respects the character and appearance of the host building and integrates well into the streetscene and wider surrounding area in accordance with Policies CC9, EN1 and DM1 of the Core Strategy, and 'saved' Policy DC14 of the UDP.
- 6.27. The scale and form of the proposed doors is considered relatively modest and will respect the appearance of the wider building. The proposed widened doors will continue to be sited centrally within the glazed shopfront bay in the same manner as the existing; which will ensure a sense of symmetry is retained to the existing shopfront. The proposed doors will also be exactly the same height of the existing doors, which will also ensure a sense of visual continuity throughout the wider building and streetscene in accordance with Policies CC9, DM1 and DC14. Notwithstanding this, it should be noted that there is variety across the wider shopfronts, with two sets of double customer entrance doors at Hugo Boss at 11 New Cathedral Street, and through the introduction of dark fascia panels. Ultimately, the scale of the proposed alterations is very minor, particularly when viewed in context of the much grander scale of the 3 storey building of which it forms part.
- 6.28. The proposed shopfront alterations will incorporate high quality materials which will be in keeping with the existing shopfront, utilising the same glazing specification as well as framework to match the existing, which will ensure the shopfront respects the character and appearance of the host building and responds positively to the surrounding context in accordance with EN1 and CC9 of the Core Strategy, and 'saved' Policy DC14 of the UDP.
- 6.29. The proposal is required to widen the entrance to allow cars into the premises, and will be undertaken in a way which mirrors the existing shopfront as closely as possible whilst providing the required access. The proposal will continue to provide level access for customers, in accordance with Policy CC10. By reason of the careful siting, materiality and detailed design, the proposed minor alterations should be considered acceptable.
- 6.30. There are no further external alterations proposed to the site.

Impact on Surrounding Amenity

- 6.31. The site is located within the Primary Shopping Area of the City Centre. As such, the surrounding area includes a range of retail and complementary main town centre uses; and New Cathedral Street itself comprises entirely retail use along its entire extent, including at upper floors. The nearest residential uses are the flats at No. 1 Deansgate, which are sited to the rear of the site, approximately 50m from the New Cathedral Street frontage.
- 6.32. The nature of the proposed car showroom user, Genesis, is to showcase their cars and products, similar to any other retailer. The proposed flexible use of the unit as a retail/car showroom is therefore not considered to give rise to any undue disturbance beyond the existing permitted retail use that would harm the amenity of any neighbouring uses.
- 6.33. Genesis intends to operate in accordance with the following opening hours:
- Monday – Saturday: 10:00 – 19:00
 - Sunday: 10:00 – 17:00

- 6.34. It is considered that such opening hours are consistent and appropriate for the City Centre location.
- 6.35. Indeed, shops along New Cathedral Street trade similar hours with Hugo Boss trading 09:30 – 19:00 Monday – Saturday and 11:00 – 17:30 on Sunday, and Burberry trading 10:00 – 19:00 Monday – Saturday and 11:00 – 17:00 on Sunday. To the north of New Cathedral Street, are a number of food and drink uses fronting onto Shambles Square and Exchange Square including The Wellington which trades 11:00 – 23:00 Monday – Friday, 10am – midnight Saturday and 10:00 – 22:30 Sunday and Banyan which trades 10:00 – midnight Monday – Sunday. The Spar on St Mary’s Gate to the south of the site trades 24/7.
- 6.36. The proposed shopfront alterations have been carefully designed to ensure that there will be no adverse impact on surrounding amenity.
- 6.37. Taking the above into consideration it is clear that the proposed development will not result in an adverse impact on surrounding amenity in accordance with Policy DM1 of the Core Strategy.

7. CONCLUSION

- 7.1. This Planning Statement has been prepared by Pegasus Group in support of a full planning application for the change of use of 6 New Cathedral Street from Class E(a) to a 'flexible' Class E(a)/Sui Generis car showroom use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended). The proposed development also includes minor alterations to the shopfront to facilitate the occupation of the site for car showroom use.
- 7.2. The proposed operator, Genesis, is a luxury car manufacturer that is seeking to expand in the UK. The brand currently has only one showroom in the UK, located in Westfield, Shepherd's Bush and seeks to open their next showroom in Manchester. The site will be used to showcase the Genesis cars and enable customers to view and understand the brand.
- 7.3. With regard to the principle of development, the proposed flexible retail/car showroom use is considered appropriate within the City Centre's Primary Shopping Area. There are no planning policies that seek to resist the loss of retail use, and the site is located in New Cathedral Street which features a strong predominance of Class E(a) retail uses. As such, retail use will clearly remain the predominant use within this part of the Primary Shopping Area, even when taking into account the proposed change of use of the site, in accordance with Policy CC2.
- 7.4. Furthermore, the specific nature of the luxury car showroom use in this location will be entirely in keeping with the character of the surrounding area and will support the predominant retail function of the wider Primary Shopping Area through maintaining an active use and frontage in this location, and providing a form of retail offering which will be of similar appearance to, and in many respects function similarly to, the neighbouring shops. In turn, it will contribute towards conserving the vitality and viability of Manchester City Centre.
- 7.5. Whilst a Sui Generis use, the car showroom is ultimately used to generate interest in retail sales, and in this respect the proposed use will contribute to the diversity of the retail offer and shopping facilities of the City Centre in accordance with Policy RC20.
- 7.6. The opening of Genesis in this location will also be an exciting venture for Manchester, being the first in the North. As such the proposal is also expected to contribute towards potential new visitors to the City Centre and driving footfall within the Primary Shopping Area, which will further contribute towards enhancing the vitality and viability of the City Centre. Expected footfall is considerable and the Genesis concept will in itself be a destination event with potential for spin-off benefits for the rest of the City Centre through linked shopping trips. The proposed development will also create 20 jobs for local people, and will contribute towards the local economy in Manchester.
- 7.7. As such the proposed change of use of the site to a car showroom is considered entirely in accordance with national and local planning policy. Notwithstanding this, 'flexible' use is sought for both Class E(a) retail use and Sui Generis car showroom use under Class V, Part 3, Schedule 2 of the Town and Country Planning (General Permitted Development (England) Order 2015 (as amended). As such the proposed 'flexible' use will not necessarily result in permanent loss of retail use from the site, as this 'flexible' use will enable the site to revert to use for retail purposes in the event that the car showroom use vacated.

- 7.8. The proposed development also includes minor alterations to the shopfront to allow for the widening of the main customer entrance. These alterations will respond positively to the surrounding context, maintaining the symmetry of the shopfront and respecting the materiality of the existing shopfront to ensure the proposal integrates sensitively within the streetscene.
- 7.9. With regard to amenity, it is demonstrated that there will be no adverse impact on amenity of any surrounding uses as a result of the proposed development. The proposed opening hours are similar to those of other town centre uses within the surrounding area, and are considered appropriate within the Primary Shopping Area. The nature of operation by Genesis would not give rise to an increased level of noise or any other form of disturbance to neighbours, notwithstanding that the nearest residential uses are some 50m from the New Cathedral Street frontage.
- 7.10. Taking all of the above into consideration, it is clear that the proposed development will fully comply with both national and local planning policy, in particular Policies SP1, EC3, C1, CC2, CC9, CC10, EN1, and DM1 of the Core Strategy, as well as 'saved' Policy DC14 of the UDP.
- 7.11. On the basis of the above, the proposals should be considered acceptable, and it is respectfully requested that planning permission is granted without delay.

Town & Country Planning Act 1990 (as amended)
Planning and Compulsory Purchase Act 2004

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