

12 March 2026

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

Dear Sir/Madam

**APPLICATION FOR RECONFIGURATION AND EXTENSION OF GROUND FLOOR OFFICE AND INSTALLATION OF NEW SHOPFRONT ON CHATHAM STREET, RECONFIGURATION OF CAR PARKING AND RENTAL VEHICLE SPACES WITHIN MULTISTOREY CAR PARK, AND MINOR ASSOCIATED WORKS; AND APPLICATION TO DISPLAY ADVERTISEMENT ASSOCIATED WITH THE CONTIUNUED USE AS A RENTAL VEHICLE PREMISES
GROUND FLOOR, MULTISTOREY CAR PARK, 1 CHATHAM STREET, MANCHESTER, M1 3AY
APPLICATION ON BEHALF OF ENTERPRISE RENT-A-CAR UK LTD**

Please find enclosed an application for full planning permission and advertisement consent for the reconfiguration and extension of an existing ground floor office unit and installation of shopfront on the ground floor of the multistorey car park accessed from Chatham Street in Manchester. The proposals also include the reconfiguration of parking and rental vehicle spaces within the ground floor and first floor of the multistorey car park.

Also proposed is a new sign to be placed over the proposed shopfront on the Chatham Street frontage.

The proposals will facilitate improved use of the site by longstanding occupier Enterprise Rent-A-Car UK Ltd ('Enterprise').

The application has been submitted through the Planning Portal, reference **PP-14701365**, on behalf of Enterprise.

The application includes the following:

- Application Form and Certificates;
- Application Fee of £466.00¹ - for full planning permission (based on 11.3 sq.m of additional floor space² being created) and display of advertisement relating to a business – paid through the Planning Portal;
- This Extended Covering Letter – which comprises a Planning Statement and incorporates a Flood Risk Assessment and Built Heritage Statement, both proportionate to the proposals;

Plans

- Site Location Plan (ref. ERAC-MP-001);

¹ Plus £85 Planning Portal Service Charge
² 70.8m² (proposed) - 59.5m² (existing)

- Existing Floor Plan (ref. 25037-1001 Rev A);
- Existing Elevation (ref. 25037-1002);
- Proposed Floor Plan (ref. 25037-1003 Rev B);
- Proposed Elevation (ref. 25037-1004 Rev A);
- Existing Site Plan (ref. 25037-1005 Rev A);
- Proposed Site Plan (ref. 25037-1006 Rev A);
- Proposed Signage Specification (46699 v2).

Site Description

The application site ('the Site') forms part of the ground floor of a multistorey car park (MSCP) accessed and egressed from Chatham Street, in the Picadilly area of Manchester City Centre.

Between the car park's access and egress on Chatham Street, there is an underutilised ground floor office which currently has no active frontage on Chatham Street. instead, the office space has a yellow and grey panel clad frontage and can be seen between the car park's access and egress in the images below:



Image 1: Separated access and egress from Chatham Street into the MSCP. The existing office space has a yellow and grey clad frontage on Chatham Street



Image 2: Closer view of the existing office space's frontage on Chatham Street

The front part of the existing office space includes a break room and lobby area, but this is currently vacant. The office space was formerly used as an administration office for the MSCP but has been left redundant since the car park moved to cashless payments.

To the rear of this is a CCTV room and going further back is a plant room and kitchen area together with cleaning cupboard and w/c. These areas are currently vacant also. Along the office's boundary with the MSCP access is an electrics cupboard.

Enterprise has long-occupied space within the Chatham Street MSCP. Signage associated with their longstanding use can be seen continuously in place since 2014, as shown through a regression exercise of Google Streetview going back to 2014. Images are provided at Enclosure 1 for ease of reference. Prior to Enterprise's use, signage associated with the site's use by Budget Car and Van Rental can be seen at the MSCP going back to 2008, showing that the MSCP has included vehicle rental use within it for at least 16 years, with Enterprise operating from the site for at least 12 years.

Enterprise's longstanding use of the Chatham Street MSCP has included use of the rear part of the ground floor office space which they have used as their rental vehicle office. This is where Enterprise administers their rental vehicles from and includes a reception area which is accessed by Enterprise's customers. This space is currently accessed by Enterprise's customers and employees from the ground floor of the MSCP itself and includes a reception desk area and a W/C which has a separate access from the ground floor of the MSCP.

As part of their current and longstanding use of the MSCP, Enterprise utilises five of the ground floor car parking spaces. These are used by the company for rental vehicle pick-up and drop-off purposes, where customers walk along the ground floor of the MSCP, to or from the rental vehicle office, to pick-up or drop-off their rental vehicle. Enterprise utilises another five parking spaces for the same purpose on the first floor of the MSCP.

In addition, Enterprise utilises 26 parking spaces on the top floor of the MSCP to store their rental vehicles before and after use by customers. However, these rental vehicles are only dropped off or picked up from the top floor by Enterprise employees who then move these vehicles to the pick-up and drop-off bays located on the ground and first floors where customers can access them. For the avoidance of doubt, the 26 parking spaces on the top floor of the MSCP do not form part of the proposals subject of this planning application.

Relevant Site History

Planning permission for the MSCP was granted in June 1996, along with the conversion of the (former) neighbouring Grand Hotel to form 65 residential apartments and a restaurant (under reference 049620/FO/CITY2/96); and again in June 1997, albeit this time alongside the conversion and extension of the (former) neighbouring Grand Hotel to form 97 apartments and restaurant (under reference 051632/FO/CITY2/97).

Other planning permissions at the MSCP have included installation of telecommunications equipment with associated works (including equipment cabin) which was approved in February 2002 (under reference 063202/FO/CITY2/01).

Various advertisement consents have also been issued in and around the MSCP including in February 2001 under reference 061042/AO/CITY2/01 and in May 1999 under reference 056548/AO/CITY2/99.

The Applicant

This application is being submitted on behalf of Enterprise Rent -A-Car UK Ltd, a global vehicle rental company. Enterprise is one of the largest transportation solution providers in the world offering customers local and airport car rentals, car sharing, exotic car hire and van hire, along with a Flex-E-Rent service, providing business solutions for specialised vehicle needs, for example, temperature-controlled vans and accessible minibuses for example. The company operates in more than 9,500 locations across nearly 100 countries.

Enterprise employs over 90,000 people in nearly 100 countries, with training and development of employees, and 'promoting from within', at the core of its culture. As such Enterprise have won numerous employment awards and are a Times Top 100 Graduate Employer (2022), a Times Top 50 Employer for Women (2022), a Stonewall Top 100 LGBTQ+ Inclusive Employer (2023) and a Top 75 Social Mobility Employer (2022) – to name but a few.

The proposed development will improve Enterprise's longstanding business at the Chatham Street MSCP where it provides a sustainable transport solution for local residents and workers as an alternative to private car ownership.

For example, a 2024 Report by the British Vehicle Rental and Leasing Association (BVRLA) shows that rental vehicles contributed to the disposal of more than 90,000 privately owned cars in the last year. The 2024 BVRLA Report also sets out that the use of rental vehicles over privately owned vehicles saves over 25,000 tonnes of CO₂ a year.

Development Proposals

Enterprise's rental vehicle use within the Chatham Street MSCP is long-established and in general terms will not change as a result of the proposed works. They will continue to use part of the ground floor office area as their rental vehicle office where they will continue to administer their rental vehicles from. They will also continue to use some of the MSCP parking bays to store their rental vehicles before and after use by customers, and some of these will continue to be used as pick-up and drop-off bays where they will be utilised by their customers.

The proposal here is focussed on facilitating Enterprise's improved operational use within the Chatham Street MSCP, and specifically within the ground floor of the MSCP.

In terms of built development, the proposals are relatively limited but will see the extension of the currently vacant front part of the existing ground floor office area, to create a larger and more accessible reception area for Enterprise. This will also create a new glazed shopfront on Chatham Street which will provide Enterprise's rental vehicle office with direct access from Chatham Street also, both providing Enterprise with presence on Chatham Street and the Chatham Street 'street scene' with active frontage, where there is currently a blank façade with no activity.

Enterprise will continue to utilise the rear part of the office space, but this will include a separate meeting room or manager's office and employee kitchen / break room. The separately accessed w/c on the ground floor of the MSCP will also continue to form part of the Enterprise rental vehicle office. These rear parts of the ground floor office will continue to be accessed directly from the ground floor of the MSCP car park but will only be used by Enterprise employees. Enterprise's customers will not need to use these areas as they will have access to the extended reception area fronting onto Chatham Street.

The MSCP operator will utilise the currently vacant middle part of the office space as a kitchen space, plant room, w/c and cleaning cupboard. However, a new internal partition will be created between the proposed Enterprise reception area at the front of the office space and the middle part of the office space, reflective of these areas having separate occupiers and users. As a result, the ground floor space that will be used by the MSCP operator will have a new door added to provide access into this space direct from the ground floor of the MSCP (reflective of the retained access to the rear part of the Enterprise office and w/c).

In total, the proposed extension to the ground floor office area will add just 11.3 sq.m of floor area but will deliver a new street facing reception area for Enterprise and by doing so will reduce the need for Enterprise's customers to wander unaccompanied around the ground floor of the MSCP when accessing the rental vehicle office for the first time.

Further improvements will be delivered to the use of the ground floor parking bays that are used by Enterprise and as part of the wider MSCP use. As part of the proposals, Enterprise will be demised the 13 ground floor parking bays that run along the southern boundary wall of the ground floor of the MSCP. These 13 spaces will replace the five ground floor bays and five first floor bays that are currently used by Enterprise as pick-up and drop-off bays.

By providing all of Enterprise's pick-up and drop-off bays on the ground floor, rather than spread across the ground and first floors, this means that Enterprise's customers can access and drop-off their rental vehicles on the same level as the rental vehicle office and these will be more clearly sign-posted from the rental office, reducing the potential for Enterprise customers to wander around the MSCP in unfamiliar surroundings.

A further benefit of providing Enterprise's pick-up and drop-off bays in a single line of spaces along the southern boundary of the ground floor of the MSCP, is that the existing 5 spaces that provide this function on the ground floor can now be reconfigured to form 4 DDA bays adding to the provision of DDA bays on the ground floor of the MSCP, thereby reducing the need for people with reduced mobility to have to access the higher floors of the MSCP.

Advertisement consent is also required for new signage that will be placed above Enterprise's proposed reception area, on Chatham Street. This will aid customer identification of the new reception area and add to the active use on Chatham Street. Details of the proposed signage are submitted in support of this application.

Planning Policy

Development Plan Policy

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires all planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The adopted Development Plan for Manchester comprises:

- Places for Everyone Joint Development Plan (Adopted March 2024);
- Core Strategy (Adopted July 2012); and
- Extant Unitary Development Plan Policies (Adopted July 1995).

The most relevant aspects of local and national planning policy are set out below.

Core Strategy

The Policies map reflects the spatial designations within the Core Strategy and saved Unitary Development Plan (UDP) policies, as well as allocations contained within the Places for Everyone joint plan.

The Policies Map shows that the site is within the City Centre area where Core Strategy policies CC1-CC10 apply.

The Policy of most relevance to the proposals is Policy CC7 – Mixed Use Development. Policy CC7 sets out that the City Centre presents the most viable opportunities for mixed-use development, expecting that a range of uses should be considered for all sites including that active ground floor uses such as shops, food and drink and leisure will be appropriate in locations which have an established public function.

Places for Everyone Joint Development Plan

The Places for Everyone Joint Development Plan (PfE) sets out a spatial development framework for nine Greater Manchester boroughs with a focus on jobs, new homes and sustainable growth. It also sets out Development Management policies for use in the consideration of development proposals. The following policies are considered relevant to this development proposal:

Policy JP-Strat2 – City Centre – sets out that the role of the City Centre as the most significant economic location in the country outside of London will be strengthened considerably, including through (*inter alia*): delivering a

broad range of commercial offer; and with new functions delivered in a way that complements non-residential functions seeking to protect and enhance the city centre's historic environment and assets.

Policy JP-S1 – Sustainable Development – sets out that development should aim to maximise its economic, social and environmental benefits while minimising adverse impacts and seeking net gains across each of the different objectives, including making as much use as possible of suitable vacant buildings to meet development needs.

Policy JP-J1 – Supporting Long-Term Economic Growth – sets out that in terms of economic growth, there will be an emphasis on (*inter alia*): Maintaining a high level of economic diversity across the boroughs.

In addition, the Shopfront and Signage Design Guide Supplementary Planning Document (SPD) forms a local material consideration of relevance to the proposals.

When read as a whole, the proposals accord with the Development Plan.

National Planning Policy Framework (December 2024)

The National Planning Policy Framework (NPPF) sets out the Government's required approach to planning and is material to the determination of planning applications. At the heart of the NPPF is the presumption in favour of sustainable development (paragraph 10). The framework states that *'proposals that accord with an up-to-date development plan should be approved without delay'* (paragraph 11(c)).

A key objective of the Framework (Chapter 6) is to build a strong, competitive economy. It outlines that *'planning decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development'* (paragraph 85) (our emphasis underlined).

Another overarching objective of the NPPF is to make effective use of land to meet development needs, whilst improving the environment and ensuring safe and healthy living conditions (paragraph 124). It attaches substantial weight to the value of using suitable brownfield land within settlements and supports the development of under-utilised land (paragraph 125 (c and d) (our emphasis underlined).

In addition, Chapter 9 of the NPPF sets out to promote sustainable transport. It provides a definition of Sustainable Transport Modes in its Annex 2 which includes any means of transport with overall low impact on the environment and includes *"car sharing"* as well as *"zero emission"* and *"ultra low emission vehicles"*³.

Paragraph 116 sets out that *'development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios'*.

Section 16 of the NPPF deals with conserving and enhancing the historic environment. Paragraph 207 sets out that in determining 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 assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

³ Noting that ULEVs are currently defined as having less than 75 grams of CO₂ per kilometre (g/km) from the tail pipe

Paragraph 208 goes on to say that local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise.

Enterprise's proposed use of the site complies with Development Plan and NPPF policies considered most important to the determination of their proposals here, and significant and / or substantial weight should be given to these benefits in line with policy set out in the NPPF.

The proposals accord with the Framework when taken as a whole.

Planning Assessment

The proposal here is focussed on facilitating operational improvements to Enterprise's longstanding use within the Chatham Street MSCP, and specifically within the ground floor of the MSCP.

Enterprise's rental vehicle use within the Chatham Street MSCP is long-established and in general terms will not change as a result of the proposed works. They will continue to use part of the ground floor office area as their rental vehicle office where they will continue to administer their rental vehicles from. They will also continue to use some of the MSCP parking bays to store their rental vehicles before and after use by customers, and some of these will continue to be used as pick-up and drop-off bays where they will be utilised by their customers.

Only very limited building works or "built development" is required through these proposals where Enterprise will utilise existing arrangements and services. However, the building works that are proposed will deliver a new and improved reception area for Enterprise that will be accessible from, and add an active frontage to, Chatham Street.

Enterprise currently employ 13 FTE from this location. With a more prominent rental office and improved operation generally within the MSCP they hope to create an additional two FTE positions from this branch.

The proposals should be considered against paragraph 85 of the NPPF which sets out that significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development; and Development Plan policy whose primary focus for growth is Manchester City Centre, where a broad range of commercial uses and new functions should be delivered in a way that complements existing non-residential functions whilst seeking to protect and enhance the city centre's historic environment and assets.

Manchester City Council's Shopfront and Signage Design Guide Supplementary Planning Document (SPD) forms a local material consideration of relevance to the proposals. It requires that new shopfronts and alterations to existing shopfronts should be considered in the context of the whole existing building as well as the street scene. Shopfronts should reflect and respond positively to the architectural expression and proportions of the existing building.

In this instance, the existing ground floor office area has yellow panels above a single layer of grey panels, fixed within the existing vertical steelwork frame. This approach delivers a blank façade providing no activity to the Chatham Street 'street scene'.

The proposals will deliver a new glazed shopfront which will provide direct access into Enterprise's proposed new reception area, adding an active use and activity generally to the street scene, whilst sitting seamlessly within the vertical steelwork frame of the existing building.

Enterprise's proposed amendments will deliver an active frontage use within an otherwise vacant part of an existing ground floor commercial unit that fronts onto the street. In doing so it complies with Development Plan policy and with guidance contained within the Council's SPD.

Enterprise will continue to utilise the rear part of the ground floor office space and this will include a separate meeting room or manager's office and employee kitchen / break room. The separately accessed w/c on the ground floor of the MSCP will also continue to form part of the Enterprise rental vehicle office. These rear parts of the ground floor office will continue to be accessed directly from the ground floor of the MSCP car park but will only be used by Enterprise employees. The proposals will mean that Enterprise's customers, who are less familiar with the MSCP surroundings, will only have to access the extended reception area fronting onto Chatham Street when first entering the Enterprise rental vehicle branch. After this initial access they can be directed to relevant parts of the MSCP / rental vehicle branch by Enterprise employees.

The MSCP operator will utilise the currently vacant middle part of the office space, which will continue to provide a kitchen space, plant room, w/c and cleaning cupboard. However, a new internal partition will be created between the proposed extended Enterprise reception area and the middle part of the office space, reflective of these areas having separate occupiers and users. As a result, the ground floor space that will be used by the MSCP operator will have a new door added to provide access into this space direct from the ground floor of the MSCP (reflective of the access to the rear part of the Enterprise office and w/c).

In total, the proposed extension to the ground floor office area will add just 11.3 sq.m of floor area but will deliver a new street facing reception area for Enterprise and will also reduce the need for Enterprise's customers to wander unaccompanied around the ground floor of the MSCP when accessing the rental vehicle office for the first time.

Transport and Amenity

The proposed use will enhance Enterprise's provision of an alternative, sustainable, mode of transport to private car ownership which reduces the need for local residents and employees to own a car. "Daily rental" cars effectively operate as shared vehicles with multiple customers sharing the same vehicle in any given week, month or year, helping to reduce congestion and improve air quality versus private car ownership.

Enterprise's use within the Chatham Street MSCP is long-established. The proposals will deliver improvements to the accessibility of the ground floor parking bays that are used by Enterprise as part of their longstanding use within the wider MSCP. As part of the proposals, Enterprise will be demised the 13 ground floor parking bays that run along the southern boundary of the ground floor of the MSCP. These 13 spaces will replace the five ground floor bays and five first floor bays that are currently used by Enterprise as pick-up and drop-off bays now.

By providing all of Enterprise's pick-up and drop-off bays on the ground floor, rather than spread across the ground and first floors, this means that Enterprise's customers can access and drop-off their rental vehicles on the same level as the rental vehicle office and these will be more clearly sign-posted within the MSCP.

A further benefit of providing Enterprise's pick-up and drop-off bays in a single line of spaces along the southern boundary of the ground floor of the MSCP is that the existing 5 spaces, that provide this function on the ground floor now, can be reconfigured to form 4 DDA bays adding to the provision of DDA bays on the ground floor of the MSCP, and reducing the need for people with reduced mobility to have to access the higher floors of the MSCP.

For the avoidance of doubt, Enterprise's existing use of 26 car parking bays on the top floor of the MSCP will remain unchanged as a result of these proposals but these will continue to be accessed by Enterprise employees only and not by Enterprise's customers.

The proposed development will support the expansion and improvement of Enterprise's longstanding business at the Chatham Street MSCP and will improve the company's provision of a sustainable transport solution for local residents and workers, and visitors, as an alternative to private car ownership.

Amenity

The proposed use has no potential to impact light, outlook or privacy of neighbouring users, and all rental vehicles will be driven in and out of MSCP using the existing access and egress on Chatham Street, as they are now – albeit will deliver safer access and usability within the MSCP by Enterprise's customers. Save for the proposed glazed shopfront, all of the other proposed works are internal within the existing ground floor office space and within the wider MSCP.

The proposed glazed shopfront will deliver activity of use on the Chatham Street 'street scene' and provide Enterprise with direct access and presence directly on Chatham Street rather than being 'tucked away' within the ground floor of the MSCP.

Enterprise's hours of operation will remain unchanged albeit within the wider 24/7 use context of the MSCP itself.

Signage

Advertisement consent is sought through this application, for the display of an internally illuminated fascia sign above the proposed reception area (or shopfront). The signage is required for the effective operation of the site and details of the proposed signage are submitted in support of the application. The proposed signage will be modest and will be commensurate with signage expected of any ground floor commercial unit within the City Centre. It also relates to the effective use of the car park for Enterprise's purposes, and to the commercial nature of the surrounding area generally.

The proposed signage will sit above the new rental vehicle office reception area and in doing so will help Enterprise's customers to identify the reception area from within Chatham Street. The proposed fascia sign will supplement existing and long-established signage fixed to the corner of the MSCP as it fronts Chatham Street and Picadilly. The existing signage helps identify Enterprise's branch from the wider commercial area and from Picadilly in particular.

An image of the existing signage is provided below:



Enterprise is proposing signage here also as a like-for-like replacement in size and scale terms and their new signage will continue to be commensurate with this longstanding signage which has been in place since 2014 (see Enclosure 1). In such circumstances, this sign benefits from Deemed Consent under Class 13: advertisements on sites used for the preceding ten years for displaying advertisements under Schedule 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. However, for completeness, details of the new sign proposed in this location are provided within the submitted Signage Pack (ref. 46699 v2).

Other signs proposed by Enterprise are internal within the MSCP or within their rental vehicle office reception area and do not require consent by the LPA. However, details of these signs are also provided in the submitted Signage Pack for completeness.

In such circumstances, where there is no conflict, Development Plan policies and those set out in the Framework around amenity protection are permissive and provide no justification to withhold planning permission in this instance.

Built Heritage Assessment

The NPPF Annex 2 definition of a heritage asset is *“a building, monument, site, place, area of landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).”*

There are no listed buildings (either local or statutory) at the application site. The nearest listed building is the Grade II listed Barclays Bank building which is located opposite the entrance to the MSCP and extends to front onto Picadilly. The Barclays Bank building is on the southern side of Chatham Street. To the west of the MSCP is the Grade II listed Grand Hotel building whose conversion to residential use was granted planning permission alongside the erection of the MSCP within which the application site is located.

There are a number of Conservation Areas in Manchester City Centre including the Stevenson Square Conservation Area to the northeast, the George Street Conservation Area generally to the west and the Whitworth Street Conservation Area generally to the south. The site itself does not sit within a Conservation Area.

In order to assess the heritage impacts of the proposed development on the closest listed buildings, consideration has been given to individual aspects of their design before forming a conclusion as to the significance of any potential impacts.

As outlined above, the proposals include the retention of the existing MSCP building with very minimal external change. The proposals will retain the general structure of the existing MSCP building but in doing so will replace existing yellow and grey blank panels that sit within the structure's vertical steelwork frame with a new glazed shopfront that will retain the appearance of the vertical steelwork frame. The existing solution currently delivers a blank façade that provides no activity to the Chatham Street 'street scene'. The proposals will provide direct access into Enterprise's proposed reception area, adding an active use and activity generally to the street scene, whilst sitting seamlessly within the vertical steelwork panelling of the existing building.

The proposed development will make no significant material change to the building's fabric or the external appearance of the building, save for adding glazing in place of yellow and grey panelling. It will however bring the building back into active use when seen from the street and will deliver an improved operational use for Enterprise, which in turn will aid in the overall maintenance of the building and its frontage in the longer term.

It is considered that the proposal will deliver benefit to the building itself, and to the contribution it makes to the Chatham Street 'street scene', including any contribution this makes to the significance of the Barclays Bank building including by its setting. As a result of its orientation, it is not considered that the proposed changes to the frontage of the MSCP will have any impact on the significance of the Grand Hotel building, including by its setting but, again, if any contribution is perceived it is considered that the proposal will improve upon the contribution that is currently made and will deliver benefit.

Accordingly, it is considered that the proposal will have no detrimental impact on the designated heritage assets in the wider area, including as a result of any contribution made to their significance by setting. Indeed, it can only reasonably be considered that the proposals will deliver positive benefit by improving and generally tidying up the MSCP's frontage and by delivering active use to a currently dead, or detracting, frontage. As a result, it is concluded that the proposal is entirely suitable in heritage impact terms and in accordance with advice contained within the NPPF there is no harm to the heritage asset(s) resulting from the proposed development.

Conclusions

Enterprise's rental vehicle use within the Chatham Street MSCP is long-established and in general terms will not change as a result of the proposed works. The proposal here is focussed on facilitating Enterprise's improved operational use within the Chatham Street MSCP, and specifically within the ground floor of the MSCP.

In terms of built development, the proposals are relatively limited but will see the extension of the under-utilised front part of the existing ground floor office to create a larger and more accessible reception area for Enterprise. This will also create a new glazed shopfront on Chatham Street which will be directly accessible from Chatham Street and add activity of use to its street scene. In doing so the proposals will provide Enterprise with presence and active frontage on Chatham Street.

In considering the potential for built heritage impact, it has been demonstrated that the proposal is entirely suitable in heritage impact terms and in accordance with advice contained within the NPPF there is no harm to the heritage asset(s) resulting from the proposed development.

In all other respects the ground floor office area internal within the Chatham Street MSCP will continue to operate as it has done for over 12 years, albeit with operational improvement for Enterprise.

In total, the proposed extension to the ground floor office area will add just 11.3 sq.m of floor area but will deliver a new street facing reception area for Enterprise which will improve the contribution made by the ground floor office to the Chatham Street 'street scene'. This will also reduce the need for Enterprise's customers to wander unaccompanied into the ground floor of the MSCP when accessing the rental vehicle office for the first time.

Further improvements will be delivered to the accessibility of the ground floor parking bays that are used by Enterprise and as part of the wider MSCP use. By providing all of Enterprise's pick-up and drop-off bays on the ground floor, this means that Enterprise's customers can access and drop-off their rental vehicles on the same level as the rental vehicle office and these will be more clearly sign-posted, further reducing the potential for customers to wander around the MSCP in unfamiliar surroundings.

A further benefit of Enterprise's proposals is that the existing 5 spaces that are demised to Enterprise on the ground floor now can be reconfigured to form 4 DDA bays adding to the provision of DDA bays on the ground floor of the MSCP, and reducing the need for people with reduced mobility to have to access the higher floors of the MSCP.

Advertisement consent is also required for new signage above Enterprise's proposed reception area, on Chatham Street. This will aid customer identification of the new reception area and add to the active use on the Chatham Street frontage. Details of the proposed signage are submitted in support of this application. The existing signage that has been in place on the Chatham Street and Picadilly corner of the MSCP for an extended period (at least 12 years) will be updated but this signage benefits from Deemed Consent and does not require consent from the Local Planning Authority.

In this context, it has been demonstrated that the proposed development can be delivered in an entirely satisfactory manner and represents sustainable development in accordance with the Development Plan. The "presumption in favour" set out in the National Planning Policy Framework therefore applies and the proposals should be approved without delay.

With this in mind, we look forward to the early opportunity to discuss the proposals with you.

Yours faithfully



**Chris Dodds, MRTPI – Associate Director
For and on behalf of Planning Prospects Ltd**

Enc

Enclosure 1: Streetview Regression showing longstanding vehicle rental use within Chatham Street MSCP

Vehicle Rental Signage at Chatham Street MSCP – Regression Exercise



Enterprise signage – Google Streetview May 2025



Enterprise signage – Google Streetview June 2023



Enterprise signage – Google Streetview August 2021



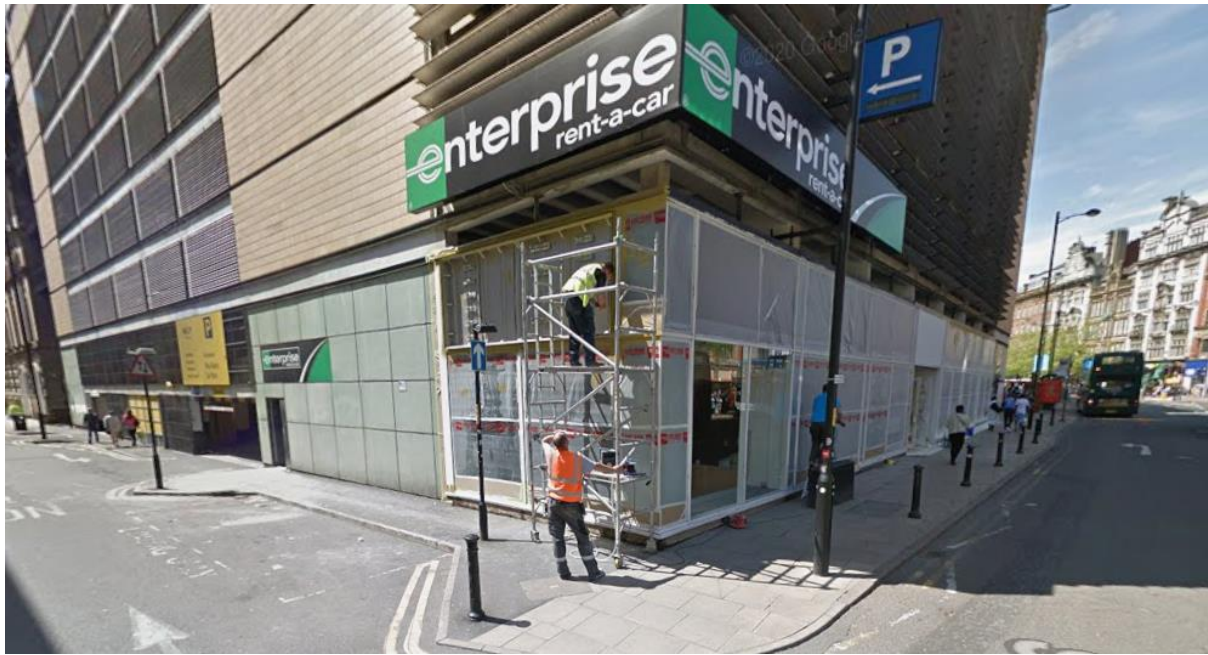
Enterprise signage – Google Streetview July 2019



Enterprise signage – Google Streetview April 2017



Enterprise signage – Google Streetview May 2016



Enterprise signage – Google Streetview June 2015



Enterprise signage – Google Streetview June 2014



Budget Car and Van Rental Signage – Google Streetview September 2012



Budget Car and Van Rental Signage – Google Streetview July 2008