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# PLANNING STATEMENT

## 44 Wilmslow Road, Manchester, M14 5TQ

### Proposed Shopfront Alterations – Logma Restaurant

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**Prepared by:** Moza Architecture Ltd
**Client:** Logma Restaurant
**Date:** April 2026

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## 1.0 INTRODUCTION

This Planning Statement has been prepared by Moza Architecture Ltd in support of a full planning application for external alterations to the existing commercial unit at 44 Wilmslow Road, Manchester (M14 5TQ).

The application relates to Logma Restaurant and seeks consent for the formation of an improved shopfront and entrance arrangement through the infill of the existing recessed frontage.

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## 2.0 SITE AND SURROUNDINGS

The application site is located along Wilmslow Road within a vibrant and well-established commercial parade in Manchester (M14). The area is characterised by a mix of retail, restaurant, and takeaway uses at ground floor level, with residential accommodation above.

The frontage currently comprises a recessed entrance with limited active engagement with the street.

The surrounding context demonstrates a varied and evolving streetscape, with multiple examples of modernised shopfronts and glazed frontages that enhance visibility and customer interaction.

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## 3.0 PROPOSED DEVELOPMENT

The proposal seeks to improve the functionality, appearance, and usability of the existing restaurant through the following works:

- Infill of the existing recessed frontage using the retained structural brick piers
- Installation of full-height aluminium framed glazing (RAL 7016 – dark grey)
- Introduction of centrally located double glazed entrance doors
- Creation of an improved entrance threshold and internal seating area
- No alterations to the existing structural frame
- No new foundations required

The development is lightweight in nature and sits fully within the existing façade line.

As shown on the submitted drawings (Ref: P45-100 Existing Plans & Elevations and P45-101 Proposed Plans & Elevations), the works utilise the existing opening and enhance the frontage without extending beyond the established building line.

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## 4.0 DESIGN AND APPEARANCE

The proposal has been carefully considered to respond positively to the existing building and wider street scene.

Key design principles include:

- Retention of existing brick piers and structural elements
- Introduction of a clean, contemporary glazed frontage
- Use of high-quality commercial-grade materials
- Improved transparency to enhance natural surveillance
- Strengthening of the active frontage along Wilmslow Road

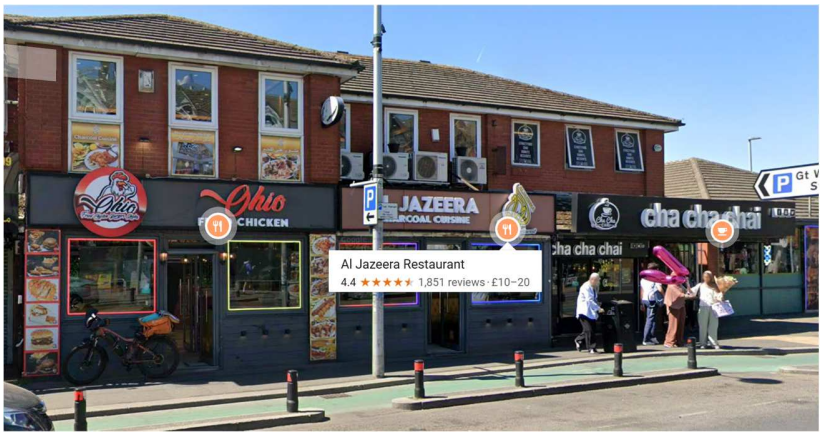
The proposed glazing and entrance arrangement creates a more welcoming and visually open frontage, aligning with modern shopfront design principles.

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## 5.0 PRECEDENT AND STREET CONTEXT

There are multiple examples within close proximity of the site where similar shopfront infill and glazing interventions have been successfully implemented.




Nearby commercial units along Wilmslow Road have adopted comparable approaches, replacing recessed or inactive frontages with full-height glazing to:

- Improve visibility
- Enhance customer engagement
- Modernise the overall appearance of the parade

The proposal is therefore consistent with the established and evolving character of the area.

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## 6.0 IMPACT ON AMENITY

The proposed development is minor in scale and will not result in any adverse impact on neighbouring occupiers.

- No increase in building footprint
- No overlooking or privacy concerns
- No noise or disturbance associated with the works
- Retains existing use as a restaurant

The works are confined to the ground floor frontage and are considered to be acceptable in planning terms.

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## 7.0 HIGHWAYS AND ACCESS

The proposal does not alter access arrangements to the site.

The improved entrance configuration will enhance accessibility and pedestrian flow into the premises, creating a clearer and more legible access point.

There are no highways implications associated with the development.

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## 8.0 CONCLUSION

The proposed development represents a high-quality and proportionate improvement to the existing commercial unit.

The scheme:

- Enhances the visual appearance of the building
- Improves the functionality of the restaurant
- Strengthens the active frontage along Wilmslow Road
- Aligns with local character and established precedent
- Results in no adverse planning impacts

The proposal is therefore considered to be acceptable and compliant with relevant local and national planning policies.

Moza Architecture respectfully requests that Manchester City Council grant planning permission for the proposed development.

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