Your Ref: PP-15043031
Our Ref: HPD/DSP/MS/26/058
Date: 29 June 2026

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Dear Sir/Madam,

RE: FULL PLANNING APPLICATION: 15 OXFORD ROAD. MANCHESTER, M1 7DU

On behalf of our client, Joe & The Juice UK Limited ('the Applicant'), we are instructed to submit a Full Planning application for an external alteration to replace the existing louvre doors with new aluminium louvres for Joe & The Juice at part of the ground floor at 15 Oxford Road, Manchester. The proposed aluminium louvre will be repainted black and is located to the rear of the site on the corner of Charles Street and Mallard Street. The description of development is proposed as follows:

"Full Planning Application for external alterations to replace the existing louvre doors with new aluminium louvres on the corner of Charles Street and Mallard Street for Joe & The Juice"

Accordingly, please find enclosed the following documents which comprise the application:

- Duly completed Application Form;
- Site Location Plan at scale 1:1250 with the site edged in red;
- Proposed Plans by Designtime;
- Advertising Consent Letter; and
- Planning Statement (this document) prepared by Hybrid Planning & Development Ltd.

Application Site and Surrounding Context

The proposal site relates to the ground floor of 15 Oxford Road, which historically formed an HSBC Bank and
later a Supermarket/Deli. The site is located on the corner of Oxford Road and Charles Street in the City Centre of Manchester. The proposed Joe & The Juice will be accessed via a door on the corner using a chamfered entrance. Joe & The Juice will use the ground floor for operations and seating, which is currently undergoing a Certificate of Lawfulness to confirm that the site is within Use Class E.

The building is not within a Conservation Area and is not a listed building, but is seen in context with other nearby listed buildings, including the Dancehouse Theatre, including numbers 6-14, Lass O Gowrie Pub, and The Former Refuge Assurance Company Offices, which are all Grade II Listed.

The site is located on the east side of Oxford Road, which is a vibrant, high-energy corridor connecting the City Centre to a major university district and 'Knowledge Quarter', recognised as a hub for education, culture and innovation. The buildings on the ground level are used as retail shops, cafés, and commercial spaces all of similar nature to Joe & The Juice, including Café Nero, Federal Coffee, KFC, Greggs, Tortilla, Sainsbury's and Asda. The site is currently a vacant unit on the ground floor and was last occupied by a Spar Supermarket and Deli in 2018. HSBC Bank was the former user until 2015.

Planning History

Hybrid Planning & Development Limited is registered in England and Wales No. 10861855.
Registered Office: 463-465 High Street, Lincoln, LN5 8JB.

Whilst the site has an extensive planning history, we consider the following applications to be most pertinent to the current proposals:

- **LPA Ref: 119181/AO/2018** - Integral illumination and screen to the existing ATM fascia, internally illuminated Free Cash Withdrawals sign above the ATM Blue LED Halo illumination to the ATM surround – Approved – 23 April 2018
- **LPA Ref: 108577/AO/2015/C1** - Installation of 2no. advertising panels – Approved – 30 July 2015
- **LPA Ref: 108570/FO/2015/C1** - Replacement of 3no. existing external ATMs with 3no. ATMs, 1no. of which to be equality act compliant and replacement of 3no. existing windows with frameless glazing incorporating an area of partially frosted glazing – Approved – 30 July 2015
- **LPA Ref: 084491/FO/2007/C3** - Installation of 1 no automated teller machine to the Charles Street elevation of the property – Approved – 7 December 2007
- **LPA Ref: 080330/FO/2006/C3** - Installation of 1 no. automated teller machine (ATM) – Approved – 9 October 2006
- **LPA Ref: 054220/FO/CITY3/98** - Elevational alterations to Oxford Road, Charles Street & Mallard Street including replacement windows – Approved – 15 June 1999
- **LPA Ref: 052574/AO/CITY3/97** - Illuminated fascia name signs and illuminated double sided projecting box signs – Approved – 2 October 1997 • LPA Ref: 043897/DA/CMDC/93 - 2 Illuminated individual letter name signs 2 Illuminated double sided projecting logo signs – Approved -24 August 1993
- **LPA Ref: 019617** - Installation of cash dispenser – Approved – 24 May 1983
- **LPA Ref: F/AD03045** - Illuminated individual letter name signs on front and side elevation of bank – Approved – 11 December 1980

The tenancy is located on the corner of Oxford and Charles Street. Historically, this site has been used as a Bank and Supermarket/Deli on the ground floor and retail/commercial offices on the upper floors. A Certificate of Lawfulness has been submitted to the Council to confirm that the tenancy can be used for a Juice Bar/café operation under Use Class E

The proposals

The proposal includes external alterations to the existing louvre doors on the eastern side of the building on the corner at Charles Street and Mallard Street. The proposal will seek to replace the louvre doors with new powder-coated aluminium satin black louvres to ensure ventilation to AC units behind, for Joe & The Juice. As shown in the attached plans, the proposed aluminium louvre has been designed to ensure that an adequate amount of ventilation will be provided to the AC units behind the louvre. The proposed louvre has been shown to be of minimalist design to be in keeping with the local character and setting. The louvres will be painted in a black finish to match the rest of the site for Joe & The Juice.

The Policy Context and Assessment are addressed further below.

Planning Policy Context

National Planning Policy Framework (NPPF) (2024)

The National Planning Policy Framework (NPPF), updated in December 2024, aims to strengthen local decision making and to reinforce the importance of up to date plans.

Paragraph 11 states that:

"Plans and decisions should apply a presumption in favour of sustainable development".

For decision-taking, this means (**Paragraph 11**):

"Approving the development proposals that accord with an up-to-date development plan without delay".

The NPPF continues that the creation of high quality, beautiful and sustainable places, is fundamental to what the planning and development process should achieve, and states at Paragraph 131, that good design is a key aspect of sustainable development, creates better places in which to live and work, and helps make development acceptable to communities.

Planning policies and decisions should ensure that developments will function well and add to the overall quality of an area, are visually attractive and sympathetic to local character and history, establish or maintain a strong sense of place, optimise the potential of the site to accommodate and sustain an appropriate mix of development and support local facilities and transport networks, and create places that are safe, inclusive and accessible which promote health and well-being, with a high standard of amenity for existing and future users.

In determining applications (Paragraph 139), great weight should be given to outstanding or innovative designs which promote high levels of sustainability or help raise the standard of design more generally in an area, so as long as they fit in with the overall form and layout of their surroundings.

The NPPF recognises that a balance needs to be struck between the preservation of the significance of a heritage asset and delivering public benefit. With regard to designated assets, Paragraph 212 states that the more important the asset, the greater the weight should be on its conservation. Distinction is drawn between those assets of highest significance and those of a lesser significance.

The NPPF identifies harm as being either substantial or less than substantial. Paragraph 214 states that where the proposal would lead to substantial harm to the significance of a designated asset consent should be refused unless the harm or loss is necessary to achieve substantial public benefit that outweighs that harm. In cases where less than substantial harm to the significance of a designated asset is anticipated, the NPPF requires that this harm should be weighed against the public benefits of the proposal.

Paragraphs 219 and 220 specifically discuss Conservation Areas; paragraph 219 states that opportunities should be sought to better reveal the significance of these assets, whilst paragraph 220 remind the reader that not all elements of a conservation area will contribute to the significance of that area; in this way assessments should take account of the relative value of the element subject to change, and its contribution.

Local Planning Policy

Places for everyone Plan – Joint Development Plan Document, Adopted 21 March 2024
The Places for Everyone Plan (PfE 2021) provides an important opportunity to create the conditions for inclusive economic growth, provide opportunities for the provision of much-needed homes and protect and enhance the natural environment. The policies relevant to the application include:

Policy JP-Strat2 – City Centre
Policy JP-P2 – Heritage

Manchester Core Strategy – Development Plan Document 2012-2027, Adopted 11 July 2012
The Core Strategy was adopted by Manchester City Council on the 11th of July 2012. It is the key document in Manchester's Local Development Framework and covers a period of 15 years from 2012 to 227. It describes Manchester today and outlines the Council's vision for Manchester in 2027, along with the planning policies which will be used to deliver that vision. The policies relevant to this application include:

Policy SP1 – Spatial Principles
Policy EN1 – Design Principles and Strategic Character Areas
Policy EN3 – Heritage
Policy CC1 – Manchester City Centre
Policy CC4 – Visitors – Tourism, Culture and Leisure
Policy CC9 – Design and Heritage
Policy CC10 – A Place for Everyone
Policy DM1 – Development Management

Unitary Development Plan for Manchester

The core strategy replaced much of the UDP, but some UDP policies are extant (remain). The following policies are relevant to the application:

Policy DC14 – Shop Fronts and Related Signs
Policy DC19 – Design and Heritage

We now turn to assess the proposals against the relevant planning policy.

Planning and Heritage Assessment

This section seeks to address the key planning and heritage matters arising from the proposal. These issues have been identified though a review of the relevant planning policies for the site.

Principle of Development

The proposal includes replacing the existing louvre doors with a new aluminium louvre to the rear of the building on the corner of Charles Street and Mallard Street. A key factor in relation to Policy CC1 and Policy CC4 is the continued growth of the Manchester City Centre, boosting investment and mixed-use development. The importance of tourism, culture and leisure is also addressed in the policies. The application site will improve the operation of the tenancy and allow Joe & The Juice to appropriately conduct business out of this space. The new aluminium louvre has been designed to ensure that there is ventilation to the AC unit behind and to be in keeping with the design of the site and local character and setting. As such, it is evident that the external alterations for the new aluminium louvre complies with Policies CC1 and CC4 of the Manchester Core Strategy. The image below demonstrates a drawing of the existing louvre doors along Mallard Street in Figure 1 and the *proposed drawing plans in Figure 2.*



Figure 1 Existing Louvre Doors on Mallard Street

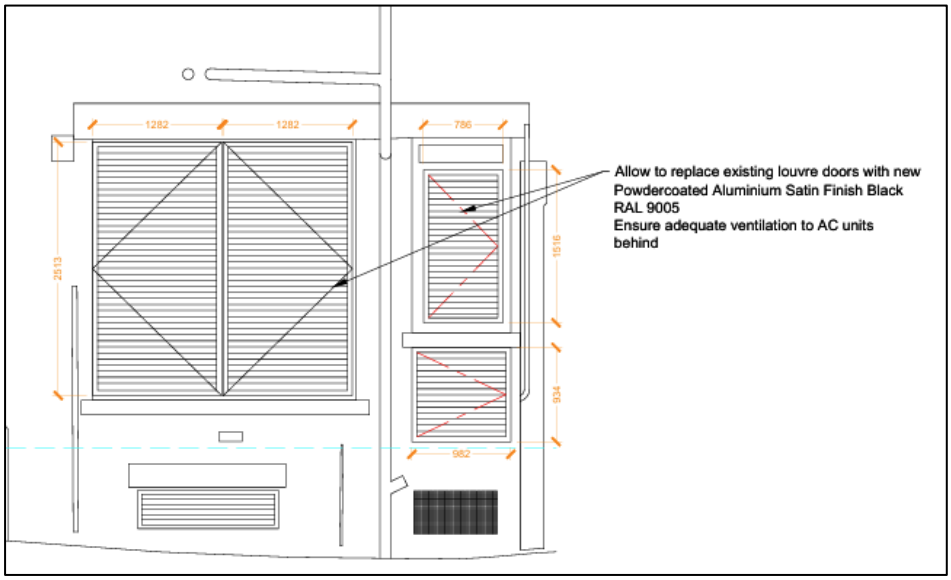


Figure 2 Proposed new aluminium louvre

The principle of development is also seen to be accepted in the area and relatively matches that in the locality. The aluminium louvre will replace the existing louvre doors on the rear of the building. The proposed louvre will be positioned in place of the existing louvre doors and no changes to the external layout will be proposed. The proposed louvre will be of minimalist design and not impact the wider area, which respects the architectural form of the building and the shop in accordance with Policy DC14.

Visual Amenity

The existing building has gone through enhancements and refurbishment within the development of the previous uses. The proposed building is positioned on the corner of Oxford Road and Charles Street. The proposed louvre will replace the existing louvre doors and will be made of aluminium. The new louvre will ensure adequate ventilation to the AC units behind. The satin black finish is proposed to lessen the visual impact of the louvre by softening how much the new louvre will stand out and matching that of the local setting. Furthermore, it will ensure that the new louvre does not look too dissimilar to the existing louvre doors. Due to the new proposed louvre replacing the existing louvre doors and being at the rear of the site, there will be negligible harm to the nearby listed buildings.

Furthermore, the new aluminium louvre will have a negligible impact on the surrounding buildings and nearby listed buildings. It is highly unlikely that the proposal will have any harmful visual amenity to the exterior of the building. As such, the proposed development of the new aluminium louvre will comply with policies SP1, CC9, EN1 and DM1 of the Manchester Core Strategy and the saved policy DC19 of the UDP, and guidance within the National Planning Policy Framework.

Design and Heritage

15 Oxford Road comprises of a 7-storey commercial and retail block. The property is situated on Manchester's vibrant Oxford Road Corridor, on a renowned retail and leisure pitch, immediately adjacent to the Circle Square development. Oxford Road offers a bustling cultural hub, lined with entertainment venues and residential accommodation, education hubs and R&D centres.

Oxford Road is widely known as the City's 'Knowledge Quarter' due to its extensive business and educational facilities, with Manchester University, Circle Square, and the Manchester Technology Centre all situated on the road. Beyond this, the corridor offers an extensive leisure and cultural offering, being the home of The Palace Theatre, The Northern Ballet School and a host of retail, leisure, and music venues. Other uses within close proximity include a range of cafés, coffee shops, fast food restaurants and supermarkets.

The property is situated immediately adjacent to the major Circle Square mixed-use development. This comprises approximately 1.2 million sq. ft of office accommodation, 1,100 high-quality student apartments, providing a significant boost to the already strong footfall within the surrounding location.

The proposed louvre will not lead to any significant alterations to the external elements of the building, as there is already existing louvre doors and the proposal will be upgrading and improving them. The site has gone through localised repairs and restoration as necessary. The existing building has been re-used, and this application will help to continue the operation of a business use in this location in accordance with Policy EN3.

The proposal is seen to comply with the policy as it will not cause a major change to the appearance of the existing building. The proposed louvre complies entirely with Policy CC9 and DC14 of the Local Plan and UDP respectively. It is evident that the proposal will not lead to any harm and will lead to an improved louvre in place of the already existing louvre doors which are outdated. The consideration of ensuring adequate ventilation to the AC unit behind also makes this proposed development sustainable for the operations and services of the Joe & The Juice.

Amenity and Highways

The proposal does not include the addition of any new significant alterations to the current building. By virtue of size, location and heritage consideration, the proposed external alterations are considered acceptable in design and therefore comply with the relevant policies.

Summary

The proposed external alterations for a new aluminium louvre to the rear of the building are seen to be minimal and respect the character of the site and surroundings. The proposed application is seen to comply with the necessary policies in its entirety, including the NPPF (2024), Development Plan Document and the Unitary Development Plan section of the Manchester Local Plan.

Notwithstanding, we trust that the information supplied meets with your approval and is sufficient for you to consider this application favourably.

Yours faithfully,

