Our Ref: 2026-31a

Planning – Development Management Team
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26th July 2026 **SUBMITTED VIA PLANNING PORTAL**

To Whom It May Concern,

RE: Planning, Design & Access Statement - Proposed new shopfront @ Nivora, 7 Police Street, Manchester, M2 7LQ

Adams Planning + Development Ltd (APD) have been instructed to submit a planning application on behalf of Nivora Brand Ltd who wish to open a new jewellery retail premises from the previously vacant premises.

This full planning application is for the following form of development:

"Installation of a replacement shopfront including stainless steel framing and stallriser; security glazing and door; a new signage fascia panel above the centralised door and extension of existing louvres above the shopfront."

This planning application is supplemented by the following information that accord with Manchester City Council's (MCC's) validation criteria:

1) This Planning, Design & Access Statement
2) Planning Application Forms & Certificate B
3) A Site Location & Block Plan (Drawing No. 335-YOU-XX-00-DR-I-0001)
4) An Existing Shop Frontage Plan (Drawing No. 335-YOU-XX-00-DR-I-0002)
5) A Proposed Shop Frontage Plan (Drawing No. 335-YOU-XX-00-DR-I-2000)
6) A Heritage Statement

Site Context

7 Police Street occupies a mid-terrace position on the eastern side of Police Street, a secondary pedestrianised street connecting St Ann's Street with King Street within Manchester City Centre. No. 7 is located in the heart of Manchester City Centre and within the St Ann's Square Conservation Area.

The building forms part of a late nineteenth-century commercial terrace characterised by regularly proportioned retail frontages beneath a retained masonry façade. Whilst the original shopfronts have been replaced over time, the principal architectural framework of the building, including the stone pilasters, fascia and cornice, remains intact and continues to define the rhythm of the streetscape.

This planning application relates only to the ground floor retail premises that has been unoccupied for over 6 months.

Planning Policy Considerations

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 and Paragraph 2 of the National Planning Policy Framework (NPPF, December 2024) identify that decisions on planning applications *''must be made in accordance with the [development] plan unless material considerations indicate otherwise.''*

The 'Development Plan' for Manchester City Council's consists of:

- The Core Strategy (2012)
- The saved policies from the Unitary Development Plan (UDP)
- Places for Everyone Joint Development Plan for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan 2022 to 2039 (Adopted 2024).

Policy CC1 of the Core Strategy identifies that the City Centre is the Primary Economic Development Focus and identifies that:

"Within the City Centre and the fringe a variety of high quality accommodation types, sizes and foot-plates will be encouraged to boost investment by local, national and international businesses. The City Centre and fringe will be considered a suitable location for the consideration of high density buildings and commercially led mixed use schemes…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."

Policy CC2 'Retail' confirms that the Council will promote the growth and improvement of the type of retail provision in the City Centre.

Policy CC7 encourages 'Mixed Use Development' and identifies that *"Active ground floor uses (shops, food and drink and leisure) will be appropriate in locations that have an established public function."*

Policy CC 9 requires the design of new buildings to be of the highest standard in terms of appearance and function, and any new development in the City Centre to preserve or enhance designated heritage assets, including listed buildings and conservation area.

Policy DM 1 requires all new development to have regard for surrounding areas in terms of the design, scale and appearance, effects on amenity (i.e. light, noise and road safety), existing environmental conditions, accessibility and built heritage.

Policy EN 1 expects new development to take opportunities to enhance the overall image of the City. Policy EN 3 encourages new developed to complement and take advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre

Policy JP-P1 of the Joint Development Plan requires development, where appropriate, to conserve and enhance the historic environment, respect the character and identity of the locality in terms of design, siting, size, scale and materials used, and be visually stimulating and high-quality in design, including the use of durable, robust materials that weather well and are easily maintained.

Policy JP-P2 requires the positive management of heritage, and particular consideration to be given to the protection of the significance of key elements of the historic environment which contribute to Greater Manchester's distinctive identity and sense of place.

Manchester City Council has an adopted 'Shopfront and Signage Design Guide' does not set out to prescribe specific shopfront design across the city, but seeks to set out the principles and standards of design, in order to inform the design process and decision making.

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Review of Proposals

The existing shopfront comprises a modern frameless, blank glazed frontage installed within the original opening. Although visually minimal, it does not reflect the established hierarchy or proportions commonly found within the surrounding commercial frontages and offers limited resilience for the future occupier 'Nivora' who will retail specialist jewellery from the subject property.

No alterations are proposed to the historic masonry, principal façade or architectural features of the building, with the existing stone pilasters, fascia, cornice and surrounding masonry remaining completely unaltered. As a result, the proposal preserves the established proportions, symmetry and architectural rhythm of both the host building and the wider streetscape.

The existing shopfront comprises a modern frameless glazed frontage which is not considered appropriate for a specialist jewellery retailer. Its configuration cannot readily accommodate the level of physical security, security-rated glazing, reinforced framing and controlled entrance arrangements required for premises retailing high-value goods. The proposed framed stainless-steel shopfront has therefore been developed to provide a robust and secure frontage that accords with Greater Manchester Police's Design for Security principles.

The replacement shopfront is driven by operational necessity. It is fundamental to providing a secure and insurable retail environment capable of supporting the intended jewellery use whilst protecting staff, customers and high-value stock. Without these security-led alterations, the premises would not satisfy the operational and insurance requirements of a modern specialist jewellery retailer, potentially preventing the occupation of this currently vacant unit and prolonging its vacancy within the City Centre.

The design introduces framed display windows, a metal stallriser and a dedicated sign panel above the entrance, providing greater depth and architectural definition whilst remaining intentionally restrained. The proposed alterations to the shop frontage will see the removal of the modern frameless glazed frontage shop infill.

A restrained material palette has been selected to complement the existing building and the wider commercial context. The proposed new shopfront requires robust materials that follow the Greater Manchester Police's 'Design for Security' principles and comprises of:

- Buffed stainless steel framing and stallriser;
- Clear laminated security glazing and secure door (upgraded to provide ENV 1627-30 or LPS 1175 SR3 security rated glazing);
- Flat stainless steel sign panel incorporating an etched "NIVORA" logo that is non-illuminated and integrated into the shopfront fascia;
- Extension of the existing aluminium louvres so that it marries in with the neighbouring shopfront.

The proposed modest sign is centralised above the entrance, will not protrude or be illuminated and is integrated into the fascia. The signage qualifies as deemed consent.

The use of stainless steel reflects contemporary city-centre retail architecture and is consistent with examples found elsewhere within the surrounding area. The high-quality material palette has been selected for its durability, longevity and ease of maintenance within a busy urban environment.

The enclosed heritage statement clarifies that the tripartite portions will be retained with a central doorway, reflecting the likely former historical arrangement. Whilst the proposals will result in changes to the visual appearance of the retail unit, the extant original remaining elements of the shop frontage (i.e. pilasters and fascias) will remain unaltered. This approach reinforces the established character of Police Street whilst respecting the historic significance of the Conservation Area.

The proposals will result in a minimal change to the streetscape and the heritage statement clarifies that this will not detrimentally alter the character of the St Ann's Square Conservation Area, nor its special architectural or

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historic interest borne out of the varying Victorian and Edwardian architecture of the commercial buildings reflecting the ever growing wealth of the industrial city during the 19th and 20th centuries. Therefore, there will be no harm to the conservation area as a result of the proposals.

The proposal provides a contemporary interpretation of the traditional commercial frontage. The design reintroduces the proportions and hierarchy typically associated with late nineteenth-century retail architecture through the use of a framed composition comprising a stallriser, display windows, central entrance and sign panel, while expressing these elements using refined contemporary detailing and modern materials. The design of the new shopfront has been developed to accord with the design principles outlined in MCC's Shopfront & Signage SPD and Greater Manchester Design for Security and represent a considered design solution, balancing the operational requirements of a modern jewellery retailer with the wider objective of preserving the character and appearance of the Conservation Area.

No alterations are proposed to the historic masonry, principal façade or architectural features of the building. The use of a restrained contemporary design, high-quality materials and a composition that reflects the established hierarchy of neighbouring commercial frontages, the proposal preserves the character and appearance of the Conservation Area while supporting the long-term occupation and continued commercial vitality of this prominent city-centre premises.

The proposal is considered to represent a sensitive and well-considered design response that accords with national and local planning policy and preserves the significance of the St Ann's Square Conservation Area and enables a specialist jewellery retailer to occupy the previously vacant premise and improve the vitality and vibrancy of this City Centre location in line with Policies CC1, CC2 and National Planning Policy guidance.

Accordingly, we urge Manchester City Council to approve the proposals in accordance with the presumption in favour of sustainable development.

It is important to note that a Crime Impact Statement Lite has not been commissioned in this instance due to the design of the shop being evolved to accord with the Greater Manchester Police 'Design out Crime' measures. The upgraded shopfront will also be supplemented by the following security measures to ensure the premises operates in a safe and secure manner:

1) Shopfront access control for restricting access to staff and to allow the vetting of customers prior to releasing the door and allowing bona fide entry.
2) Internal access controls will be employed to prevent entry to the staff area, including signage to deter unauthorised access.
3) An appropriate CCTV and an alarm system will be installed.
4) A comprehensive security regime for the management of the premises will be prepared and remain in place for the day-to-day running of the shop, with all staff being trained on security measures including opening and closing of the premises; cash management; cash-in-transit collections/deliveries and banking practices; management of stock; staff security training; repairing damaged fittings and security features – e.g. alarm system & CCTV cameras; and refuse collection.

The planning application has been uploaded, submitted and paid for via the Planning Portal. We would be grateful if the appointed planning case officer could please contact the under-signed to review the submission once the 28-day statutory consultation timeframe has elapsed.

Yours sincerely,

[redacted]

Russell Adams (MRTPI)
For and on behalf of Adams Planning + Development Ltd

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