

4 March 2022

F.A.O Angela Leckie
Manchester City Council
Planning and Development
PO Box 532
Town Hall
Manchester
M60 2LA

Dear Angela,

New Century Hall, NOMA
Application for Listed Building Consent for the Installation of Internal and External Signage

Please find enclosed an application for Planning and Listed Building Consent for internal and external signage installation on New Century Hall ("the Site"). The Applicant is NOMA (GP) Ltd.

This application corresponds to the s.19 application to vary conditions (MCC Ref. No: 132275/JO/2021) pursuant to Listed Building Consent (MCC Ref. No: 124349/LO/2019) which was granted for the Grade II Listed New Century Hall in November 2019. The applications referenced were submitted in relation to the provision of flexible uses comprising A3 (restaurant and café), A4 (drinking establishment), D1 non-residential (creative college), D1 (flexible events and conference facilities) and D2 (music/performance space).

1. The Site

New Century Hall is situated in the north of Manchester city centre, close to the city's Northern Quarter and Victoria transport interchange. The Site forms part of the NOMA Strategic Regeneration Framework and Masterplan, which consists of the redevelopment of the Co-operative Group's historic estate and a new build development area to the north.

New Century Hall is bounded by Miller Street to the north, Sadler's Yard to the south and Dantzic Street to the east. Miller Street, the principal front of the Site, is a key arterial route into Manchester City Centre. Sadler's Yard and Dantzic Street are pedestrianised routes linking the historic core of NOMA with the new development plots and neighbouring residential communities including Angel Meadows further north.

New Century Hall is located just outside the Shudehill Conservation Area and is surrounded by several other Grade II Listed Buildings within the NOMA historic estate. This includes New Century House which is located to the west of the site and is jointly listed with New Century Hall.

2. Background

New Century Hall represents one of Manchester's iconic music venues which was utilised by the Co-operative movement for at least five decades. The building became vacant following the move by the Co-operative Group to new headquarters 1 Angel Square in 2013, and has remained vacant ever since. New Century Hall has a Grade II Listing, designation, due to the design and architectural interest of this unique building, designed to reflect the mid-C20 status and prestige of the Co-operative group, and forming a wider part of the historic NOMA Estate.

Designed by Gordon T. Tait of Sir John Burnet, Tait & Partners, along with George S. Hay of the CWS, the building comprises a low-lying conference hall incorporating a striking external anodised aluminium frame superstructure with opaque glass-panel cladding. Despite some later alteration, the interior retains many original features and uses high quality materials throughout, including an interesting use of more unusual woods. Two large, high-quality sculptured panels depicting lady musicians by Stephen Sykes, whilst an abstract, concrete sculptural screen wall by John McCarthy is a good example of 1960s public art.

Furthermore, New Century Hall form an important group with the neighbouring Grade II listed Co-operative Insurance Society (CIS) Building on Miller Street, and attached New Century Hall; the buildings being designed by the same architects and built as a single scheme for the Co-operative group. Together the buildings share a strong visual, contextual and stylistic relationship with one another and form impressive architectural features within Manchester city centre.

Planning Permission Ref. 124348/FO/2019 and LBC Ref. 124349/LO/2019 were granted 19th November 2019, which facilitated the refurbishment of the Grade II Listed building, including the change of use to allow the delivery of a mixed use scheme comprising of a food and drink offer; creative school; flexible events and conference facilities; and a music and performance space; together with new public realm and cycle parking forming a distinctly symbiotic offering currently unavailable in the city. For clarity in the context of this application:

- Basement will be in the teaching space for the College;
- Ground floor will be the food hall; and
- First floor will be the music venue.

The building has been handed over by NOMA (GP) Ltd., to One Plus Four as future tenant of the space, and as part of internal fit out works taking place, prior to occupation of the Site, a unified Signage Strategy has been proposed in accordance with the associated planning and LBC applications for New Century Hall.

As part of this, a new listed building consent is required in relation to the fixing of the signs to the historic fabric of the Grade II listed New Century Hall, as requested by Manchester City Council at pre-application meeting 27th January 2022. It should be noted that the Signage Strategy has been submitted to discharge Condition 8 on corresponding planning permission (MCC Ref. No: 124348/FO/2019), through condition discharge application Ref. No: CDN/22/0050.

Description of Development

The proposed description of development is:

“Listed Building Consent for the installation of external signage on the façade of New Century Hall and internal signage on the ground floor, first floor and mezzanine floor of the building.”

3. Proposals

New Century Hall has three principal floors of accommodation, comprising the double-height first-floor concert hall, ground floor, and basement. In addition, there are upper mezzanine levels of accommodation serving the hall including the projector room and dressing rooms.

The proposals outlined in this application refer to installation of signage on the external ground floor façade of the building and the internal installation of signage on the ground, first and mezzanine floor.. The table below outlines the proposed signage as referenced in the Signage Strategy and the associated method of installation:

Location:	Details of Signage to be Installed:	Method of Installation:	Ref:
External	Illuminated sign attached to the original wall above the main entrance door.	Mounted onto rails fixed to the external wall of the building.	EXT 02
	Illuminated LED NEON sign. Handwritten message style of c.15,000mm in length.	Fixed to louvre panels above a glass curtain wall.	EXT 03
	Black illuminated box with white Perspex front that is illuminated internally. The sign will be positioned inside the building behind a new glass curtain wall and measure c.2,000x300mm.	Suspended from existing ceiling M&E tray/ trunking	EXT 04
Internal - Ground Floor	Signage applied to new internal glass doors	Vinyl application.	GF 01
	Black illuminated box with white Perspex front illuminated internally.	Directly fixed to the new internal wall and positioned above the door.	GF 02
	Signage applied to newly built internal painted wall	Vinyl application.	GF 03
	Black illuminated box with white Perspex front illuminated internally.	Directly fixed to the new internal wall and positioned above the door.	GF 04
	Signage applied to newly built internal painted wall and positioned on landing and half landing areas of the stairway.	Vinyl application.	GF 05
	Signage applied to newly built internal painted wall.		GF 06
	Illuminated LED neon sign.	Fixed to steel rod and suspended on wires from existing concrete ceiling.	GF 07
Internal – First Floor	Signage applied to newly built internal painted wall. Position on stairway bulkhead.	Vinyl application.	FF 01
	Signage applied to newly built internal painted wall and positioned at entrance to event venue.		FF 02
	Mural on new internal wall positioned on stairway wall to event venue.	Either hand painted or affixed via vinyl application.	FF 03
	W.C. Door signs. Powder coated steel.	Screw fixed to non-original doors.	FF 04
	Illuminated wooden box with white Perspex front. Illuminated internally with adjusting dimmer installed on bar.	Directly fixed to back bar shelving and positioned above the door.	FF 05

Internal - Mezzanine	Sign positioned above fire door to stairway.	Hand painted on an existing wall (original fabric).	FF 06
	Sign positioned above backstage double doors.		FF 07
	Sign positioned above mezzanine doors.		MZ 01
	Sign positioned on the wall facing the top of the stairs.		MZ 02

The signage location and styles are in keeping with the Signage Strategy, as included within the Tenant Fit Out Guide submitted with the original planning and listed building consent application (124348/FO/2019 and. 124349/LO/2019). Further detail is provided within the Signage Strategy Submitted as part of this application.

4. Accordance with Planning Policy

The proposals have been assessed in the context of heritage policies at national and local level. The primary consideration for the proposals is their adherence to Planning Policy in regard to the historic environment.

National Planning Policy Framework (NPPF)

Paragraph 130 of the NPPF states that planning policies and decisions should ensure that developments create places that are safe, inclusive, and accessible. This is pertinent to the proposals outlined as part of this application as the installation of signage on the New Century Hall ensures that the building is easy to navigate and therefore accessible to users.

Paragraph 194 states 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.

Paragraphs 199-202 place great weight on the conservation of designated heritage assets, emphasising the need to avoid "substantial harm" unless that harm is clearly justified (via four specific tests) or there are substantial public benefits that outweigh that harm. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits.

Core Strategy

Manchester Core Strategy was adopted by the Council 11 July 2012; it sets the overall strategic direction for planning for Manchester over the plan period from 2012 to 2027 and is in line with national policies. There are several policies which are of relevance to this application, and which have been summarised below:

- Policy SP1 (Spatial Principles), states that development in all parts of the City should make a positive contribution to neighbourhoods through the creation of well designed places that enhance or create character whilst protecting the built environment.

- Policy CC9 (Design and Heritage), this policy states that development in Manchester City Centre should protect or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.
- Policy CC10 (A Place for Everyone), states that City Centre developments should appeal to a wider range of residents and visitors through the provision of high standards of accessibility to buildings.
- Policy EN3 (Heritage), makes provision for ensuring that new developments must be designed to support the Council in preserving or, where possible, enhancing the historic environment. This includes encouraging proposals which enable the re-use of heritage assets where they are considered consistent with the significance of the heritage asset.

Unitary Development Plan

The Unitary Development Plan was adopted in July 1995. Coinciding with the adoption of the Core Strategy in 2012 significant proportions of the UDP have been replaced, however, a number of policies were saved on 11 July 2012 and remain extant. Saved policies relevant to this application are noted below.

- Policy DC19.1 Listed Buildings: In determining applications for listed building consent or planning applications for development involving or having an impact on buildings of Special Architectural or Historic Interest, the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting.

Response to Planning Policy

Minimal intervention is required to the existing material of the external façade and interior structure of the building in order to support the installation of the proposed signs. The signage materials have been chosen to blend in with and complement the building, and fixing methods chosen that require the most minimal level of intervention in the building, and will be done by hand with care to avoid damage to original fabric. Therefore, it is considered that the proposals will not harm the significance of New Century Hall. As these signs cannot be viewed from a distance due to their scale, it is considered they will have no impact on the setting of the neighbouring Listed buildings, including CIS Tower.

In addition, it is considered that the minimal damage caused by the installation of external and internal signage will be outweighed by the benefits of refurbishing New Century Hall. This includes improving the accessibility of New Century Hall as well as improving wayfinding within the building which will be essential to enhancing the user experience of the space. Additionally, external signage will contribute to increasing footfall into the building through attracting passing trade. This will be key to the commercial success of New Century Hall following refurbishment. In addition, this will encourage more people to visit and appreciate this recently refurbished Grade II Listed asset, as the music hall will be opened up for public performances, allowing for both appreciation of the listed asset, and enjoyment of the live music experience in keeping with the original use of the building.

Overall, the approval of this application is considered central to the transformation of a currently vacant building which will provide a mix of uses whilst also restoring its original use as a music venue. Moreover, the refurbishment of the building will help to meet an identified demand in the market for a niche educational offering in the form of a creative college which in turn will support the regeneration of the NOMA estate as a neighbourhood.

5. Summary

Overall, careful consideration has been given to the sensitive installation of the signs as well as the visual appearance of the signage to ensure that works to New Century Hall are in line with heritage policies at the national and local levels. The approval of this Listed Building Consent application is a key element of bringing New Century Hall back into full viable commercial use, in supporting its future commercial activity as a Creative School/ F&B offer.

6. Application Documentation

The application has been submitted through the Planning Portal, and comprises of the following documents:

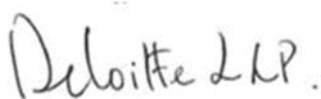
- Application form and Covering letter
- Signage Strategy Prepared by One Plus Four

The Planning Portal Reference number for the submitted application is PP-10558369.

We trust that you will find this application in order and we look forward to receiving written confirmation of registration.

If you require any further details, please do not hesitate to contact my colleague Frances Hampson (fhampson@deloitte.co.uk / 0161 455 6766) or Eithne FitzGerald (+44 161 455 6963 / eithnefitzgerald@deloitte.co.uk).

Yours sincerely

A handwritten signature in dark ink that reads "Deloitte LLP." The signature is written in a cursive, slightly stylized font.

Deloitte LLP