



Beerhalle and Night Market, Manchester
Planning Statement

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1 Introduction

Introduction

- 1.1 This Planning Statement accompanies an application for full Planning Permission for the change of use of the Presbar Diecasting factory ("the Site") to a c.3,000-capacity beer hall and mixed-use enterprise venue. The proposals are initially applied for on the basis of a temporary three-year period.
- 1.2 The Applicant is Diecast Holdings Ltd, part of Very Inc., a successful North West based food and beverage (F&B) entertainment company, who have a successful portfolio of venues in Manchester and with significant experience in the sector. Their current project is Ramona and the Fire House, and their previous work includes Rudys, Albert Schloss and Albert Hall.
- 1.3 The Site is located in the Piccadilly Basin area of Manchester City Centre and is bound by Store Street to the south, Ducie Street to the north, Ashton Canal to the south-west and Greater Ancoats Street to the north-east. The Site adjoins Stocktons furniture store to the immediate north-east.
- 1.4 The Site measures 1.6ha and comprises the vacant Prebsar Diecasting Factory, which ceased operations in 2021, and its associated forecourt. The building footprint measures 0.7ha.
- 1.5 The plan below defines the application site boundary in red.

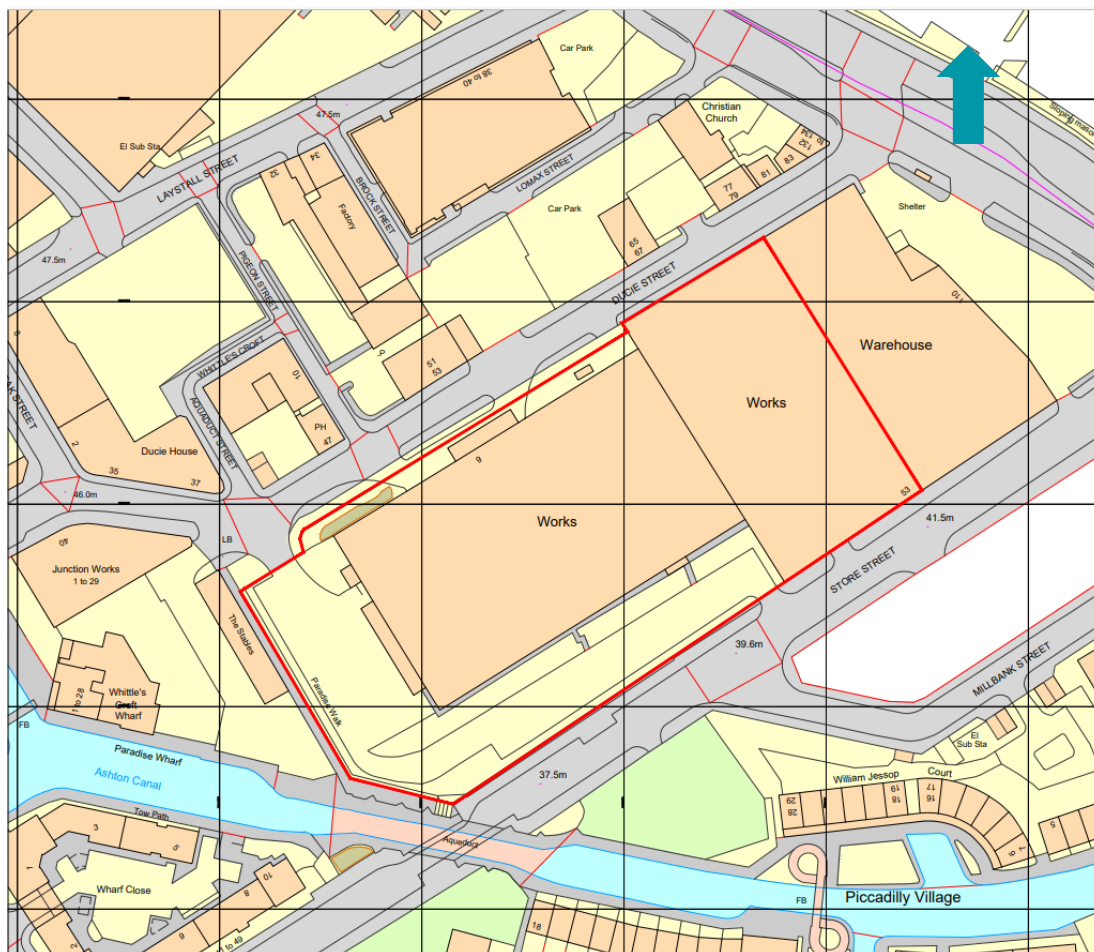


Figure 1– Red Line Boundary Plan

Pre-application Consultation

- 1.6 The proposals have been subject to pre-application engagement with a range of stakeholders. Further details are provided in the Statement of Consultation submitted as part of this application.
- 1.7 Several meetings have been held with Senior Planning Officers within Manchester City Council's (MCC) planning department. These meetings have allowed the project team to present proposals and receive feedback from MCC throughout the design process.
- 1.8 Piccadilly's Councillor Sam Wheeler has been invited to discuss the proposals and has indicated that he is broadly supportive. Other Piccadilly Ward Councillors have also been informed.
- 1.9 Other stakeholders who were engaged with include Greater Manchester Police, Manchester Environmental Health and Manchester City Council license and permissions.

Environmental Impact Assessment (EIA) Screening

- 1.10 A Screening Letter was issued to MCC on 25 February 2022. This assessed the proposals against the EIA screening criteria of potential effects, with regard for Schedule 3 of EIA Regulations.
- 1.11 The Screening Assessment concluded that the proposals and characteristics of the development would not require an EIA. MCC agreed that an EIA was not necessary.

Application Submission

- 1.12 In addition to this Statement, the Planning Application is supported by the following documents, which have been compiled in line with Manchester City Council's validation requirements:
- Planning application form, fees and ownership certificates prepared by Deloitte & A Very Inc.;
 - Planning application red-line boundary plan prepared by JSA Design;
 - Existing plans, sections and elevations prepared by JSA Design;
 - Proposed elevations, plans and sections prepared by JSA Design;
 - Design and Access Statement prepared by JSA Design;
 - Statement of Consultation prepared by Counter Context;
 - Crime Impact Statement by Greater Manchester Police;
 - Transport Statement prepared by SK Transport;
 - Framework Travel Plan prepared by SK Transport;
 - Noise Impact Assessment prepared by Hoare Lea;
 - Ventilation Strategy prepared by APL Mechanical;
 - Waste and Servicing Strategy prepared by SK Transport; and
 - Event Management Plan (Crowd Management Plan) by FGH Security.

Structure of Statement

- 1.13 The remainder of the Statement is structured as follows:
- Section 2 – outlines the site's strategic context;

- Section 3 – describes the site’s location and surroundings;
- Section 4 – describes the proposals;
- Section 5 – assesses the development against policy and guidance;
- Section 6 - summary.

2 Strategic Context

Introduction

- 2.1 The Site's relationship to strategic economic growth and regeneration aspirations in this part of the City underlines the importance of sustainable development. The viable reuse of this previously developed and vacant site represents an important further step towards delivering the full potential of Manchester's leisure and night-time economy.
- 2.2 This section considers the Site's strategic, socio-economic, and regeneration context in more detail.

Socio-economic context

- 2.3 Manchester has seen unprecedented growth over the past two decades, with growth concentrated in the City Centre and surrounding wards. With a diverse population of close to 600,000 people, the City of Manchester is located at the heart of Greater Manchester, the largest conurbation outside of London. MCC projects that the City will be home to 627,000 residents by 2025.¹
- 2.4 Population growth in recent years has been particularly evident in a younger 20-24- and 25-39-years demographic, which is attracted to Manchester's lifestyle and increasing employment opportunities, and this in turn is driving further economic growth and enhanced productivity.
- 2.5 Prior to the COVID-19 pandemic, Manchester's economy consistently grew at a faster rate than the UK as a whole, with the City Centre as the economic growth engine for both Manchester and the wider region. Despite the global upheaval with the pandemic, Manchester City Centre has seen a significant increase in development over the past year, building on the City's international reputation as a leading place to live, visit and do business. In 2019, Manchester's GVA per head of resident population was £44,356, compared to £29,900 for the UK average, and is an increase from £42,284 in 2018.²
- 2.6 Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals. It is therefore critical to focus efforts on improving the City Region's attractiveness as a location to live, study, work, invest and do business.
- 2.7 The Our Manchester Strategy: Forward to 2025 document identifies a clear vision for Manchester's future, where all residents can access and benefit from the opportunities created by the city's competitive, dynamic, sustainable and fair economy. This draws on its distinctive strengths in science, advanced manufacturing, and culture, creative and digital businesses – cultivating and encouraging new ideas.

Manchester – A Growing City

- 2.8 Over a thirty-year programme of transformation, Manchester has become recognised as one of Europe's most exciting and dynamic cities. MCC has driven the physical and economic renewal of the City Centre through the development and implementation of strategic frameworks for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading City Centre location. The success of this approach sees Manchester successfully compete as an international investment location and visitor destination today.
- 2.9 Manchester has experienced an exceptional increase in its population since the late 1990s and is the leading example in both Europe and the UK of a major urban centre reversing long-term population decline. While this level of population growth is exceptional, the City is still some way below its historical peak population of 766,311, achieved in 1931. New high quality and high-density development will allow Manchester to continue to increase its population without impinging on highly valued community and green space.

¹ MCC (2021) State of the City Report 2021

² MCC (2021), State of the City Report 2021

- 2.10 The Greater Manchester sub-region, which has a resident population of over 2.83 million and a combined Gross Value Added (GVA) of approximately £75 billion, accounts for around two fifth of the North West's economic output³. In 2021, almost one third of the £75 billion of GVA generated in Greater Manchester was produced in the City of Manchester⁴.
- 2.11 Manchester's enhanced economic performance has been underpinned by a move from its traditional manufacturing and industrial role towards a service-based, high growth economy. Importantly, it is this sector of the economy that provides a large proportion of the high skilled and high productivity jobs in the national economy. Manchester's economy is continuing to strengthen and diversify with strong high added value growth forecast in Science and Innovation, Creative and Digital, Advanced Manufacturing as well as Culture, Tourism, Sports and Leisure sectors. Economic growth has also been supported by Manchester's expanding international connections, centres of excellence in research and higher education, and investment in transport infrastructure, which has deepened labour markets.
- 2.12 Manchester is one of the fastest growing cities in Europe. GMFM-2019 shows GVA growing at 1.6% per year up to 2037. Total employment is forecast to grow at 0.6% per year in GM, equating to a net increase of 183,000 jobs between 2017 and 2037. Employment growth is largely driven by Business, Financial, and Professional Services - accounting for 45% of the net increase in the total number of jobs in GM up to 2037.⁵

Manchester – An Thriving Visitor Economy and Impact from COVID-19

- 2.13 Manchester's cultural, leisure, and tourism offer, plays a pivotal role in shaping the city's identity and supporting its international profile. Its importance continues to rise and today Manchester increasingly attracts a wide range of regional, national, and international events. The city's major venues including sports stadia, concert venues, galleries and exhibition spaces have played a fundamental role in establishing this offer. This in turn has helped to drive major regeneration programmes and plays a fundamental part in both attracting talent to live and work in the city and also investment.
- 2.14 In addition, the culture, leisure and tourism economy is increasing and its offer is diversifying, enhancing the significance of the city's asset base. This is a key feature of a service-based high-growth economy. It is estimated that 150,000 people visit the city centre each weekend to enjoy the nightlife.
- 2.15 In recent years, this has been boosted by significant investment in new world class facilities and events, such as the Whitworth Art Gallery, the forthcoming Factory in St John's (which will become a permanent home for the Manchester International Festival), and the under-construction Co-Op Live Arena to name but a few, which have become recognised globally. Others in relation to the night-time economy include Mayfield Depot, Escape to Freight Island and Albert Hall. The prominence of the night-time and cultural economy for Manchester is evidenced in that generated an estimated £283.2m in Gross Value Added for the city in 2019/2020 and employed 38% of the city's workforce.
- 2.16 Such investments have sustained and opened new domestic and overseas markets, giving Manchester its status as the third most visited city in the UK by international visitors (after London and Edinburgh). The creation of a new and distinct venue such as Diecast will further contribute to Manchester's strength in the visitor economy. In particular, the This strong visitor economy has acted as a catalyst for, and been underpinned by, a significant increase in the supply of visitor accommodation within the city centre over the last decade.
- 2.17 However, the COVID-19 pandemic negatively impacted Manchester's night-time economy. Entertainment venues and night clubs were the first venues to close in March 2020 and the last to re-open in July 2021. Over

³ Office for National Statistics, *Regional Gross Value Added (balanced) per head and income components tables (released 26 May 2021)*, <https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/nominalregionalgrossvalueaddedbalancedperheadandincomecomponents>

⁴ Office for National Statistics, *ibid*.

⁵ Greater Manchester Combined Authority, Greater Manchester Forecasting Model 2019 <https://www.greatermanchester-ca.gov.uk/media/4829/economic-forecasts-for-greater-manchester-accessible-version.docx>

this time, it is estimated that approximately 393,000 jobs were lost in the sector⁶. To place this in context, approximately 414,000 people are employed in the night-time economy within the City Region⁷.

- 2.18 Greater Manchester Night-Time Economy Advisor, Sacha Lord, warned in March 2022 that the northern night-time economy is continuing to struggle to overcome Covid-related debt, despite the easing of restrictions.⁸
- 2.19 Consent for the scheme would illustrate the Council's commitment to revitalising Manchester's leisure and night-time economy. The scale of the Proposed Development would act as a signal in the industry for the viability of F&B and entertainment venues in the post-Covid economy. Furthermore, through the indirect benefit to the hotel sector, the proposals will not only support the recovery of Manchester's night-time and cultural economy but also the wider hospitality industry. The Applicant is also partnered with Manchester International Festival and other arts organization and is committed to supporting this sector within the proposals, including through the retail units being targeted towards those in the industry and use of the private hire space for dance rehearsals.
- 2.20 Within the proposals itself the intention is to support jobs for local people and support local suppliers and businesses. Again, further supporting the recovery of the sector. More broadly, 3% of the turnover from the proposals will be donated to local charities, providing far reaching benefits.

Regeneration Context

- 2.21 The Site is a high profile, key arrival point into the eastern part of the City Centre. It also sits at a pivotal location in the context of the City Centre's economic growth and regeneration strategies.
- 2.22 The Diecasting warehouse is largely empty internally. It has been unused for several years and the proposals aim to regenerate the derelict site while also improving the appearance of the Site for the surrounding residents.

The Greater Manchester Strategy

- 2.23 The **Greater Manchester Strategy** sets out a very clear vision for the city-region. It states that:
- "By 2040 Greater Manchester will be one of the world's leading city regions, reaping the benefits of sustainable and inclusive growth across a thriving Northern economy. It will be ever more self-reliant, connected, dynamic, inclusive, digitally-driven, productive, innovative and creative. A destination of choice to live, work, invest and visit, Greater Manchester will be known for the high levels of happiness and quality of life our people enjoy. No one will be held back, and no one will be left behind: all will be able to contribute to and benefit fully from the continued success of Greater Manchester."*
- 2.24 The priorities set out within the Greater Manchester (GM) Strategy have been developed around the twin themes of 'Strong People in GM' and 'GM: A Strong Place'. The asset-based approach set out within the strategy underpins each of these themes. GM partners will drive growth and productivity by focusing on the things that GM is good at and has the potential to be even better at: GM will invest in the conurbation's key growth sectors and specialisms, highlight global market opportunities to promote those strengths, and GM will build on the diverse assets across the city-region to ensure that places become attractive environments in which to live, work and invest. The people of GM are the biggest asset, and the strategy recognises and builds on the strengths of residents, families, and communities, providing high quality, integrated and effective public services to ensure that everyone can meet their full potential. The GM Strategy is currently being refreshed.
- 2.25 The GM Strategy provides the high-level framework for action based on a robust evidence base and the results of public consultation. More detailed plans as identified below, have been developed and led by city-region-

⁶ Guardian, Night-time cultural sector (October 2021), Night-time cultural sector hit with 86,000 job losses due to Covid-19 | Music | The Guardian

⁷ GMCA, Night Time Economy (2019), gmca-nte-blueprint-final.pdf (greatermanchester-ca.gov.uk)

⁸ Manchester Evening News (2022), <https://www.manchestereveningnews.co.uk/whats-on/sacha-lord-concerned-north-ahead-23450946>

wide partnerships, and set out the specific actions, interventions and investment required to deliver the GM strategic priorities and achieve the GM vision:

- **Greater Manchester Spatial Framework - Places for Everyone (2022 Submission Draft)** which will enable an informed, integrated approach to be taken to strategic development planning across the city region. The purpose of the Places for Everyone Framework is to enable GM to manage land supply across the city region in the most effective way to achieve the vision set out in the GM Strategy based on a clear understanding of the role of places and the connections between them. Built on a robust analysis of projected employment growth, including a sectoral analysis of our key growth sectors, and an assessment of demographic change and the housing requirements arising from such change, the Places for Everyone Framework will provide a clear perspective of land requirements, along with the critical infrastructure – transport, digital, energy, water and waste – required to support development. In consideration of the Places for Everyone document, MCC have commenced their review and refresh of the Local Development Plan. Initial consultation on the issues and options was undertaken in 2020 and initial consultation on the Draft Local Plan is anticipated this year.
- The **Greater Manchester Investment Strategy**, which supports the implementation of the GM Strategy through investment that supports business expansion and job creation primarily through loans that can be recycled to multiply and maximise the impact of investment.
- The establishment of a second **GM Transport Fund** to underpin an integrated whole-system approach to the management of the GM transport network and the delivery of our transport priorities.
- The establishment of a new programme to support investment in the cultural offer of Greater Manchester, to support the promotion of GM locally, nationally and internationally, to contribute to improving the skills and employability of GM residents and to support the development of strong and inclusive communities and improved quality of life and wellbeing for GM residents.
- The **Climate Change and Low Emissions Implementation Plan**, which sets out the steps we will take to become energy-efficient and investing in our natural environment to respond to climate change and to improve quality of life.
- The **GM Internationalisation Strategy**, setting out how GM will elevate our international trade and investment performance, attract and retain the international talent our economy needs, and make sure that GM maximises its international potential as a gateway to the North and supports the whole of the UK in achieving its post-Brexit ambitions;
- The **Greater Manchester Work and Skills Strategy**, setting out the GM approach to delivering a work and skills system that meets the needs of GM employers and residents; and
- The **Northern Powerhouse Strategy**, which identifies skills, science and innovation and the development of a collaborative approach to promoting the Northern Powerhouse to foreign investors as priorities for further work by Northern Cities and Government.

2.26 The Proposed Development will support the Greater Manchester Strategy by ensuring that Greater Manchester offers a vibrant, stimulating environment for people to live, work, study and play, supported by a world-class cultural and leisure offer.

2.27 The Proposed Development will also create a visitor destination for people to enjoy, which will increase local and national awareness within Greater Manchester's culture and leisure economy.

Manchester Strategy – 2016-2025

2.28 The vision is for Manchester to be in the topflight of world-class cities by 2025, when the city will:

- Have a competitive, dynamic and sustainable economy that draws on its distinctive strengths in science, advanced manufacturing, culture, and creative and digital business – cultivating and encouraging new ideas.
 - Possess highly skilled, enterprising and industrious people.
 - Be connected, internationally and within the UK.
 - Play its full part in limiting the impacts of climate change.
 - Be a place where residents from all backgrounds feel safe, can aspire, succeed and live well.
 - Be clean, attractive, culturally rich, outward-looking and welcoming.
- 2.29 The Proposed Development will support the strategy by contributing to a diverse hospitality industry within Manchester, and also helping to support creative and digital businesses.

Playing Our Part on Climate Change

- 2.30 Evidence of global temperature rises are now largely undisputed, resulting in the prospect of increasing incidences of extreme weather as well as risk of water and food shortages and flooding, all causing increasing insecurity. Whilst Manchester may not feel these effects as severely as other areas globally, there is an identified urgent need for all cities to consider what they need to do to play their full part in addressing climate change.
- 2.31 The Climate Change and Low Emissions Implementation Plan (2016-2020) is Greater Manchester's Whole Place Low Carbon Plan. It sets out the steps that will be taken to become energy-efficient and investing in the natural environment to respond to climate change and to improve quality of life. It builds upon existing work and sets out priorities to 2020 and beyond. It includes actions to both address climate change and improve Greater Manchester's air quality.
- 2.32 In November 2018, Manchester City Council made a series of commitments, informed by the Manchester Climate Change Board's (MCCB) work with the world renowned Tyndall Centre for Climate Research based at University of Manchester. The key commitments are as follows:
- To become zero carbon by 2038, significantly accelerated from the original target of 2050;
 - To adopt a carbon budget and emit only a maximum of 15 million tonnes CO₂ for the period 2018 – 2100. This has been transposed from a global carbon budget which has been calculated as 'likely' to maintain global temperature change within 2°C as agreed in the Paris Agreement;
 - To achieve a 13% year on year reduction in city wide CO₂ emissions from 2018 to achieve this carbon budget.
- 2.33 On 13th March 2019, MCC fully endorsed the Zero Carbon Framework 2020-2038, outlining how Manchester can meet its aim to being a zero carbon city by 2038. Building from this, on 10 July 2019, MCC debated a motion to declare a Climate Emergency, declaring that climate change is a serious risk to Manchester's future. The Council committed to embedding the issue as an integral part of council decision-making, making sure that all key decisions are taken with the City's target of becoming zero-carbon by 2038 in mind.
- 2.34 Areas for action in the Manchester Zero Carbon Framework (2020-2038) Framework include improving the energy efficiency of local homes; generating more renewable energy to power buildings; creating wellconnected cycling and walking routes, public transport networks and electric vehicle charging infrastructure; plus the development of a 'circular economy', in which sustainable and renewable materials are reused and recycled as much as possible.

- 2.35 Following this commitment, the Council's Executive endorsed the Manchester Climate Change Framework 2020-2025 in March 2020 which has been produced by the Manchester Climate Change Partnership and Agency. Within this, all developments where the Council has additional influence, for example as a client / end-user, landowner or development partner, all new development will need to be zero carbon from 2025 at the latest, when the new Manchester Local Plan is expected to become operational and is expected to become a policy requirement.
- 2.36 In addition, the Council developed a Climate Change Action Plan 2020-2025 to ensure that all aspects of the Climate Emergency Declaration were converted into clear actions with tonnes of CO2 savings included where applicable. The Plan builds on over a decade of previous activity which has seen the Council's direct CO2 emissions reduce by 54.7% between 2009/10 and 2019/20.
- 2.37 In July 2021 the Manchester Climate Change Partnership endorsed a roadmap to net zero carbon for new buildings within Manchester. The Partnership is a task force made up of private, public and third sector representatives and has been developed collaboratively with MCC. The roadmap sets out that all new buildings in the City should be net zero carbon from 2023. Whilst the roadmap is not formally endorsed by MCC, they have stated that it will be considered as they draft the new Local Plan.
- 2.38 The Proposed Development has been designed from the outset to promote sustainability and reduce the energy consumption of the Building during refurbishment and operation. The re-use of a vacant building is a highly-sustainable use of land both and minimises carbon emissions through the re-use of materials. A Very Inc. are committed to re-using the existing diecasting machinery and up-cycling left-over metalwork and materials.

3 Site Description and Surroundings

3.1 This section describes the application site and its immediate surroundings.

Site Description

- 3.2 The Site comprises a former industrial diecasting warehouse and associated forecourt and ancillary offices.
- 3.3 The industrial foundry dates back to 1870 and the original section retains brick walls, timber trusses and roof lights. The modern warehouse was added in 1983 and is very typical of warehouses constructed in this era – comprising corrugated steel and block walls. The whole site is secured via high wire fencing.
- 3.4 The north of the Site is the focus of servicing vehicles and was historically where the diecasting base product was passed into the facility via chutes. There are existing entrance and exists from here, and which spill out onto the servicing road within the site boundary. The north of the site also includes a large gate which provides an entrance into the forecourt.
- 3.5 The Site shares its eastern boundary with the Stocktons Furniture Store, beyond which is a surface level carpark for patrons of the furniture store.
- 3.6 The south of the site, with access from Store Street, provides car parking for those working at Presbar. Under modern space standards these would equate to 29 spaces. There is a significant change in topography, with the entrance to the offices of the warehouse being accessed via a flight of stairs.
- 3.7 The western portion of the site is where the forecourt is located, accessed via the northern gate. It comprises of made ground and currently is used to store materials associated with the former diecasting use. The boundary has overgrown vegetation which overshadows the adjacent Paradise Wharf – a narrow footway providing access between Ducie Street and Store Street.
- 3.8 The facility was the last remnant of Manchester’s diecasting history, and until 2021 provided award-winning products. However, it has since ceased operations and is no longer in economic use.

Environmental Designations

- 3.9 The Site is not a Listed Building, and it is not located in a Conservation Area. The nearest designated heritage asset is the Grade II Listed Junction Works at Paradise Wharf, which is 20m from the Site.
- 3.10 The Site is within Manchester Air Quality Management Area (AQMA), seeking to reduce NO₂ and PM₁₀.
- 3.11 No statutory designated sites are located within or adjacent to the Site, however it 160m south of Rochdale Canal, and certain stretches of the canal have been designated as an SAC and SSSI due to protected species. The closest designated stretch is 4km downstream from the closest point of the canal to the Site.
- 3.12 The Site is located wholly within Flood Zone 1, in accordance with Environment Agency Flood Map. It is located within the Manchester, Salford and Trafford Conurbation Core Critical Drainage Area.

Accessibility

- 3.13 The Site is in a highly accessible location by a variety of modes of transport.
- 3.14 The Site is approximately a 7 minutes’ walk from Manchester Piccadilly train station and a 9 minutes’ walk to New Islington tram stop. Store Street also provides easy access to the city centre and Great Ancoats Street. There are also frequent buses on Great Ancoats Street and within the city centre. An NCP Car Park is also located 4 minutes’ walk from the Site. As noted above, immediately adjacent to the Site is Paradise Wharf providing convenient access between Store Street and Ducie Street.

3.15 The main vehicular access will be from Store Street into the pre-existing car park.

3.16 The Site is part of Route 66 of the National Cycle Network, as well on the Bee Line on the Bee Network.

Planning History

3.17 The industrial foundry dates back to 1870, with the modern warehouse being constructed in 1983.

3.18 Aside from the initial construction of the Foundry, there is no other relevant planning history for the Site.

Surrounding Uses

3.19 The Site is located within a mixed-use area of the city centre and is positioned at strategic cross-roads of four areas:

- Piccadilly Basin and onwards to the Northern Quarter is to the north of the Site. Immediately north is a series of surface level car parks, albeit with planning permission secured for residential development, in addition there is the commercial uses at Ducie House. Beyond this is a mixed-use area comprising residential uses, commercial uses such as hotels and elements of office space, and with the Northern Quarter characterised by vibrant ground floor F&B uses and independent retailers.
- Ancoats and New Islington lies to the east of the Site, across Great Ancoats Street. In the last 10 years the area has transformed into a busy residential community accommodated in mid-rise apartments, with areas of retail centred around Cutting Room Square. Ancoats and New Islington extends eastwards and blends into the low-rise residential area of Miles Platting.
- Piccadilly Village is to the south of the Site, across the Ancoats Canal, comprises of low-rise residential uses and onwards to light industrial uses.
- To the west is the edge of Piccadilly Basin, moving from the listed Junction Works residential building and onwards to the more recent additions such as Dakota Hotel and Stay City. The Ducie Warehouse building is another heritage asset in the area is now used as ground floor retail uses and an apart-hotel. Beyond Ducie Warehouse is Manchester Piccadilly Station.

3.20 The Site is notable as the sole industrial use remaining in this area, making it a landmark of sorts. However, the Site does not utilise its function as a landmark and has the potential to enhance the legibility between these areas.

4 Development Proposals

4.1 This section summarises the development proposals, however further detail can be found within the Design and Access Statement prepared and submitted as part of this application.

4.2 The description of development is as follows:

“Full planning permission for a change of use from an industrial foundry (Class B2) to a mixed-use development with retail, leisure and office uses (Use Class E and Sui Generis (drinking establishment)), external alterations including creation of new entrances and over-cladding of the roof, temporary installation of new structures within the forecourt, and associated works including cycle parking and new electric vehicle charge points, the erection of pergolas.”

Overview

4.3 The proposals have a community and creative ethos which aims to create an environment and combination of uses that will offer amenities for local residents as well as for visitors to the City. In brief, the proposals comprise:

- Office and creative spaces;
- Beer Hall;
- Night-market;
- Garden, including external bar areas;
- Bakery;
- Seven (7no.) spaces for small retailers;
- Gym;
- Private hire function room; and
- 29 new electric vehicle charging points (delivered under Part 2, Class E of the General Permitted Development Order).

4.4 The offices will foster art and technology start-ups, and will be small, affordable workshops and studios. They are designed to be short-term flexible tenancies, in order for creatives, designers and entrepreneurs to have a home to innovate. Those start-ups currently occupying some of the space will be retained as part of the proposals, these include higher education researchers and engineering innovators

4.5 The Beerhalle has been designed to be a large, friendly bar that will play entertainment music. The Beerhalle will sell a large variety of beers, from small local breweries. The local breweries will include small areas of on-site brewing which will be served within the Beerhalle. Visitors will be seated on long communal tables to encourage the ‘community’ ethos. The Beerhalle will also consist of open kitchens selling barbeque, wood-fired foods.

4.6 The Night Market has been designed to be an immersive experience, and is a mixture of immersive entertainment, with circus and theatre performers in character, and themed market stalls. This is a unique feature of the proposals which will foster the creative spirit of the venue.

- 4.7 On the Store Street side of the building there will be seven small retail spaces which will be open 7 days a week. These will be occupied by independent retailers comprising local partners such as florists, barber & grooming, nail artists and juice bar. These retail units will have a 'jack and jill' style entrance arrangement, whereby during Monday-Wednesday when the beer hall is closed the main entrances will be from Store Street and when the beer hall is open these retail units will be accessed via the main space. The entrances along Store Street will be formed in the location of where the existing floor to ceiling windows are currently located.
- 4.1 The neighbourhood gym will consist of 'classic' free weights, Cross Fit and boot camp sessions.
- 4.2 In addition, there will be a bakery on the western elevation, nearest the principal entrance. The bakery will be open 7 days a week. The access will be via the Store Street with the remainder of the beerhalle closed off whilst not in operation.
- 4.3 Outdoors, there will be "the Garden" which is a seating area which will be spill out space for the bakery throughout the week, and also for the beerhalle on the weekends. "The Garden" will contain two shipping container bars, four pergolas, a 144m² Tipi and a number of tables.
- 4.4 Electric bicycle and electric car charging facilities will also be provided on site, serving visitors to the site, local residents and other visitors.
- 4.5 As part of the operator's commitment to social change and the arts, 3% of annual turnover will be donated to A Very Inc's chosen charities.
- 4.6 In addition, A Very Inc. has committed to improvements to Paradise Walk between Store Street and Ducie Street. This footpath currently suffers from poor natural surveillance and suffers from anti-social behaviour and is generally poorly kept. As part of the proposals, the hedges will be better maintained, and the area better lit to prevent anti-social behaviour. It is also anticipated that the on-site security team, who will regularly patrol the area, will also further deter anti-social behaviour.
- 4.7 A Very Inc. have indicated a future intention to provide PV arrays on Site, in order to facilitate the creation of Manchester's largest inner-city solar farm. However, this does not form part of this current planning application.

Use and Amount

- 4.8 The table below highlights the key components of the design, as well as operating hours:

Parameter	Proposed Development
Proposed Site Area	1.6ha.
Proposed Development	The refurbishment and change of use of the building from industrial to mixed-use development containing a beer hall, night market and creative & tech hub (including a bakery, juice bar, café, tap room, barber, plant shop, nail bar, neighbourhood gym, cycle park scheme, creative & innovative offices, electric vehicle charge points and combined heat and power energy generation station).
Cycle Parking	20 secure cycle spaces within the forecourt.
Parking	29 EVC (inclusive of 2 accessible)
Operating Hours	The proposed operating hours are 08:00 to 01:00. The intention is that the elements of the proposal will be operated as follows: Beer Hall – accessed from Ducie Street on Thursday-Friday (16:00 to 01:00); Saturday-Sunday (12:00 to 01:00).

Night Market – accessed from Ducie Street on Thursday-Friday (16:00 to 01:00); Saturday-Sunday (12:00 to 01:00).

Gym – accessed from Store Street 7 days a week operating 08:00 to 23:00.

Bakery – accessed from Store Street 7 days a week operating 08:00 to 23:00 and via Ducie Street when the wider venue is in operation.

Garden – accessed 7 days a week from Ducie Street operating 08:00 to 23:00.

Retail Units – accessed Monday – Sunday from Store Street operating 08:00 to 23:00; on Thursday to Sunday these will be accessed via the beer hall.

Private hire space – accessed via Store Street when in use.

On-site security and management will be provided throughout the week and enhanced during Thursday to Sundays, or private hire events.

There may, on occasion, be private hire events in the Beer Hall and Night Market at other points within the week.

Layout

- 4.9 The proposals include internal alterations to the 'new' warehouse to create various separate constituent uses, as well as temporary new structures within the forecourt. The ground floor consists of the main 'beerhalle', including the bar, stage, and brewery, with the bakery situated in the southwest corner. Retail uses are located to the south and kitchens, servicing and back of house located to the north.
- 4.10 Male, female and accessible toilets are also located on the ground floor and will utilize the existing drainage provision on site which is via the main sewer.
- 4.11 In the eastern section ('old warehouse') of the ground floor is the Night Market, comprising food stalls, bars, market stalls and storage. The gym is located to the south of this section.
- 4.12 The mezzanine floor comprises of the offices, WCs for the office and retail employees, private hire space and ad hoc storage and plant.
- 4.13 To the west of the warehouse within the forecourt are four pergolas, two re-purpose shipping container bars, a 144m² Tipi and a four small fire pits make up "the Garden". The layout of the Garden is shown on the submitted plans. The Terrace has a capacity of 500 people and will be largely utilised during the daytime and early evening, with patrons asked to move inside by 23:00. Any loose furniture in the Garden will be secured within the warehouse when not in use.
- 4.14 Please refer to Design and Access Statement for more details on materials and layout.

Appearance

- 4.15 The Proposed Development require acoustic mitigation to reduce negative impacts on nearby receptors. These mitigations include the addition of acoustically treated doors on external elevations. The acoustic treatment of the existing doors will be internal and include acoustic lining. New points of access will also be produced to create individual access to separate areas of the scheme and will be designed to meet acoustic requirements.
- 4.16 Eleven (11no.) new doors will be created on Store Street elevation, allowing access to the gym, shops, offices, and bakery. The new doors will be exterior fire spec doors with a glazed viewing glass panel.

- 4.17 Four (4no.) new doors will also be created on the Ducie Street elevation, facilitating fire exits, access to the cellar and back of house facilitates. The new doors on the Ducie Street elevation will be like-for-like with the existing entrances, either Fire Rated timber doors and/or metal doors.
- 4.18 There will be five “DIECAST” signs erected on the elevations, two of which replacing the existing signs on the forecourt elevation and Store Street elevation. These will be 3m off the ground and painted using black paint on the elevations.
- 4.19 Please refer Design and Access Statement for more details on appearance.

Vehicular and Pedestrian Access

- 4.20 As set in paragraph 4.7 above, access for the retail varies depending on the weekday, with pedestrian access is from Store Street and Ducie Street. The offices will be accessed via Store Street only. The main entrance for the bakery will be via Ducie Street, and the entrance for the beerhalle and night-market will be via Ducie Street.
- 4.21 On weekends and large events, the segregated service in / out accesses on Ducie Street will be used for taxi collection. The operator will make arrangements with a local taxi company during these periods.
- 4.22 Cyclists will access the cycle storage facilities from Ducie Street.
- 4.23 Vehicular access will be from Store Street into the pre-existing car park. The car park consists of 29 EVC charging bays (inclusive of two accessible bays). The EV chargers will enable vehicles to charge in around 30 minutes. The parking will be available for use by both visitors to the site, as well to those who need to charge their vehicle.
- 4.24 The facility will provide a community charging hub which, due to its location in the periphery of the city centre and retail areas, as well as residential areas, will support a range of EV user groups.

Servicing Arrangements

- 4.25 A loading bay and servicing area is included at ground floor level accessed via Ducie Street. This is the principal servicing location for deliveries and refuse collections for the building.
- 4.26 Vehicles will access this space by travelling down Ducie Street, reversing into the servicing area to unload or load before departing back the same way that they entered. Refuse vehicles will use the servicing area for collecting bins which will be wheeled out by staff from the bin store.
- 4.27 A drop off area is available in the car park located off Store Street which could accommodate brief deliveries, for example couriers.

Accessibility

- 4.28 The design of the development has been developed from first principles, with an inclusive approach to allow easy, safe and secure access to all areas of the landscape and building. Key principles include:
- The improvement of Paradise Walk in order to provide easy pedestrian access from Store Street;
 - Level access is provided at ground floor level with a pass door suitable for inclusive access.

Landscaping and Trees

- 4.1 The Proposals do not include any landscaping works, and do not propose the removal or planting of any trees. All landscaping works will be temporary in nature, through the utilisation of raised planting beds. These will form part of an outdoor seating area, ‘the Garden’ for patrons.

- 4.2 Two shipping container bars, four pergolas and a 144m² Tipi will also be temporarily erected in “the Garden” to serve patrons seated outdoors. The location and scale of these temporary structures are detailed in the Design and Access Statement.
- 4.3 All existing trees on Site will be retained, with regular pruning to enhance their appearance and improve visual amenity. This maintenance of the vegetation will improve visibility to Paradise Wharf, facilitating an enhanced user experience, complemented by security cameras overseeing the walkaway. Bird and bat boxes will be installed on trees to enhance biodiversity.
- 4.4 Give that there is no change to the level of hard-standing or surface area within the site there is no additional drainage requirements.

5 Planning Assessment

Introduction

5.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

“If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise”

5.2 This Section details the relevant documents that make up the Development Plan and are material considerations in the determination of the application.

Planning Policy, Guidance and Material Considerations

Development Plan

5.3 The Local Development Framework (LDF) is a collection of statutory Development Plan Documents (DPDs) that together set out the vision and spatial strategy for the future development of Manchester. To date only the Core Strategy DPD has been adopted by Manchester City Council. Within this context, the Development Plan comprises:

- Manchester Core Strategy 2012 (“the Core Strategy”);
- Manchester Proposals Map (2012);
- Saved Policies of the Manchester Unitary Development Plan 2005 (“the UDP”);
- Greater Manchester Joint Waste Development Plan Document (2012); and
- Greater Manchester Joint Minerals Plan (2013).

5.4 The Core Strategy was adopted in July 2012 and is the key overarching DPD within the LDF. The Core Strategy has replaced significant elements of the Manchester UDP as the document that sets out the long-term strategic policies for Manchester’s future development and forms the primary framework that planning applications will be assessed against. Despite being largely superseded by the Core Strategy, a number of UDP Policies have been “saved” and also comprise part of the Development Plan.

Material Considerations

National Planning Policy

5.5 The national policy framework for the proposals is provided within the National Planning Policy Framework – July 2021 (NPPF).

5.6 The National Planning Policy Framework sets out the Government’s planning policies for England and how these are expected to be applied. It sets out the Government’s requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so.

5.7 The heart of the 2021 revised NPPF lies the ‘presumption’ in favour of sustainable development; the golden thread running through plan-making and decision taking (paragraph 11). The NPPF notes there are three dimensions to sustainable development; economic, social and environmental. These dimensions are considered to be mutually dependent with the NPPF, in its entirety, defining sustainable development.

5.8 Firstly, the economic role should contribute to sustainable development by building a strong, responsive and competitive economy and ensuring the sufficient amount of and right type of development to support growth. Secondly, the social role is required to support communities by creating well-designed, beautiful and safe

places, with accessible local services to reflect the needs of the community. Lastly, the environmental role should protect and enhance the natural, built and historic environment.

- 5.9 The NPPF states that ‘the purpose of the planning system is to contribute to the achievement of sustainable development’ (paragraph 7). It summarises the objective of sustainable development as meeting the needs of the present without compromising the ability of future generations to meet their needs. It goes on to state that at a similarly high level, members of the United Nations – including the United Kingdom – have agreed to pursue the 17 Global Goals for Sustainable Development in the period to 2030. These address social progress, economic well-being and environmental protection.
- 5.10 The sections which hold the most pertinence to the proposals are discussed in the following paragraphs. The NPPF, however, has been considered throughout the full assessment, including the technical reports prepared for this application.
- 5.11 Section 6 (paragraphs 81 to 85) is titled ‘Building a strong, competitive economy’. It emphasises the Government’s commitment to support economic growth, including that the planning system should help create conditions in which businesses can thrive. Local planning authorities should support existing business sectors, and foster innovation in these sectors to address the challenges of the future including being flexible enough to accommodate new and flexible working practices.
- 5.12 Section 11 (paragraphs 119 to 125) is titled ‘Making effective use of land’. It sets out that planning policies and decisions should promote the effective use of land to meet the need for homes and other uses. In particular it states that substantial weight to the use of brownfield land, as well as ensuring developments make efficient use of the land. As part of this it notes that a flexible approach daylight and sunlight in high density areas, so long as acceptable living standards are maintained.
- 5.13 Section 12 (paragraphs 126 to 136) is titled ‘Achieving well-designed places’. It states that the planning process is fundamental to creating high-quality buildings and places. Good design is key to sustainable development and contributes to creating better places in which to live and work. It outlines that developments should aim to:
- Add to the overall quality of the area and function well over the lifetime of the development.
 - Be visually attractive as a result of good architecture, layout and appropriate and effective landscaping.
 - Be sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities).
 - Establish or maintain a strong sense of place, using arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit.
 - Optimise the potential of the Site, create and sustain an appropriate mix of uses.
 - Create safe, inclusive and accessible environments which promote health and well-being.

HS2 Manchester Piccadilly (2018)

- 5.14 The Site is identified as being within East Village within the HS2 Manchester Piccadilly Strategic Regeneration Framework (SRF). The SRF envisions this to be a mixed-use area with a residential area which focuses around canal basins. It sets out retail, café and bars would be contained within a series of squares and highlights the opportunity for the area to facilitate connections between New Islington and the city centre.
- 5.15 The remainder of the SRF focuses on the area nearest the proposed HS2 station and Manchester Piccadilly. However, it does show that the site (alongside the Stockton site) is suitable for redevelopment.
- 5.16 The proposals are temporary in nature and will have the effect of bringing the site back into productive use quickly, creating jobs and creating community and leisure facilities for the local area and visitors to the city

centre. This in turn will act as a catalyst to its longer term regeneration objectives, as well as providing a welcome boost to the post pandemic recovery.

Planning Assessment

Principle of Development

Policy and Guidance

- 5.17 The Site is located within the City Centre for which policies CC1-CC10 of the Core Strategy apply.
- 5.18 The Core Strategy provides a range of policies that seek to ensure a vibrant City Centre. Policy CC1 seeks to provide a range of economic development uses in the City Centre.
- 5.19 Policy CC4 recognises that the City Centre will be the focus for tourism, culture and leisure. Development that improves facilities for visitors, including Manchester residents, will be supported.
- 5.20 Core Strategy Policy CC7 states that the City Centre presents the most viable opportunities for mixed-use development and in general these will be promoted as a means of using land as efficiently as possible. Active ground floor uses (shops, food and drink and leisure) will be appropriate in locations which have an established public function or as part of a development which has such a function.
- 5.21 Section 11 of the NPPF promotes the effective use of land in meeting the need for homes and other uses by utilising previously developed or 'brownfield' land. At paragraph 120, substantial weight is given to developments that repurpose underutilised sites and that developments aim to maximise the use of a currently under-utilised site should be supported.

Compliance of Proposed Development

- 5.22 The Proposed Development is located within the Piccadilly Gateway area of the city centre. Since the diecasting operations ceased in 2021 the Site is no longer in economic use. The proposals seek to bring the Site back into a meaningful use, and one which contributes to the Core Strategy objectives. The repurposing of the existing building will generate significant employment which are estimated to 1,000 jobs – 700 part time, 300 full time within the hospitality industry. As outlined in Section 2, the hospitality industry was particularly impacted during the height of the COVID-19 pandemic and is still in the process of recovery, and this large-scale employment opportunity will help aid in the city's recovery. In addition, the proposals go beyond a hospitality offer and provide incubator space for businesses, particularly those in technology innovation businesses.
- 5.23 The proposals comprise a mixture of retail, food & drink, offices, and leisure uses which will support the vibrancy of the city centre. The uses have been carefully curated to transform the site into both a community facility and as a destination for visitors. The beer hall and night market are likely to attract a broader client base, and with the bakery and shops being particularly beneficial for those in the local area.
- 5.24 The repurposing of the warehouse seeks to maximise the current site with the existing structures remaining in-situ. In this way the proposals are making a highly efficient use of land and materials through the repurposing of an existing building.
- 5.25 .
- 5.26 On this basis, the principle of proposal is appropriate for the city centre location and complies with the development plan and relevant material considerations.

Design

Policy and Guidance

- 5.27 A commitment to good design which takes full cognisance of sites' setting and character runs through national and local planning policy and guidance.
- 5.28 Core Strategy Policy SP1 requires all development to make a positive contribution to neighbourhoods of choice, including creating well designed places that enhance or create character.
- 5.29 Core Strategy DM1 states development should have regard to the siting, layout, scale, form, massing, materials and detail; and to impact on the surrounding areas in terms of the design, scale and appearance.
- 5.30 Section 12 of the NPPF promotes the creation of high-quality and sustainable buildings and places. At paragraph 126 it states, "*the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve.*" Good design is a key aspect of sustainable development and helps make development acceptable to communities.

Compliance of Proposed Development

- 5.31 The design of the scheme responds to the character area through the retention of its past industrial features. Care has been taken to ensure that the design contributes positively to the pedestrian and residential amenity of the Piccadilly area.
- 5.32 Where there are new entrances, these have been designed in keeping with the existing entrance typologies and materials, as outlined in the Design and Access Statement. The proposals include alterations to the façade of the warehouse. These include:
- The creation of new entrances and doors on the Store Street, Ducie Street and Forecourt elevations;
 - The addition of floor to roof windows on the western end of the Store Street elevation; and
 - New and revised "**DIECAST**" signage on the Store Street, Ducie Street, and forecourt elevations.
- 5.33 The proposals also include the erection of structures in the forecourt to create "the Garden", including pergolas, shipping container bars, external seating and firepits, and a tipi.
- 5.34 The scheme is designed to be fully inclusive, with set across one level. The venue has been designed to provide simple and clear directions to navigate, regardless of disability, age, neurodiversity or gender.
- 5.35 Additionally, much of the existing interior is being retained where possible – improving sustainability and recycling whilst creating an immersive industrial feel for visitors.

Heritage

Policy and Guidance

- 5.36 Core Strategy Policy EN3 'Heritage' highlights that throughout the City, MCC will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods. New developments must be designed so as to support MCC in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance.
- 5.37 Core Strategy 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.

- 5.38 Saved UDP 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.

Compliance of the Proposed Development

- 5.39 The site is located within 20m of a designated heritage asset. The main feature of the planning application is the change of use of the site, however there are minimal interventions to the elevations and removable structures within the forecourt. These will not fundamentally alter the setting of the surroundings, including that of the heritage asset. The proposals will include the maintenance of the site such as managing overgrown vegetation, and through the change of use there will be enhanced footfall and vibrancy to the area. This increased vibrancy will be supported through biodiversity enhancement measures such as planting within the Garden, as well as making thermal and noise improvements to the external fabric of the warehouse. Overall, it is considered that the proposals may enhance the surrounding setting.
- 5.40 The proposals therefore accord with the relevant development plan policies.

Employment

Policy and Guidance

- 5.41 Core Strategy Policies EC1, EC3, EC8 and CC1 focuses Manchester city centre as a key location for the most significant employment generating uses and to be the main contributor in terms of employment land.
- 5.42 Section 6 of the NPPF advises that the Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths, and to meet the twin challenges of global competition and of a low carbon future.

Compliance of Proposed Development

- 5.43 As set out in response to the 'principle of use' above, the scheme is expected to bring 1,000 jobs to the area, split between 300 full time and 700 part time roles. These will be varied across retail, food & drink, entertainment, commercial, house-keeping etc. The office floorspace will cater to SMEs and start-ups in both the creative and innovation industries. These type of start-up spaces play a vital role in supporting the GM economy. In addition, the proposals will contribute to the image that Manchester is an exciting place in which to live and work. Ensuring the city centre remains an attractive place for employers, employees and the talent pool plays a crucial part in the growth of the GM economy. In addition, through the re-purposing of an existing building helps to balance the twin challenges of economic growth and a low carbon future as set out within the NPPF. Overall, the proposals support the relevant policies and material considerations in relation to employment.

Night-Time Economy

Policy and Guidance

- 5.44 Policy C10 states that redevelopment that supports the evening economy will be permitted subject to cumulative impact, residential amenity and balance. In addition, consideration will be made to the number of similar establishments within close proximity, the type and characteristics of other uses (such as housing, shops and pubs), the existence of vacant units, the importance of the location and the character of the area.

Compliance of Proposed Development

- 5.45 The Proposed Development involves the refurbishment of a vacant warehouse, which in its current state provides no amenity to local residents. As part of the proposals, the Site's long-term vitality will be secured by creating a visitor destination which local residents and visitors will be able to enjoy. The Proposed

Development also contributes to the vitality of nightlife in Manchester City Centre, which as a result of the Covid-19 crisis and the cost-of-living crisis, requires assistance to recover and flourish.

- 5.46 A range of reports and surveys have been undertaken to support the application, with appropriate mitigation being undertaken to prevent any adverse impacts of the amenity of residents.

Noise

Policy and Guidance

- 5.47 Core Strategy C10 states that proposals for new development that supports the evening economy should not create an unacceptable impact on neighbouring uses in terms of noise, traffic and disturbance.
- 5.48 UDP Policy DC26 states that the Council will give consideration to developments which are likely to be generators of noise and the implications of new development being exposed to existing noise sources which are effectively outside planning controls.
- 5.49 Section 15 of NPPF paragraph 174 states that new development should not contribute to noise pollution, and paragraph 185 states that there should be appropriate noise mitigation to reduce adverse impact from development.

Compliance of Proposed Development

- 5.50 The Proposals are supported by a full Noise Assessment which assesses the impact of the proposals against the baseline environment, recommends the appropriate mitigation and concludes that the operational phase of the scheme will not have an adverse impact of the amenity of the surrounding users.
- 5.51 The Proposed Development includes the following mitigation to prevent noise leakage:
- The sealing of holes and defunct wall-mounted ventilation fans;
 - Replacing roller shutter doors with acoustically treated alternatives;
 - The installation of a spacer system to the outside of the existing roof to be filled with mineral fibre insulation; and
 - Over-cladding the existing roof with outer steel / mass sheeting (0.7mm steel cladding) which matches in appearance to the existing roof.
- 5.52 Once in operation any amplified and patron noise will be managed through effective on-site management, with regular patrols to ensure that there is no excessive noise – particularly in “the Garden” in the evenings. “The Garden” will be closed earlier than the rest of the venue to reduce the potential for patron noise. No amplified music will be played in “the Garden.” The noise will be monitored throughout Thursday to Sunday to ensure that the noise levels adhere to MCC standards for event noise.
- 5.53 A phone line will be open for local residents to report excessive noise, with the number being disseminated via the newsletter.
- 5.54 In addition, a Construction Management Plan has been prepared to detail how disruption will be mitigated during the refurbishment and fit-out phase. The proposals have a short construction period of circa 4 months, with an anticipated opening date in autumn 2022. A majority of the works will comprise internal fit-out and will be carried out during 08:00 to 18:00 Monday to Friday and Saturday 08:30 to 13:00, there will be no work on Sundays or Bank Holidays.
- 5.55 External works to the doors should take circa three weeks and with the roof works anticipated to take four weeks. Given the nature of the works these will utilise hand-tools and which will minimise any noise impacts

to the surrounding areas. All vehicles used for any deliveries will utilise the existing servicing arrangements on the Site.

- 5.56 Throughout the four-month construction period the neighbouring properties will be provided contact details for the site manager in which to discuss any concerns.

Operational Management

Policy and Guidance

- 5.57 Policy CC10 of the Core Strategy states that the City Centre should be ‘a place for everyone’ which can realistically be achieved if the design is inclusive and the on-going management and maintenance of spaces.
- 5.58 Core Strategy Policy DM1 Development Management outlines that all development should have regard to the specific issues including community safety and crime prevention.
- 5.59 Section 8 (paragraph 92) of the NPPF states that decisions should aim to achieve healthy, inclusive and safe places.

Compliance of Proposed Development

- 5.60 In terms of physical interventions within the proposals, Paradise Walk is to be improved and better lit. This will improve the permeability of pedestrian access around the Site, and improve natural surveillance
- 5.61 In addition, the Applicant has already installed CCTV, and the appropriate lighting to illuminate, will be utilised on the Site to discourage crime. The retention period for the footage and images will be 31 days. The CCTV will be of at least “Acceptable Standard” (720x576 pixels). The CCTV will be monitored by 24/7 on-site security, so that any incidents can be immediately responded to and reported. The CCTV will also be used to monitor any anti-social behaviour on Paradise Walk and will be actively monitored.
- 5.62 Already in place is that the Site will benefit from 24-hour surveillance on Site, with all gated access being locked between 01:00am until 08:00 am.
- 5.63 As mentioned above, the scheme is designed to be accessible for everyone – with the scheme largely set over one level. The venue will be well signposted and will utilise clear, simple directions to enable easy navigation.
- 5.64 The management strategy the proposals, but most notably for the beer hall and night market, has been robustly prepared by FGH security who have significant experience in managing these types of venues. Notably FGH security are involved with Manchester Pride, Wembley Stadium and have been appointed as the future security provide for all Oscar ceremonies. FGH have worked with the Applicant’s on their previous projects including Albert Hall and Albert Schloss, and the current project at Ramona.
- 5.65 As part of their role FGH have inputted into the internal spaces to ensure visitors can move through the space and utilised crowd dynamics assessment. As the internal furniture layout is finalised the crowd dynamics assessment will be re-run to finalise capacity and mitigate any areas of potential congestion within the building.
- 5.66 During Thursday to Sunday the proposals will include stewarding, securing guarding, and door supervision. There will be security patrols throughout the operational hours to ensure the venue is appropriately managed. There will be constant situation reports throughout which will be continuously analyses to look out for any trends which may need addressing. From experience elsewhere, it is anticipated that those patrons will be there to enjoy the environment and entertainment rather than a space for excessive drinking.
- 5.67 Patrons to the beer hall and night market are to enter the site via Ducie Street, whereby there is space in the forecourt for any potential queues. As a hospitality venue, the arrival and departure of attendees will be very throughout the opening hours with, patrons coming and going throughout the operating hours. This flow of people is typical of city centre use and is evidenced in similar schemes such as at Ramona, or other venues

such as Mackie Mayor or Albert Schloss. This additional footfall will bring newfound vibrancy to the area, increasing passive surveillance in the area and helping connect the area into the wider urban fabric. The capacity of the venue is the maximum the use can accommodate, however, it is not anticipated that the venue will be operating at a continuous maximum capacity.

- 5.68 There may be peak times of departure, such as at the end of entertainment, transport link departure times and the conclusion of the licensed opening hours. At closing time, there may be larger numbers of people leaving, which increases the footfall within the local environment. FGH Security will assist in managing the egress of our customers as they depart to provide a safe exit and onward journey as well as minimising interference or nuisance to residents. This can involve customer engagement, directional management, intervention, street patrols and marshalling of taxis. The taxis will utilise the space on the site, adjacent to Ducie Street. The taxi rank will be monitored by the door and Site team.
- 5.69 The primary responsibility to surrounding residents is to dissuade anti-social behaviour. Security personnel and safety stewards will assist in ensuring that attendees are moved through the local environment on arrival and departure from the venue. If there are any issues at the residents' areas, the security personnel deployed there can (in the first instance) deal with any problems that may arise, or they can call in to FGH's Security Control and the Controller will pass this information onto Greater Manchester Police. Regular situation reports will be sought by the FGH Security controller for the duration of the Opening hours.
- 5.70 As with any concerns around noise, the local residents will be provided with a telephone number to contact the on-site operational management to raise any concerns. The Applicant is committed to being a positive member of the community and be a considerate neighbour.

Waste and Servicing

Policy and Guidance

- 5.71 Core Strategy DM1 states development should have regard to the siting, layout, scale, form, massing, materials and detail; and to impact on the surrounding areas in terms of the design, scale and appearance.
- 5.72 Manchester City Council will also expect waste management practices to have full regard to the environmental, social and economic impacts of such development and encourage long-term benefits in improving the environment, the regeneration of areas in need of investment and co-location with other employment uses where appropriate.

Compliance with Proposed Development

- 5.73 The application is supported by a Servicing and Waste Management Strategy prepared by SK Transport. The strategy details the arrangement for the collection of general and recyclable waste, and where deliveries will be served. There will be 10 bins located on-site to the rear of the building on Ducie Street – where the existing bins are located. These be subject to a daily collection by a private delivery company.
- 5.74 The existing service access off Ducie Street will be retained, with delivery and waste vehicles reversing into the service bays to load and unload. Small courier deliveries will be able to utilise the pedestrian entrance off Ducie Street.

Transport

Policy and Guidance

- 5.75 Core Strategy Policy SP1 states that "new development will maximise the potential of the City's transport infrastructure, in particular promoting walking, cycling and the use of public transport."

- 5.76 Core Strategy Policy CC5 states that Council requires development to include adequate parking provision for cars and bicycles in line with parking standards set out in the Core Strategy, which should be balanced with sustainable transport objectives and improving environmental outcomes.
- 5.77 Core Strategy T1 states that the Council will support proposals that improve choice by alternative means than cars; reduce the negative impacts of road traffic and take account of road users' need according to a broad hierarchy consisting of, in order of priority: pedestrians and disabled people; cyclists public transport; commercial access; general off-peak traffic; and lastly, general peak time traffic.
- 5.78 Core Strategy T2 states that the Council will actively manage the pattern of development to ensure that new development "is located to ensure good access to the City's main economic drivers... and to ensure good national and international connections; and is easily accessible by walking, cycling and public transport; connecting residents to jobs, centres, health, leisure, open space and educational opportunities.
- 5.79 Section 9 of the NPPF relates to the promotion of sustainable transport. It sets in paragraph 104, the proposals should: a) The potential impacts of development on transport networks can be addressed;
- 5.80 NPPF paragraph 71 states, *b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated; c) opportunities to promote walking, cycling and public transport use are identified and pursued; d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.*

Compliance of Proposed Development

- 5.81 The Site is in a highly accessible location, with Piccadilly train station, Piccadilly Metrolink stop, Piccadilly bus interchange and New Islington Metrolink stop all within 5 to 10-minutes walk from the Site.
- 5.82 The Proposed Development includes 20 secured E-bike charging ports and 29 (including 2 accessible) EVC bays. This approach will result in an overall net reduction in car parking spaces and journeys made to the Site, when compared to its previous use.
- 5.83 The Transport Statement prepared by SK Transport confirms that this provision is appropriate for the Site.
- 5.84 The Travel Plan, also produced by SK Transport, identifies sustainable transport methods and appropriate communication methods to allow those who use the Site of the options available to them.

Ventilation

- 5.85 Core Strategy DM1 states development should have regard to the siting, layout, scale, form, massing, materials and detail; and to not impact on the surrounding areas in terms of the residential amenity.

Compliance of Proposed Development

- 5.86 A Ventilation and Odour Strategy has been submitted as part of the Application, which demonstrates that the Proposed Development will be adequately ventilated throughout. This includes kitchens, service areas, bakery, and toilets. The Ventilation and Odour Strategy has been designed to protect neighbouring uses from unwanted vapours and odour.

Summary

- 5.87 The Core Strategy and all material considerations identified above have been considered in the preparation of the application and evolving the design of the development, alongside site-specific considerations. Policies and guidance contained within these documents are assessed in more detail with other technical reports submitted with this Application. This section of the report provides a summary of how the application

proposals have been comprehensively assessed in relation to the Development Plan and other material considerations. This has taken place during an extensive process of pre-application consultation and technical due diligence. The conclusion of that process is that the proposals are in accordance with the Development Plan when taken as a whole and positively address the material planning considerations such that they merit the support of the Local Planning Authority.

6 Summary

- 6.1 This Planning Statement has been prepared by Deloitte LLP in support of a Full Planning Application the temporary refurbishment, including minor elevational alterations, and change of use of the Diecast building from industrial to a mixed-use entertainment, leisure and commercial venue.
- 6.2 The operators of A Very Inc. that has made a significant impact on the nightlife economy of Manchester. As operators they have delivered prominent venues such as Albert Schloss, Albert Hall and are now focused Ramona and the Firehouse. A Very Inc. are seeking to commence the refurbishment of the warehouse as soon as possible, with a tentative delivery date of September 2022. The intention is that the proposals would for be an initial temporary period of 3years.
- 6.3 The Site, in its current use, is underutilised and its vacancy detracts from the overall attractiveness of the Piccadilly Village area. Therefore, the Proposed Development will help to revitalise the area to become an exciting area of Manchester to visit for entertainment. The Proposed Development will also contribute to the regeneration and refurbishment of Manchester's existing stock of former industrial buildings.
- 6.4 The redevelopment of the warehouse for use as an entertainment venue and community hub complies with the national and local development plan policies when taken as a whole.
- 6.5 The proposed development will bring the following benefits:
- **A viable use of an underused site:** Since 2021, the Site has been vacant and underutilised. The current use of the Site fails to fully utilise the positive attributes of the Site. The redevelopment of the Site has an entertainment and cultural hub positively contributes to the ongoing regeneration of Manchester and the expansion of the City Centre. It will provide an attractive environment and will support the attractiveness of the city as a place to visit, live and work in. The ongoing growth and vibrancy of the city centre will further cement Manchester as one of the UK's best cities and support the economic recovery from the pandemic. In particular, the temporary repurposing of the site will help transform the area into a destination and act as a catalyst in realizing the wider regeneration ambitions for this currently underutilized area.
 - **Support employment opportunities:** A Very Inc. estimate that the Site, upon completion, will provide 1,000 jobs - 300 full time jobs and 700 part time jobs for the local economy. The employment will support the industry's recovery from the COVID-19 pandemic and contribute to the ongoing economic growth of the city region. The employment opportunities include those in the immersive experiences, retail space for cultural uses such as theatre costume hire, local retailers, SMEs, and those in the hospitality and leisure sector more generally. The Applicant will employ from the local labour pool, creating jobs for Manchester residents.
 - **Vitality, Safety and Security:** The redevelopment of the Site and the subsequent increase in activity will animate the area and make it a core welcoming environment. The improvements to Paradise Walk will help to create a more safe and secure area by increasing the level of natural surveillance.
 - **Demand:** The Proposed Development will contribute to the demand for 'alternative' food and drink establishments (illustrated by the success of venues such as Escape to Freight Island, Ramona and the Firehouse, brewery tap rooms). The provision of office space for tech start-ups and innovators will also contribute to Manchester's identified demand for office space. The Site is ideally located for residents of Piccadilly, Ancoats, Northern Quarter and New Islington to reach a wide range of facilities.
- 6.6 The Proposed Development has been designed to respond to the surrounding area and context. The Core Strategy and material considerations identified have been considered in the preparation of the application and evolving the design of the development, alongside site-specific considerations. The proposals will:

- **Be a good neighbor:** the proposals have been curated to appeal to visitors and local residents alike. In this vein the management of the proposals have been extensively considered in respect of residential amenity. This includes restricted opening hours with the most vibrant uses being operational Thursday to Sunday, award-winning on-site security and management, ongoing noise monitoring and the installation of noise mitigation measures. The proposals will bring new animation to the area which will increase passive surveillance of the area, contributing to a safe environment that is accessible for all.
- **Utilise existing access:** the proposals will utilise all existing areas of vehicle access, and all servicing will take place within the Site. In addition, any queuing from patrons can be accommodated within the site boundary to minimise any disruption.
- **Minimal construction impacts:** a majority of the works will be internal cleaning and fit-out and therefore resulting in minimal noise or significant activity. There will be elements of external works but these will be limited to a short time-frame and utilize hand-tools. Overall, the entire process is anticipated to take 4 months.
- **Sustainable Re-use:** the proposals will re-purpose a building which had reached the end of its economic life. The temporary use will bring the building back into meaningful use and one which contributes to the wider regeneration initiatives for this part of the city centre. The re-purposing of an existing building is inherently sustainable. Where there are minor external elevations, these have been designed sensitively and in accordance with the existing materials.

6.7 A detailed assessment of the proposals has been undertaken against planning policy at all levels as set out within the body of this report. Taking all of this into account, it can be concluded that the Proposed Development is considered substantially compliant with the aims and objectives of the Development Plan when taken as a whole.

6.8 It is further supported by the assessment of other material considerations, including the NPPF, and it has been demonstrated that the Proposed Development will provide overarching economic, social, and overarching objectives of sustainable development as a whole. As such, the Proposed Development therefore merits the support of Manchester City Council and the granting of Planning Permission.



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