

25 February 2022
Swan Street Covering Letter Extension JP



Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Sophie Moore
E: sophie.moore@savills.com

Belvedere
12 Booth Street
Manchester M2 4AW
T: +44 (0)7866 822 607
savills.com

FAO Eve Woolstencroft

Dear Eve

40 Swan Street, Manchester – Application to permanently extend temporary permission 128156/FO/2020 for the Continued Use of Buildings and Land as Cafes/Restaurants, Takeaways, and Drinking Establishments (Sui Generis), including minor design changes and amendments to consented opening hours.

Introduction

Savills is instructed by Swan Street Firehouse Ltd to submit a planning application seeking to extend the life planning permission reference 128156/FO/2020 which granted permission for the temporary change of use of existing buildings and land at 40 Swan Street to incorporate cafes/restaurants, takeaways and drinking establishments (Sui Generis). This permission was granted in December 2020 for a 14 month period (until 1st March 2022).

The permission has been implemented and the site is operating as the successful Ramona and the Firehouse.

Due to the success of the operation, the applicant is seeking apply for a permanent permission for the continued use of the site. At the same time, this application also seeks permission for amendments to the consented opening hours and also some minor alterations to the design.

About the Applicant

Ramona and Firehouse is a concept that has been developed by the people who have an extensive track record and experience in the hospitality sector within Manchester, having been involved with some of the city's best known food, drink and entertainment venues. A number these venues are listed below:

- Gorilla;
- Trof;
- Deaf Institute;
- The Albert Hall;
- Albert's Schloss; and
- Rudy's Pizza.

Site Description and Context

Temporary planning permission (128156/FO/2020) was granted in December 2020 for site for Cafes/Restaurants (Use Class E), Takeaways (Sui Generis), and Drinking Establishments (Sui Generis) for a period of 14 months. This permission has been implemented and site is operating as Ramona and the Firehouse, serving Detroit style pizza. The site also includes a cocktail bar, beer garden and coffee counter, with the use commencing in April 2021.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS.

A subsidiary of Savills plc. Registered in England No. 2605138. Registered office: 33 Margaret Street, London, W1G 0JD



The site lies on the north side of Swan Street within the Piccadilly ward of Manchester. The boundaries of the site are formed by Swan Street to the south, Mason Street to the west, Cable Street to the north and Cross Key Street to the east. The site is in an 'L' shape with the existing car park which completes the block not subject to this planning application. A Site Location Plan is submitted with this planning application under reference X-10.

The site measures circa 0.15 hectares and comprises 2 buildings with the remainder being hardstanding and coverings associated with Romona and Firehouse. The building that sits on the corner of Swan Street and Mason Street was previously in active use as a garage specialising in the fitting of motor cycle accessories (Sui Generis). The building on the corner of Cable Street and Cross Key Street was last used as an MOT centre (Sui Generis).

The character of the surrounding area is in the process of changing with new residential, hotel, and leisure uses becoming more prominent. An aparthotel lies directly north of the site on Cable Street, which has now been completed and occupied. The present uses are varied and range from residential apartment blocks, a food hall, various public houses, a hotel, car parking on cleared plots, offices, retail showrooms and warehousing.

Proposed Development

Permanent Planning Permission

Due to the success of the scheme, the applicant wishes to extend the permission to allow them to continue to trade and remain open. The existing permission only permitted the development on a temporary basis, as it was granted at a time of uncertainty surrounding the hospitality industry as a result of the Covid-19 pandemic. However, the development has been a great success and has integrated well into the area by becoming a positive asset which contributes to this part of the city.

Granting a temporary permission for the scheme generated a number of jobs in the hospitality industry at a time when Covid-19 related measures resulted in a large number of redundancies being made in the sector. Due to the success of the scheme, the forecast number of jobs created has been exceeded and Ramona and Firehouse currently employ 50 full time and 62 part time staff. It is therefore a positive economic asset for the city.

Whilst the original permission granted a temporary use in this location, due to the success of the scheme the applicant wants to make the concept a permanent bar and restaurant in the area, retaining a large number of jobs and improving the economic output of the area.

Given that the previous application was granted on a temporary basis, the applicant (Swan Street Firehouse Ltd made up of directors Joel Wilkinson, Adelaide Winter and Dan Mullen) would be willing to accept a personal permission for the permanent use of the site, if the Council feel this is necessary. Therefore, if this applicant decides to vacate the site, they would relinquish the permission.

Amended Opening Hours

Furthermore, as a result of the success, the applicant seeks to amend the opening hours of the premises to reflect the demand. Condition 3 of temporary permission 128156/FO/2020 presently restricts the opening hours of the premises between the following hours:

- 08:00-23.00 Sunday to Thursday
- 08.00-00.30 Friday to Saturday

The premises have applied to Manchester City Council to vary the premises licence including the opening hours.

As part of this application, we would therefore request the following opening hours are permitted:

- 08:00-1.00am daily (with an additional 30 minutes for patrons to leave the premises).

To support this change, an updated Noise Assessment prepared by Hoare Lee is included as part of this application.

The changes are deemed appropriate and an updated noise report supports this application which suggests the proposed alterations to opening hours would not materially change the impact of the scheme on its surroundings.

Design Alterations

In addition to obtaining a permanent permission for the existing development on site, the applicant has made some minor changes to the design and layout which has been addressed as part of this application and seek permission. These include the replacement of certain materials and relocation or bordering up of certain areas. The supporting Design Statement carried out by JSA Design outlined the physical changes in detail which are not considered to be detrimental to the design and layout of the previously approved scheme.

Application Documentation

Although there are some minor physical changes proposed, the measures to protect amenity of neighbouring occupiers remain unchanged and therefore the previous plans, which were approved as part of planning permission reference 128156/FO/2020 have been resubmitted. The documentation submitted as part of this application are detailed below:

- Site Location Plan (320 - 400)
- Drawings referenced 320-401B, 320-402A, 320-403, 320-404, 320-405
- Premises Licence Application
- Approved Design & Access Statement with Design Statement Addendum detailing additional changes
- Approved Operations and Security Management Plan
- Approved Ventilation Statement for 40 Swan Street, Manchester prepared by APL Mechanical Services
- Approved Servicing and Waste Management drawing ref. 320-405 and Waste Management Proforma
- Approved Crime Impact Statement ref. 2020/0576/CIS/01 Version A dated 14 October 2020
- Approved Proposed Planter details drawing ref. 320 517 A
- Approved Drawing ref. JW SS MAN 00 REV D
- Approved Kitchen extract odour control system at 40 Swan Street prepared by APL Mechanical Services
- Approved EMAQ Risk Assessment for Odour

Planning Policy Context

The key development plan document for the consideration of planning applications in Manchester City is the Manchester Core Strategy which was adopted in 2012.

The site lies just beyond the boundary of the City Centre as identified on the Council's proposals maps with Swan Street marking the boundary in that location. As such the site is subject to the following spatial designations.

Policy Reference	Policy	Summary
EC3	The Regional Centre	Area suitable for office and other commercial development. Also for some residential development mainly comprising apartments.
SP1	Inner Areas	Regional centre as a focus for leisure and cultural activities.
EC4	North Manchester - Commercial	Policy predominantly relates to employment and residential opportunities in areas such as Strangeways and Collyhurst.

Other policies of relevance to this proposal are set out below.

Policy Reference	Policy	Summary
C10	Leisure and the Evening Economy	Explanatory text of C10 acknowledges that there need to be a greater spread of leisure and evening economy uses. Stated that the impact of a proposal will take account of concentration of existing similar uses nearby, proximity to other uses, character of the area and its frontage, and other amenity impacts. Further explanatory text explains that limiting hours of operation may be used to limit harm on other nearby uses.
EN1	Design Principles and Strategic Character Areas	Site lies within the Central Arc Character Area. Character summarised as containing zoned industrial areas bisected by the transport network and largely resulting from the comprehensive redevelopment of the past. This accurately summarises the position of the site. Opportunities for renewal is mentioned and the use of innovative urban design is encouraged.
EN9	Green Infrastructure	Developers encouraged to regain green infrastructure and are encouraged to enhance this.
EN15	Biodiversity and Geological Conservation	Developments will be required to protect existing biodiversity assets.
EN16	Air Quality	The Council will seek to improve air quality in Manchester, particularly in AQMAs.
EN19	Waste	Require all developers to submit a waste management plan to demonstrate how both construction and demolition waste will be minimised and recycled on site wherever possible and how the sustainable waste management needs of the end user will be met.
DM1	Development Management	Proposals will be required to correspond to development management matters.

Planning Assessment

Principle

The site was previously vacant for a number of years, until the temporary planning permission was granted and implemented. The proposed permanent use of the site would accord with the ambition for the Regional Centre to be a focus for leisure activities.

The site and a number of the surrounding streets have been subject to incidents of crime and anti-social behaviour. Retaining the increased footfall in this area would assist in continuing to change the perception of this area. This would assist in the achieving the long term redevelopment opportunities for the Inner Areas and North Manchester Regeneration Area as set out in policies SP1 and

There are a number of similar and complementary uses along Swan Street, Great Ancoats Street and south into the Northern Quarter. This use complements those existing uses and extend footfall inherent within those areas to the north. The economic benefits of the development adds further justification to its continued use.

The proposals are therefore a wholly acceptable use in this context based on the policy aspirations of the Manchester Core Strategy and the current spatial context.

Employment

The original application for the temporary use of the site as Cafes/Restaurants (Use Class E), Takeaways (Sui Generis), and Drinking Establishments (Sui Generis) suggested that the scheme would create 30 full time and 30 part time employees. However, due to the success of the scheme these numbers have grown and the establishment employs far more employees than projected, namely an additional 20 full time employees and more than double the proposed part time employees which is now 62. The current number of employees demonstrate the success of the scheme and are a reflection on how busy the premises has been since it opened in April 2021, when hospitality restrictions were lifted.

Design and Amenity

The overall design proposals remain relatively unchanged from those approved under planning permission reference 128156/FO/2020. However some minor alterations and changes to design have been carried out and are detailed in the supporting Design Statement Addendum, as set out above.

The proposals will continue to utilise the existing buildings on the site which have been supplemented with high quality temporary structures including pergolas and canvas coverings. The design changes proposed continue to comply with the requirements set out in policy EN1 and DM1.

As such the proposals are in accordance with Manchester Core Strategy Policy DM1 insofar that it relates to matters of amenity.

Operational Considerations

All operational measures remain as per the approved planning permission. Full details of the approved operational and security measures are set out within the approved Operations and Security Management which again has been resubmitted with this application.

Deliveries and Waste Management regimes also remain unchanged from those previously approved. Full details of the waste management strategy are within the approved Servicing and Waste Management Plan which have been resubmitted with this application.

The layout and design of the proposals have been devised so as to maximise the security of the site and the safety of the patrons and staff.

Summary and Conclusions

The development has created a successful meanwhile use, introducing further footfall into the area, creating significant number of jobs and developing a previously vacant site in the inner area of Manchester. The success of the use has assisted in changing the perception of this area, which would support the retention of the use on a permanent basis. Other benefits in terms of added security for the site also exist.

This request would retain the development on the site. The Applicant has extensive experience in owning and operating restaurants and leisure venues in Manchester and surrounding areas and the success of the scheme on site demonstrates this.

The proposals will also result in the retention of 50 full time and 62 part time jobs in the hospitality sector and allow a successful restaurant /bar to continue trading as a meanwhile use.



The proposals are in whole accordance with the policies of the development plan for Manchester and therefore in accordance with Section 38(6) of the Town and Country Planning Act 1990 should be consented.

Please do contact me if you have any questions regarding this application.

Yours sincerely

Sophie Moore