Paul Butler Associates
Planning, Development & Heritage Consultants

11 May 2021

Mrs Julie Roscoe
Manchester City Council
Planning
P O Box 532
Town Hall
Manchester
M60 2LA

21.1549

Dear Julie

96 Deansgate, Manchester, M3 2QG
Application for Planning Permission - Planning Portal Reference – PP-09827176

On behalf of our client Conway Estates Ltd, please find enclosed a planning application for external works to 92-96 Deansgate Manchester, M3 2QG. This letter provides a summary of the site and the proposals and includes an assessment of the proposals within the context of relevant national and local planning policy and guidance.

Supporting Documents

In addition to this letter which includes a supporting Planning and Heritage Statement, please find the following documents submitted in support of the application:

- Completed Application Form and Ownership Certificate
- Location and Block Plan (Ref AXI 005)
- Design and Access Statement by AXI Studio Architects
- Existing External Elevations (Ref AXI 060)
- Existing Sections (Ref AXI 020)
- Proposed External Elevations (Ref AXI 160)
- Proposed Entrance Elevation (Ref AXI 161)
- Proposed External Terrace Elevation (Ref AXI 162)
- Proposed Sections (Ref AXI 120)
- Acoustic Assessment by Sandy Brown Associates
- Mitsubishi Plant Technical Information.

In addition to the above an application fee cheque for £234 has been paid via the Planning Portal.

Application Site and Surroundings

92-96 Deansgate is located within Manchester City Centre and within the Parsonage Gardens Conservation Area. It is a five storey building which formerly accommodated a Bella Italia restaurant at ground floor level (which also utilises the first floor for ancillary kitchen and staff areas), and three floors above of vacant office accommodation. The site area covers an area of 0.02 hectares.

The building was constructed in 1874 originally as offices, and would go on to be the Manchester base of the Lafayette photographic company. The ground floor was occupied by a bank from the early to the late 20th Century whereupon it was changed to restaurant use. The upper floors have remained in office use, but are now vacant and in need of refurbishment. In addition to the internal refurbishment works, the opportunity is being taken to undertake some external works to improve the commercial perception of the building, which this application is the subject of.

The building is not Listed but is a positive contributor to the Conservation Area. It is also located within the setting of the Grade II Listed Kendal's Department Store.

The site is within a highly accessible location within the City Centre. Within a few minutes' walk is a wide range of local shops, amenities and services, and leisure facilities. In terms of access by public transport, the site is located within close proximity to a high number of bus stops, tram stops located at Exchange Square and Piccadilly gardens, and within walking distance of Manchester Victoria Railway Station.

Parsonage Gardens Conservation Area

The conservation area was designated in June 1985. The site is located on the Conservation Area's eastern boundary which runs down Deansgate, with buildings on the opposite side of Deansgate falling within the St Ann's Square conservation area.

The conservation area appraisal notes that the 'Conservation Area extends as far south as Bridge Street, which is a busy shopping street of small-scale Victorian and Edwardian shops, providing a variety of height, material and detail of high architectural and aesthetic quality. Few streets of this kind in Manchester have been preserved in such good condition.'

The Proposed Scheme

The proposals comprise the following:

- Replacement of existing pedestrian entrance door with a glazed door.
- The erection of a decorative lantern above the pedestrian entrance. The building number ('92') will be displayed in the lantern.
- Replacement of existing windows with aluminium windows.
- Installation of plant to be located within existing 4th floor terrace and reconfiguration of existing plant within lightwell.

- Erection of single storey metal staircase within lightwell to improve access to existing plant area.

The scheme forms part of a broader programme of improvements to the building. The scheme has been sensitively designed to subtly increase the commercial profile of the upper office floors of the building, but not at the cost of the architectural or historic sensitivity of the building. Through the replacement of windows and installation / reconfiguration of plant, the works also form part of the improvement of the standard of internal office space.

Planning History

The building's planning history as available via MCC's online planning register is set out within the table below.

Ref	Description	Decision and Date
129871/LE/2021	Confirmation that Class E office use is lawful for floors 2 to 4 (inclusive) of the building.	**Pending**
109716/AO/2015/C1	Installation of signage scheme.	**Approved** 1 April 2016
061732/AO/CITY1/01	Erection of 6 x illuminated shop fascia signs and 2 x projecting signs	**Approved** 30 April 2001
059508/AO/CITY1/00	Illuminated PVC scaffold shroud sign	**Approved** 26 July 2000
058347/FO/CITY1/00	Use of vacant 2nd floor as ancillary restaurant use with construction of fire exit at ground floor level on St Marys Street	**Approved** 30 March 2000
054607/AO/CITY1/98	Various illuminated fascia and projecting signs	**Approved** 23 July 1998
054176/FO/CITY1/98	External alterations to Deansgate elevation	**Approved** 3 June 1998
040250	a) Illuminated fascia name sign on front and side elevation b) Illuminated projecting double-sided signs x2no. . . c) 4no.illuminated menu boxes d) 2no.1lluminated blackboard signs.	**Approved** 6 December 1991

The planning history which includes applications dating back to 1991 primarily relate to the ground floor restaurant use of the building. An application for a certificate of lawful use was recently submitted by the applicant to confirm that the Class E office use of floors 2 – 4 is lawful.

National and Local Planning Policy

This section considers the application proposals within the context of national and local planning policy and guidance.

National Planning Policy Framework

The Revised National Planning Policy Framework (NPPF) was published in February 2019 and sets out the government's planning policies and how these should be applied. The NPPF should be taken into account during the preparation of the development plan, and is also a material consideration in the determination of applications. The Framework identifies the purpose of the planning system to be 'to contribute to the achievement of sustainable development' and that at a very high level, the objective of sustainable development can be summarised as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs'.

Chapter 12 (Achieving well-designed places) states that planning decisions should ensure that development will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development, are visually attractive as a result of good architecture, are sympathetic to local character and history, establish or maintain a strong sense of place, and create places that are safe, inclusive and accessible and which promote health and well-being.

Paragraphs 189 and 190 requires applicants to describe the significance of any heritage assets affected, including any contribution made by their setting; sets out that the level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance; and, states that local planning authorities should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.

MCC Core Strategy

The Core Strategy, adopted in July 2012, sets out the long term strategic policies for Manchester's future development. The site is allocated under the following Core Strategy policies:

Policy	Response
EC 3 The Regional Centre	The proposals are part of a broader scheme to rejuvenate and bring this vacant building back into active economic use, resulting in temporary employment during the refurbishment works, and creating permanent employment once the building is operational. The scheme is therefore in accordance with EC3.
CC 1 Primary Economic Development Focus: City Centre and Fringe	The proposed scheme will help to bring floors 2 – 4 of the building back in to high quality office use, which is in line with CC1 which states that the focus for employment growth within the City Centre will be in high density offices.

Policy	Response
CC 2 Retail	Whilst the proposed works do not concern the ground / first floor restaurant use, the improvement works to the exterior of the building will improve the general appearance of the building, which will be complementary to the ground floor restaurant use once this recommences.
CC 5 Transport	The application site is located within a highly accessible location and is therefore fully in line with CC5.
CC 7 Mixed Use Development	Although currently vacant, the building does provide a mix of leisure and office uses which this scheme will assist in bringing back into active use. The scheme is therefore in accordance with CC7.
CC 8 Change and Renewal	The proposed scheme will contribute to the City Centre's role in terms of employment generation, and will make a positive contribution to the appearance of the townscape. The scheme is therefore in accordance with CC8.
CC 9 Design and Heritage	Whilst the application building is not Listed, and has been significantly altered, it does contribute positively to the character of the Parsonage Gardens Conservation Area and the setting of the Grade II Listed Kendal's Department Store. The scheme will not adversely impact upon the setting of any designated or non-designated heritage assets, and through the refurbishment and enhancement works, will contribute positively to the character of the Conservation Area. The scheme will also enable the building to be brought back into mixed use, in accordance with CC9.
CC 10 A Place for Everyone	The proposed scheme will result in the external refurbishment works to the building including the replacement of windows, therefore positively contributing to the aesthetic quality of this part of the City Centre. The works also include the creation of an improved pedestrian access to the building, which will be level with the street.

Further Core Strategy objectives and policies of relevance to the proposed scheme are set out within the table below.

Policy	Response
SO6 Environment	The proposals accord with this spatial objective in that they will enhance the built environment of the city, and are of a high standard of design. The proposals will also contribute positively to surrounding heritage assets including the Parsonage Gardens Conservation Area.
SP1 Spatial Principles	The application proposals accord with Policy SP1 as they are part of a broader scheme to upgrade the building, to meet the expectations of modern office occupiers, within the Regional Centre which is the focus for economic and commercial development within Manchester. The scheme will enhance and

Policy	Response
	create character, whilst also protecting and enhancing the built environment.
EN 1 Design Principles and Strategic Character Areas	The proposals exploit an opportunity to enhance the overall image of the City. The scheme is located within the City Centre, is sympathetic to the City's heritage; and will contribute to the City's street level 'experience'.
Policy EN 3 Heritage	The proposed scheme will preserve and enhance the character and setting of the Parsonage Gardens Conservation Area, the nearby Grade II Listed Kendal Department Store, and the settings of nearby non designated heritage assets. Whilst the existing building is not Listed and has been significantly altered, it does contribute positively to the character of the Conservation Area. The proposed works will see the replacement of an existing non-original access door with a glazed door and decorative lamp above to increase the prominence of this entrance. The decorative lamp is designed to reflect the late 19th Century period within which the building was constructed. It is sympathetic to the character of the building and surrounding Conservation Area, whilst also achieving its visibility objective. The incorporation of the building number ('92') into the lantern emphasises its historic address. The proposed replacement of existing windows with aluminium framed windows, to reflect the existing window arrangement and design, within the historic window openings will not materially impact upon the character of the Conservation Area, or the settings of any nearby heritage assets. The proposed scheme does not conflict with the aims within the Conservation Area Appraisal and does not conflict with the 'control of development' section within it.
DM 1 Development Management	In designing the proposed scheme, the architect has proposed the installation of a decorative lantern, to increase the prominence of the pedestrian entrance, with a feature sympathetic to the building's history. The pedestrian entrance would otherwise not be distinctive, which is likely to be an issue for prospective high quality office occupiers, and this solution is thought to be more sensitive than projecting or large façade signage. The proposed scheme will not adversely impact upon the surrounding streetscene, accessibility, or community safety. The proposals should have a generally positive impact in terms of crime prevention. With regards to impact on residential amenity, a Noise Assessment has been prepared by Sandy Brown Associates to consider the impact of the proposed plant. This concludes that the predicted noise egress levels at the nearest noise sensitive premises comply with the relevant noise limits, and therefore further mitigation measures are not required. The proposed scheme is therefore in accordance with Policy DM1.

Scheme benefits

The proposed scheme will provide a series of benefits that will have a positive impact on the existing building and the surrounding streetscene. These include:

- The replacement of the existing non-original solid door with a glazed entrance door to serve the upper office floors of the building. The glazed door will help to increase natural surveillance and introduce active frontage to this section of the street.

- The installation of a decorative lantern feature which is sympathetic to the history of the building. This will increase the prominence of the office entrance, without the need for projecting or façade signage. The building number ('92') will be displayed in the lantern emphasising the building's historic position on Deansgate.

- The replacement of existing frames with bespoke high quality aluminium frames, which will include the same transom and mullion arrangements as existing. The building's existing window openings will be utilised whilst the high quality aluminium frames will provide a modern aesthetic attractive to potential occupiers.

- The proposals form part of a broader package of improvements to the building, which will enhance its internal and external quality, meeting an identified need for high quality, well located, commercial floorspace, helping the City to retain and attract high quality office tenants.

- The development of a scheme that will not adversely impact upon the character and appearance of the Parsonage Gardens or St Ann's Square Conservation Areas, and the setting of the nearby Grade II Listed Kendal's Department Store, the significance of which will be unaffected.

- Helping to reintroduce commercial office use to floors 2 – 4 of the building which will have a positive impact on the regeneration of the area, and encouraging further investment into this key location within Manchester City Centre.

- Investing in a building which is highly accessible, therefore encouraging the use of sustainable modes of transport.

The proposed scheme fully accords with national and local planning policy guidance. Paul Butler Associates are pleased to submit this application on behalf of Conway Estates Ltd and look forward to working with officers in progressing the application through to a positive determination. If you require anything further, please let me know.

Yours sincerely



Don Murphy MPLAN MRTPI
Director