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PLANNING STATEMENT



Dahna Manchester
310 Deansgate
Manchester
M3 4HE

Prepared by HAD & Co.

Contents

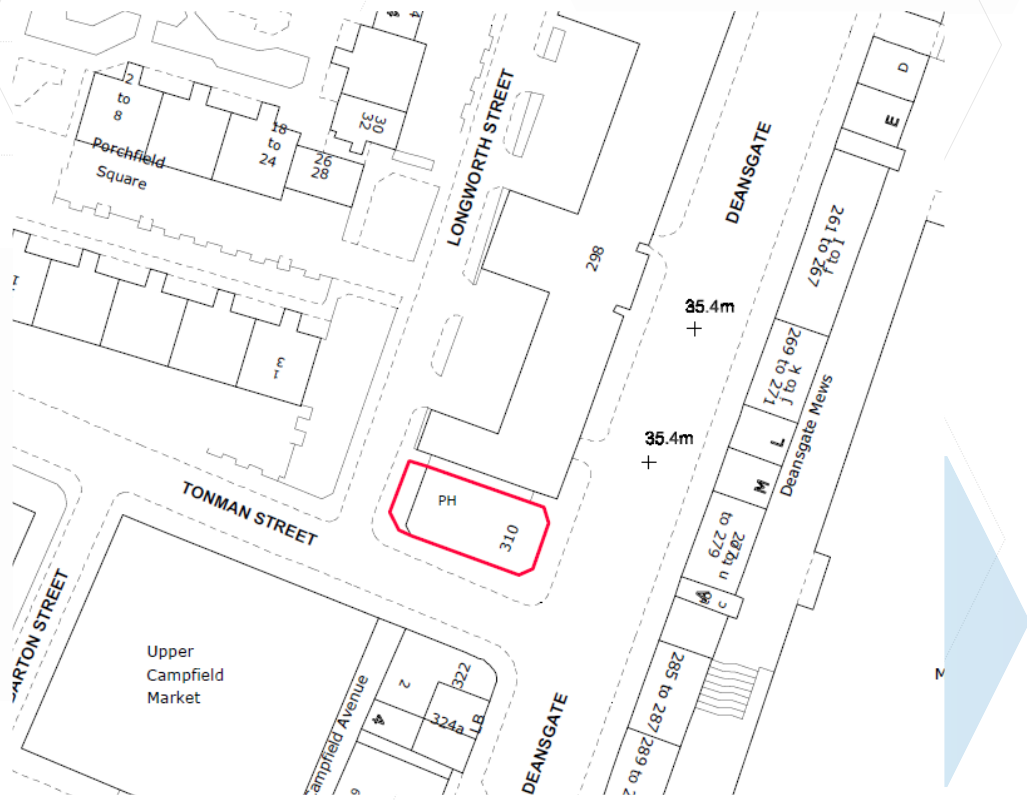
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1. Introduction

This Planning Statement is to accompany the planning application for 310 Deansgate, concerning the following proposed development: “A single storey roof top extension to provide partially external seating area for the purpose of socialising lounge bar (A4 Use Class) with external smoking area (Sui Generis Use Class) associated with existing ground and first floor restaurant (A3 Use Class), including external alterations to existing façade.”

2. Site

The existing detached two-storey city centre building is currently used as a licensed restaurant and sits at the corner of where Tonman Street meets Deansgate. It shares similar red-brick wall and grey concrete roof tile materials to other buildings in this location and is included in the Castlefield Conservation Area boundary. Its main façade fronts Deansgate while its long side elevation is found along Tonman street. The rear can be seen and accessed from Longworth street.



Location of site

3. Proposal

The proposal includes both internal and external changes with the main element of the proposal involving the addition of another floor to create an outdoor rooftop space serving as a bar and socialising area with smoking zone. This extension and new floor level will also bring a new use to the existing property. Please see the accompanying plans and Design & Access Statement for further information.



Tonman Street existing and proposed elevations

4. Considerations

Reasons for the proposal are to create a new space to supplement the existing restaurant as a new franchise: “Dahna Manchester” of the existing business model in Blackburn: “Dahna Lounge”. It is hoped the development will improve the quality, capacity and capabilities of the building and to help the site compliment the rapidly developing inner city surroundings.

Following pre-application discussions with the Local Planning Authority, environmental consultants, and structural engineers. A design has been developed that considers the following:

- Design of the existing building
- Rhythm of the street scene
- Architectural patterns evident in Deansgate
- The Heritage Status of the Castlefield Conservation Area
- Access around and to the building
- Structural and practical capabilities of the site
- Existing business model and similar venues in the area
- Local Plan designation for the area
- Other Local Planning Policies
- National Planning Policy Framework
- Supplementary LPA Design guidance
- Site history and previous planning applications
- Crime Impacts and security
- Acoustic risks
- Odour and ventilation risks
- General operation of the proposed business

Along with this Planning Statement, the following documents have been submitted as part of the planning application to cover and show all the above considerations:

- Application form
- Plans and elevations
 - HAD3194-01: Location Plan (1:1250) and Site Plan (1:500)
 - HAD3194-02: Existing Ground Floor and First Floor Plans (1:100)
 - HAD3194-03: Existing Elevations- Front, Rear and Side (1:100)
 - HAD3194-04: Existing Side Elevation- Alleyway (1:100)
 - HAD3194-05: Existing Side Section- Ref. A.1 (1:100)
 - HAD3194-06: Proposed Ground Floor and First Floor Plans (1:100)
 - HAD3194-07: Proposed Roof Terrace and Roof Plans (1:100)
 - HAD3194-08: Proposed Roof Terrace Plan with Open Air Calculations (1:100)
 - HAD3194-09: Proposed Front and Rear Elevations (1:100)
 - HAD3194-10: Proposed Tonman Street Side Elevation (1:100)
 - HAD3194-11: Proposed Side Elevation- Alleyway (1:100)
 - HAD3194-12: Proposed Side Section- Ref. A.2 (1:100)
 - HAD3194-13: Existing and Proposed Deansgate Street Elevations (1:200)
 - HAD3194-14: Existing and Proposed Roof Plans (1:100)
 - HAD3194-15: Proposed Refuse Collection Site Plan (1:200)
 - HAD3194-16: Proposed Delivery Site Plan (1:200)
 - HAD3194-17: Crime Risk Plans 01 (1:100)
 - HAD3194-18: Crime Risk Plans 02 (1:100)
- Design and Access Statement
- Heritage Statement
- Photographic Survey
- Crime Impact Statement
- Operating Schedule
- Waste Form
- Acoustic Noise Assessment: 91183 Noise Survey_Rev_A_Final
- Odour and Ventilation Assessment: 91183 Odour Assessment_REV_A_Final

5. Summary

Ideal Location

The proposal seeks to add a unique high-end service to the already established restaurant use and help provide an alternative form of evening leisure space for the new bar lounge absent in this part of Manchester.

The area is well established for leisure and tourism with bars, restaurants, hotels and public houses already evident in this Deansgate, Castlefield area so it would be an ideal location for such a proposal with precedence set in the area already. The proposal introduces a unique service aimed to increase the variety of options available to the diverse community surrounding the area as well as draw in custom from further afield.

The proposed venue will continue as it currently operates as a licensed restaurant but will provide additional seating and an external bar and socialising area to provide a wider range of leisure space for customers to frequent. Additional information can be found in the supporting “Operating Schedule” and “Crime Impact Assessment” where security measures will be discussed to explain how the venue will combat any potential anti-social behaviour and put policies in place to ensure this continues.

Acoustic testing, odour and ventilation reports will be conducted as part of this planning application to ensure the development will alleviate any of these possible issues prior to works beginning.

Ideal Economy

The scheme plans to have an overall positive effect on the Castlefield and Deansgate area in terms of design, economy, employment, diversity, identity and leisure.

The increased services and capacity of the building will introduce more full and part time job vacancies for the local community.

Improvements to the physical building will also encourage further development to this part of the city, keeping the competition hot and encouraging improvements to other areas and matching up with the existing high-end specification of design found here.

Ideal Development

The client and owner of the business plans to introduce a strict hygiene policy to make sure the building is maintained and presentable in the busy city centre site.

The proposal respects its surroundings, matching the scale of other buildings on the street scene as well as using high quality materials to match. Many of the distinctive aesthetic features found on the building will remain to preserve as much of its existing character as possible.

It will also look to creating a positive building to the Conservation Area that is more in keeping with its Heritage status.

Ideal Venue

The proposed business venture hopes to promote the existing brand even further with a location on the famous and popular Deansgate enticing customers from the city and other parts of the North West to visit the brilliant example of fine dining and alternative social meeting place the applicants hope to achieve.

It is also the desire to become an integral part of the Deansgate community, encouraging other businesses to this part of the city by giving room to facilitate business meetings and a relaxing backdrop for social catch ups. It can also lend its capabilities to host community meetings and local fundraising events.

6. What Makes This Proposal Unique?

Deansgate draws in a large multicultural and diverse set of people into the city daily. The proposal aims to cater to the modern cosmopolitan city dweller to a very high standard. Abiding to the guidance set out by the council the proposal seeks to create a togetherness increasing footfall to the more conservative area of the city centre. Working professionals pursue environments like the one proposed for relaxation and enjoyment.

The addition of an extra floor will allow the building to be more cohesive with its neighbourhood. The two-storey existing building has wide and short windows on all sides creating a less desirable and contrasting horizontal emphasis, especially noticeable on the front elevation. The proposed window extensions aim to aid in the appearance of verticality on all elevations. This would enable the façade to fit in with the street scene characteristics.

The Castlefield Conservation Area states under improvements and enchantments that:

“there is still room for improvement in the area, and there are many disused and semi-derelict buildings for which new uses should be found. Cafes, pubs, clubs and bars are suitable ground floor uses, though there is a limit to the number of these that the area can sustain. The upper floors of large buildings can be used for housing, offices, studios, galleries and museums. The nature of Castlefield does not demand that new buildings should all be of brick and stone with slate roofs. Modern materials used in a modern manner can find a place here, but the resulting buildings must, above all, be of high quality.”

The proposed additional floor level brings with it a unique bar and social lounge with open-roof top access that is not found in this part of Manchester. Providing a backdrop of Manchester city beacons and keeping the leisure and tourism economy for the area alive and bustling.

7. Skills and Experience of the Directors

Company: Risa Partners Ltd

Directors: Ikram Adam, Rizwan Adam and Soheli Patel

Ikram & Rizwan are successfully operating 'Dahna Lounge' in Blackburn for the last 7 years, they cater for big groups, parties, couples and individuals. They built the business from scratch and implemented a food menu, incorporating desserts, mocktails and ice cream with customers coming to the venue for not only the food but the atmosphere. They also show live sporting events across big screens and this attracts big crowds that often require ticketed entrance and adds to the social aspect and environment of 'Dahna Lounge'. They have added approximately 20 jobs to the local economy with a mix of part time and full time positions.

'Dahna Lounge' has been a positive contribution to what was a redundant and worn-down area of Blackburn town centre, it has also attracted other business to add to the social scene, such as the 'Reel Cinema' franchise.

Brothers Ikram and Rizwan compliment each other and are well positioned to operate and run the proposed business at 310 Deansgate.

Soheli Patel has a proven record of success in business as Managing Director of Halal Kitchen Ltd: a food manufacturing business that supplies ready to eat products to the most desirable retailers in the UK and employs over 65 people. His knowledge of food safety is to the highest standard and globally recognized BRC standards. In addition to his leadership skills, he can add value to all aspects of the business including cost effective streamlining from his experience in mass manufacturing.

Soheli has also been entrusted as Managing Director with his family property company Partington Service Station Ltd, in which he managed four individual tenants renting the estate. He purchased Partington Service Station in 2009. The area was totally run down, derelict and the petrol station did not have any pumps. Despite this, the proven success is now in full flourish where an operational and fully fledged functional site is contributing massively to the local economy.

Overall a well-seasoned professional in his early 30's who brings a wealth of experience and is in touch with today's trend; he is well placed to make this new proposed venture a success.

8. Planning Policies

The following policies have been considered in the planning and design of this application.

Manchester City Council -Manchester Core Strategy 2012 to 2027

Policy CC 4 Visitors - Tourism, Culture and Leisure

The City Centre will be the focus for culture and leisure in the City Region. Proposals to improve the appearance, use and accessibility of all cultural and visitor attractions and associated facilities will be supported. The improvement of facilities for business visitors will also be supported.

Policy CC 7 Mixed Use Development –

8.46 Mixed use developments will be an essential part of City Centre development, as they reflect the variety of uses which co-exist in this environment. They are an important means of promoting the efficient use of land.

8.47 Active ground floor uses are particularly important, as they help to animate the City Centre, emphasise the sense of place and improve security. Developers will be expected to demonstrate that they have made all reasonable efforts to ensure that proposed active uses will be delivered and occupied...

Policy CC 9 Design and Heritage

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

Policy CC 10 A Place for Everyone

8.55 “A key aim of the City Centre Strategic Plan is to promote a more diverse City Centre which appeals to all people. Delivery of this aim will in part come through management initiatives, but it is also important that development supports the objective where possible, too. The City Centre has a strong reputation for its evening economy. This reflects its cultural heritage of musical and theatre venues together with a wide range of restaurants and bars...”

Policy C 10 Leisure and the Evening Economy

New development and redevelopment that supports the evening economy, contributes to the vitality of district centres and supports a balanced and socially inclusive evening/night-time economy will be permitted, subject to the following considerations:

1. Cumulative impact – in areas where there is already a concentration of bars (A4), hot food takeaways (A5) and other night-time uses which are detrimental to the character or vitality and viability of the centre, there will be a presumption against further facilities.
2. Residential amenity – the proposed use should not create an unacceptable impact on neighbouring uses in terms of noise, traffic and disturbance.
3. Balance - new uses in Manchester centres should support both the day-time and evening/night-time economies whilst not undermining the role of the primary shopping area.

By maintaining and continuing the use of the building as it was originally designed and intended at no 310 Deansgate, we believe the proposal is in line with the guidance and recommendations contained within the Framework. The proposal not only retains the continuing viable usage of the building, but also retains and enhances the particular historic assets and characteristics of the building.

National Planning Policy Framework- February 2019

7. Ensuring the vitality of town centres

85.a) "...by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;

8. Promoting healthy and safe communities

91.a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments,

91.d) ensure that established shops, facilities, and services are able to develop and modernise, and are retained for the benefit of the community.

12. Achieving Well-Designed Places

127. Planning policies and decisions should ensure that developments:

- a) 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.
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit.
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development.

9. Conclusion

Following the clients brief, readily available design guidance, planning policies and pre-app advice; the proposed redevelopment has been designed with the end user in mind. The alterations aim to improve the customer experience and the buildings presence as a part of the Deansgate street scene. The proposed additional floor serving as a roof top terrace will create a unique outdoor bar and lounge space with an environment where customers can eat, relax and socialise. The proposed changes will provide additional services and diversify the facilities available to customers seeking variety in this area of Manchester.

The proposal is designed to add a modern and functional space with many new elements matching the existing structure. All materials used will be high quality to reflect the ambitious vision of the clients and to match the surrounding inner-city areas.

The proposal also seeks to bring jobs, retail value, cultural connections and an alternative environment to compliment other restaurant outlets in Manchester City Centre. The proposal will invite people from different backgrounds with a specific aim to welcome local communities. They will host top-quality facilities for an ultimate customer experience with safety and comfort as a main priority. The applicants have also proven precedent of a similar establishment in Blackburn to show their ample knowledge and experience in these relevant industries.