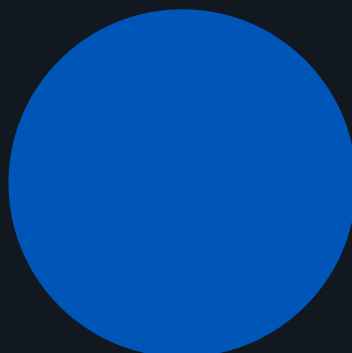
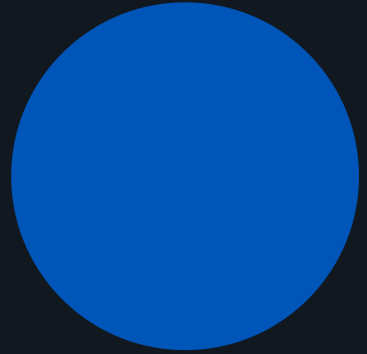
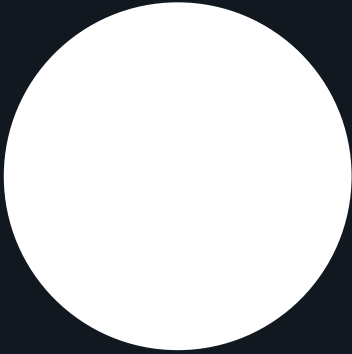




18-20 Fountain Street, Manchester, M2 2AR

Planning, Heritage and Design and Access Statement

Appeal Ref:

LPA Ref:

Firstplan Ref: 19305/MS/gc

Date: October 2019

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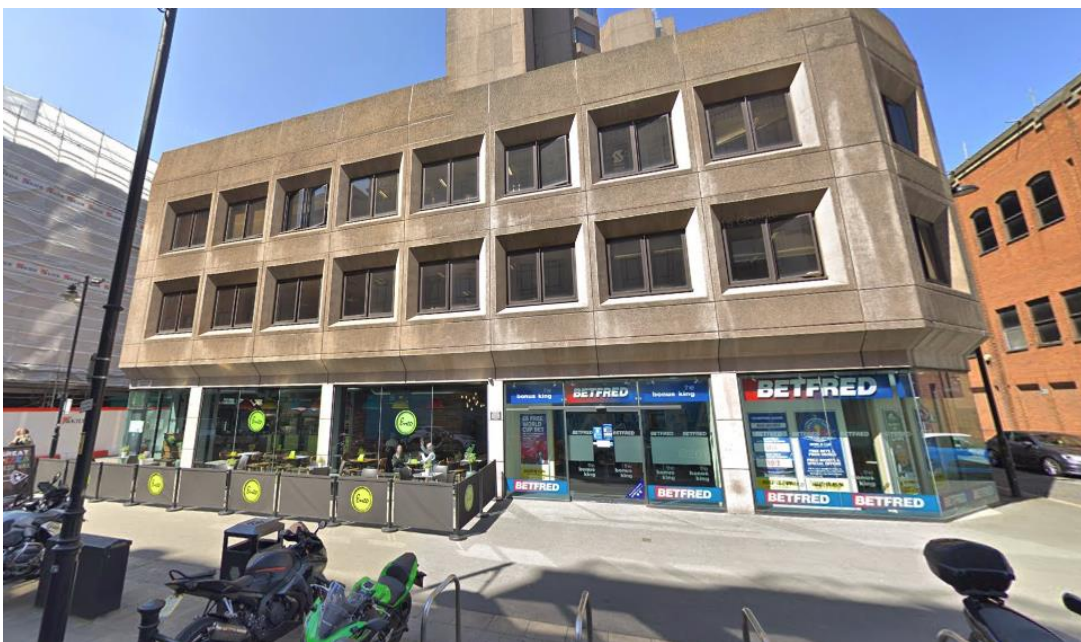
Section 1 Introduction

- 1.1 This Planning Statement has been prepared by Firstplan in support of a planning application submitted on behalf of our client, Brewdog Bars Ltd, for the change of use and amalgamation of the existing ground floor units at 20 Fountain Street, from a restaurant/bar (Class A3/A4) and betting shop (Sui Generis) to a public house (Class A4). The proposals will allow our client to take occupation of the premises and begin trading it as a “Brewdog” bar.
- 1.2 A separate application containing details of the shopfront proposals and signage will follow on from this submission. For completeness, all of the proposals are covered within this report.
- 1.3 The applicant – a popular and established nationwide and international brewer, bar and restaurant operator – is approaching the end of their lease at 35 Peter Street, and has been searching for a suitable location within the city centre to relocate. The application site is positioned in the centre of town in primary retail area, and represents an ideal location for our client to locate their premises. They have now agreed to take over the lease on the premises, subject to securing the requisite planning consents.
- 1.4 The proposed change of use and amalgamation of the two units will enable the applicant to begin trading from the premises, whilst also providing a productive, economic use that will create employment contribute to the vitality and viability of the city centre, and complement and enhance the surrounding area’s existing food and drink offer. The shopfront alterations will offer significant improvement to the approved appearance of the unit, providing a high quality, traditional appearance, that reflects our clients well-known branding.
- 1.5 This statement assesses the acceptability of the application proposals in planning and heritage terms. Section 2 of this document sets out the relevant background information, including a description of the site and relevant planning history. Section 3 will provide further detail regarding the proposal itself, including a schedule of works, which will be considered in the relevant planning context as detailed in section 4. The planning and heritage statement with analysis of the proposals is set out in section 5. Our conclusions are drawn in section 6.

Section 2 Planning Background

a) Site and Surrounding Area

- 2.1 The application site is located in Manchester city centre, at the intersection of Marble Street and Fountain Street. The building consists of two commercial units at ground floor level, with office accommodation on the upper floors. The southern ground floor unit (Unit A) is currently vacant, but was most recently occupied by Enzo Pizzeria, whilst the northernmost unit (Unit B) is occupied by Betfred bookmakers. It is proposed to amalgamate and change the use of these two units in order to form a single “Brewdog” bar. The upper floors will continue to be used as office space.
- 2.2 The existing building is exposed on three sides, with elevations on Fountain Street, Marble Street and Phoenix Street. Access to the ground floor units is off Fountain Street, which benefits from a large pavement area immediately in front of the property that has been utilised for external seating by the previous Pizzeria restaurant. The entrance to the upper office floors is off Marble Street. Phoenix Street is mainly used as a service road for the neighbouring properties.
- 2.3 The building is attached to its neighbour Lowry House, on Marble Street, as it was originally built as part of the same development, but it is now a separate property.



Photograph 1. View of current shopfront

2.4 Reflective of the site's Town Centre location, there are a number of bars and pubs in the immediate surrounding area, including The Alchemist, Browns, and the Shakespeare pub, which is directly opposite the application site. The opening hours of some of the surrounding bars are listed below:

- **The Alchemist** - 10am-12am Sunday to Wednesday, 10am- 1am Thursday, and 10am-2am on Fridays to Saturday;
- **The Shakespeare** – 11am-11pm Sunday to Thursday, 11am-12am Friday to Saturday;
- **Browns** – 9am – 11pm Sunday to Thursday, 9am-12am Friday to Saturday;

2.5 The building is not listed, it is a brutalist post-war office block; however, it is located within the Upper King Street Conservation Area and the City Centre Primary Shopping Area.

b) Site History

2.6 For many years, the upper floors of the building and ground floor unit A were occupied by the Job Centre, with unit B used for retail/restaurant, but in 2008, permission was granted to change the use of the two ground floor units to a flexible A1/A2 use, and for the change of use of the upper floors to B1 office accommodation (ref: 086644/FO/2008/C1). This allowed for new shopfronts to the ground floor of 18-20 Fountain Street, and clarified the use of the site as prior to this it was unclear.

2.7 Shortly after this, on the 31st October 2008, permission was granted for the installation of two air conditioning condenser units on the roof of the building (ref: 087633/FO/2008/C1).

2.8 There have since been several minor shopfront and signage applications relating to the various restaurant, retail and sui generis uses at the site, including application 114205/AO/2016 for the installation of illuminated signage.

2.9 Most recently, on the 24th January 2017, permission was granted for the change of use of unit A, from a vacant A1/A2 unit to a Sui Generis Use for a restaurant/bar (A3/A4) including provision of service door to Marble Street elevation and use of Fountain Street pavement for associated outside dining/drinking area (ref: 113614/FO/2016). This application also included details of extract and plant on the roof of the building, which our client intends to utilise as part of their occupation of the premises.

2.10 In the wider area, The Roc and Rye (based just up the road at 60 Spring Gardens) were granted planning permission in February 2017 for the change of use of the existing ground floor office (Use Class A2) to drinking establishment (Use Class A4) together with two new air conditioning units on the roof of the building (ref: 114733/FO/2016). The bar has now closed, but significantly, when assessing the

proposals, the council considered that a public house would be acceptable as a town centre use. In terms of opening hours, the approval sets out that the premises shall not be open outside of the following hours:- 07.00 to 01.00 Monday to Wednesday 07.00 to 02.00 on Thursdays 07.00 to 03.00 on Fridays 08.00 to 03.00 on Saturdays 09.00 to 22.00 on Sundays

Section 3 Application Proposals

a) Background to BrewDog

- 3.1 Brewdog was originally set up in 2007 as a specialist brewer of premium craft beers. The company has grown rapidly since its inception, and was named as the UK's fastest growing food and drinks brand by The Times in 2014. BrewDog produces a wide range of varying beer styles, brewing and selling thousands of hectolitres of beer each year. These beers are stocked and sold from various, retail shops, bar and restaurant both across the UK and in over 50 countries across the world. The beers are high quality, premium craft beers that are targeted at consumers who appreciate the varied flavour profiles and artisanal methods which go into producing craft beers, rather than mass produced beers and lagers where the focus is more on price than quality.
- 3.2 The company also now operate well over 50 specialist "BrewDog" bars across the UK, with more than 20 more worldwide. These bars have developed a strong reputation as well-run and managed establishments and are operated with a strong emphasis on "beer education", specialising in the sampling and tasting of the extensive range of beers available from both BrewDog and other craft brewers. As a result, the bars have a very strong product focus, and their appeal and target market therefore differs greatly from more traditional and/or mainstream bars. This product focus is reflected in the premium nature of the beers on offer, with some high-end guest beers costing up to £50 per bottle, and an average price in the region of £5 for a single bottle of beer.
- 3.3 Stronger beers are served in smaller measures including 1/3 and 2/3 pints, and reflecting the emphasis on beer education, all staff are highly trained and offer the opportunity to discuss the products on offer. The ethos of the BrewDog bars is on tasting and sampling beers in a relaxed environment, rather than mass consumption. The bars are open throughout the afternoon and evening from midday, and food is available throughout opening. There are no dancefloors, DJ or live performances, with background music only.

a) Proposed Change of Use

- 3.4 The applicant has identified the premises at 18-20 Fountain Street as an ideal location for a proposed new bar. This application seeks planning permission to amalgamate and change the use of the two ground floor units, in order to form one large Class A4 bar for occupation as a "Brewdog".

- 3.5 The internal wall between the two ground floor units is to be removed in order to form an open plan unit that spans the length of the Fountain Street frontage. The toilets and back of house areas will be positioned to the rear of the current Betfred unit, tucked away from the main frontage. The bar itself will be positioned in the centre of the premises, with seating to the front and either side. The reconfigured floorplan will ensure a clear and functional layout that meet the needs of Brewdog, without adversely affecting the fabric of the building.
- 3.6 In addition to a drinks service, the bar will provide a full food offering. It is intended that the kitchen will utilise the existing extract system installed by the previous occupier under application 113614/FO/2016 and, as such, no external plant is proposed as part of this application.
- 3.7 Trading hours sought are from 9am until 1am on Sundays – Wednesdays, with closing at 2am on Thursdays – Saturdays. This is consistent with the opening hours of the bars in the surrounding area, and is a reduction in the hours recently approved at the Roc and Rye.

c) Shopfront and signage

- 3.8 In addition to the proposed change of use, a number of minor external alterations are proposed in order to meet Brewdog's operational and branding requirements, including relocating the entrance door and new signage.
- 3.9 The external alterations will provide an enhanced appearance, updating the existing elevations with a traditional design, unique to this restaurant, and fitting to this location, whilst also reflecting Brewdog's identity and passion for design. The exact proposals are as follows:
- The existing entrance door on Fountain Street, and the existing entrance door on the corner of Marble Street and Fountain Street are to be removed and replaced with full height glazing to match the rest of the shopfront;
 - A new glazed entrance door is proposed within the centre of the Fountain Street elevation;
- 3.10 The existing fascia signage and projecting signs across the two units are to be replaced with the following:
- 1 no. internally illuminated 'Brewdog' fascia sign formed of individual letters formed in fret-cut aluminium letters in Corten style finish (600mm x 1900mm);

- 1 no. small projecting sign, comprising internally illuminated shield, suspended from traditional steel bracket (610mm x 710mm);
- 1 no. hanging shield sign to be installed internally behind glazing (1485mm x 17550mm);
- 1 no menu board to be installed internally behind glazing (1000mm x 1100mm);

3.11 The menu board and hanging shield sign are to be positioned internally and, as such, do not require signage advertisement consent, however they have been included for completeness.

Section 4 Planning Policy

- 4.1 This section of the report sets out the key planning issues relating to the application proposal considering relevant national, regional and local policies and guidance.
- 4.2 The Manchester Local Plan comprises of the Core Strategy (2012), Proposals Map (2012), Extant Unitary Development Plan (UDP) (1995 saved 2012), Greater Manchester Joint Waste DPD (2012) and Greater Manchester Joint Minerals DPD (2013). The National Planning Policy Framework (NPPF) (2012) and other SPGs are also of relevance to the application.

a) Manchester Local Plan

- 4.3 The Proposals Map indicates that the site is located within the Upper King Street Conservation Area, as well as the Manchester Regional Town Centre, and the City Centre Primary Shopping Area.
- i. Core Strategy (adopted 2012)
- 4.4 The Core Strategy was adopted in July 2012, and forms the key Development Plan Document against which proposals for development will be judged. The policies of relevance are listed below.
- 4.5 **Policy SP1** confirms that the regional centre is the focus for economic and commercial development, retail, leisure and cultural activity.
- 4.6 **Policy EC1** seeks to support the City's economic growth. Similarly, **Policy EC3** confirms that commercial development will be encouraged in the regional centre.
- 4.7 **Policy C1** covers matters relating to the development of town centre uses being prioritised, taking account of the different roles of the City Centre, District Centres and Local Centres. The policy seeks to prioritise retail within the Primary Shopping Area. In addition, the centre will also be the focus for commerce, culture, leisure and tourism.
- 4.8 **Policy CC9** relates to design and heritage. Development should preserve or enhance the heritage assets and ensure complementarity of function and form.

- 4.9 **Policy C10** states that 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. The policy states that this is subject to the proposed development's cumulative impact, residential amenity and balance of both the day-time and night-time economies whilst not undermining the role of the primary shopping area. The Council recognises in the policy that a vibrant evening economy is important to the well-being of its residents and as a source of economic activity.
- 4.10 **Policy EN1** sets out that all development in Manchester should have regard to the strategic character area in which the development is located. This policy requires development within the city centre to consider the City's heritage and enhance the existing street scene.
- 4.11 **Policy EN3** includes the policies for heritage assets. Development should preserve or enhance the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance. Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.
- 4.12 **Policy DM1** sets out the requirements for developments in terms of BREEAM and outlines a range of general issues all development should have regard to.
- ii. Extant UDP (adopted 1995, saved 2012)
- 4.13 The UDP was superseded by the Core Strategy. However, a number of UDP policies have been 'saved'. The extant policies of relevance are listed below:
- 4.14 **Policy DC14.1** states that in determining applications relating to shopfronts the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.
- 4.15 **Policy DC14.2** states that shop fronts should allow full access for people whose mobility is impaired.
- 4.16 **Policy DC10.1** sets out that food and drink uses should not have an impact on the surrounding amenities, as well as ensure access for all.
- 4.17 **Policy DC18.1** relates to conservation areas. Development should pay regard to the existing character of the conservation area and seek preserve or enhance the setting.

- 4.18 **Policy DC26.1** requires noise generating development to be sited in appropriate locations and limit the impact on noise to the surrounding area.

Planning Policy Summary

- 4.19 The application site lies within the City Centre, where the provision of people-generating uses that support and enhance the town centre is supported by planning policies.
- 4.20 Manchester's planning policies also support the reuse of empty units, and proposals that enhance the character of the conservation area.

Section 5 Planning and Heritage Assessment

a) Heritage Assessment

- 5.1 The application site is not listed; however, it is located within the Upper King Street Conservation Area, on the periphery of the north-eastern boundary. As such, the Upper King Street Conservation Area Appraisal forms the relevant heritage guidance for consideration within this application.
- 5.2 The historic buildings within the north east of the Conservation Area are noted for their grandeur and variety, with the predominant theme consisting of traditional materials, with the ground floor forming a base, upper floors a middle and a top floor often within mansard roofs forming a top layer. In contrast 18-20 Fountain Street is a more modern building, and although adding to the variety of the area, and being a product of its age, it is considered not to be an equal to the more historic buildings. The building features a bland and uninspiring frontage on all three elevations, with a modern glazed shopfront at ground floor level, that is not considered to be of interest.
- 5.3 The external works are very minor, but will subtly improve the appearance of the commercial frontage to the benefit of the Conservation Area. Furthermore, the proposals will bring the commercial space back into a productive viable long-term use that will enhance the vitality and viability of the Conservation Area to its benefit.

b) Planning Assessment

- 5.6 The main planning issues to be considered in respect of this application are:
- The principle of the proposed change of use and other works;
 - Impact on amenity of neighbouring properties;
 - Design implications;

i) Principle of the proposed change of use

- 5.7 The application site is situated in an accessible and prominent location in the centre of the Upper King Street Conservation Area, and in the heart of Manchester town centre. The surrounding area is defined

by its commercial character that focusses on retail, leisure, entertainment, recreation and cultural services.

- 5.8 The Council's policies seek to provide a mix of commercial uses in town centres which will contribute to and enhance the offer of the centre throughout both the daytime and evening economies. There are no policies which seek to preclude public house uses, nor are there any policies that specifically protect against the loss of Class A3 restaurants or Sui Generis public houses. There are also no policies that resist the amalgamation of commercial units.
- 5.9 The planning history for the surrounding area demonstrates that a range of leisure uses are acceptable within the city centre, and the council have actually approved similar developments for new bars in the area. In 2017, Roc and Rye, located in close proximity at 60 Spring Gardens, was granted planning permission for the change of use of existing A2 space to form a drinking establishment (Class A4), establishing the principle of a bar use within the City Centre. Unit A itself was indeed recently granted consent for the change of use to a mixed A3/A4 use, so part of the site already has consent for a bar use.
- 5.10 Unit A is currently vacant and Unit B is used as a betting shop, so the site is currently providing a very limited contribution to the town centre's offer or economy. As such, the amalgamation of the two units to form one large public house is unlikely to have any detrimental impact on the vitality or viability of the town centre, particularly as a hot food service is being retained at the site as part of the pubs offer. Rather, the proposed occupation of the premises by Brewdog would help to extend and enhance the town centre's daytime and evening economy, improving the facilities available to the local community and to visitors. It would complement the wider area and town centre and help to support the other existing commercial uses. Furthermore, it would bring an established and reputable international business to the town centre, enhancing Manchester's prestige as an important, principal shopping and visitor destination. It would therefore represent a significant investment in the town, and would ensure that the application building is quickly brought back into an employment-generating, active use.
- 5.11 Given that the surrounding area is characterised by a mixture of leisure and retail uses, it is not anticipated that the addition of a new bar will result in a proliferation of similar uses. The lawful use of unit A is part A3/A4 restaurant/bar, with unit B used for a betting shop. As such, the principle of an active, people generating use at the site has already been established. On balance therefore, the principle of the proposed change of use is considered to be acceptable.

ii) Impact of the proposed development on the neighbouring properties

- 5.12 The site is located in the town centre, in an area characterised by commercial uses and associated levels of activity and movement. There are no sensitive residential uses within close proximity of the site. Reflective of the town centre location, there are several bars and restaurants in the surrounding area, including The Alchemist, Browns, and the Shakespeare pub. Furthermore, the existing lawful use of unit A is a restaurant, with permitted hours until 12 at night, so the principle of an active, people-generating use at this site has been established. The proposed introduction of a bar use in this location is not therefore considered inappropriate in this location. Indeed, planning policies aim to locate people-generating uses of this nature within town centres. As such, the proposals are considered acceptable in amenity terms.
- 5.13 Given that there are no sensitive residential units within close proximity of the site, and that the surrounding area is characterised by commercial uses, it is not anticipated that the proposed change of use will have any greater impact on the surrounding amenities.
- 5.14 It is intended that the kitchen will utilise the existing extract system installed by the previous occupiers, under application 113614/FO/2016, which operated for several years with no known complaints or objections. The impact on amenity in terms of noise and odour will therefore be minimal, and no greater than what has previously existed.

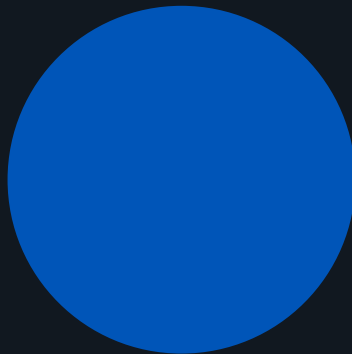
i) Design implications

- 5.15 The shopfront and signage proposals within the submitted applications are modest in scale, but essential to ensure Brewdog's tenancy within the application site. The external enhancements will also improve the overall appearance of the property and surrounding Conservation Area in line with Brewdog's bespoke requirements.
- 5.16 The glazed shopfront will remain largely the same, however the entrance doors are to be relocated to the centre of the principle Fountain Street elevation. This will provide the unit with a symmetrical appearance that follows the rhythm of the upper floors, and allow it to read as one unit as opposed to two.

- 5.17 The design of the unit incorporates Brewdog specific signage to advertise the presence of the restaurant, and is comprised of one fascia sign and one projecting sign, as well as an internal menu board and hanging shield sign that do not require planning permission.
- 5.18 Both the fascia sign and projecting sign have been designed in accordance with Manchester's signage guidance, and will complement the signage installed on the surrounding shopfronts. The fascia will be positioned centrally, and will feature individual 'Brewdog' letters formed of aluminium with a Corten style finish and internal illumination. The projecting sign will feature an internally illuminated shield, and will be positioned on the corner of the building. The high-quality materials will complement the overall composition of the frontage, and provide a vibrant shopfront that enhances the wider conservation area.
- 5.19 The signs are of a simple design that has been designed in accordance with the surrounding conservation area and listed buildings. The signage will feature very subtle illumination, ensuring there is no detrimental impact on surrounding amenities or highway safety. The signage will replace the existing large formatted signage that has existed in this location for many years with more modest, and sympathetic signage, providing the unit with a more cohesive and singular appearance. The proposals are therefore considered to meet the requirements of policies DC14.1 and DC14.2.

Section 6 Conclusion

- 6.1 This statement has been prepared in support of planning, listed building and advertisement consent applications at 18-20 Fountain Street, Manchester, M2 2AR. The proposals will allow our client to take occupation of two existing ground floor units, and begin trading them as a single “Brewdog” bar.
- 6.2 The statement has demonstrated the following:
- There are no policies protecting restaurant uses in this location, and other town centre uses such as public houses are supported. The principle of the proposed amalgamation and change of use of the premises to a bar is therefore acceptable and aligns with all relevant policy guidance;
 - The proposals will enable a popular, well established, reputable and nationwide and international bar operator to establish themselves in Manchester, bringing a vibrant, active and employment-generating use to the town centre;
 - The proposals will have no detrimental impact on the amenity of neighbours;
 - Brewdog’s occupation of the premises will bring the building promptly back into an active, economic use that will enhance the vitality and vibrancy of Manchester City Centre, improving and adding activity to Upper King Street Conservation Area, and boosting the area’s daytime and evening economy in accordance with Council objectives;
- 6.3 In the light of the above, the proposed development is considered to comply with both national and local planning policy objectives and legislation, and therefore should be a welcome addition to Manchester City Centre.



Firstplan Ltd
Bramah House
65-71 Bermondsey Street
London SE1 3XF

T: 020 3096 7000
www.firstplan.co.uk

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