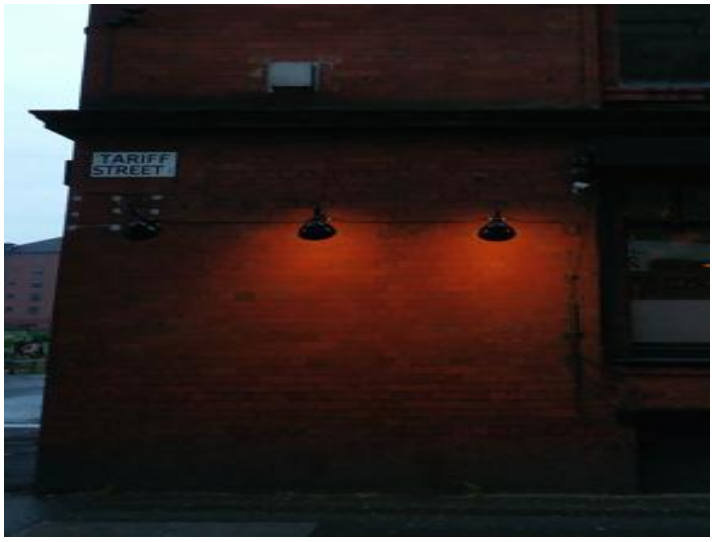
Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Dear Angela,

Full Planning Application for a temporary installation of Art Work on Whisky Jar in the Northern Quarter (Ancoats).

**Address:-** Whiskey Jar – 14 Tariff St, Manchester M1 2F




The application has been submitted online via the Planning Portal and comprises the following:

- Completed Application Form and Certificates;
- Proposed image of artwork
- This Covering Letter and Heritage Assessment; and

The requisite application fee (£195) has been paid via the Planning Portal.

**Site Context**

Whisky Jar is located in the Northern Quarter of the City Centre, which lies to the east and west of Oldham Street between Piccadilly and Swan Street/Great Ancoats Street, was in decline for a number of years.

Manchester City Council UDP states that with new investment, much of which has been grant assisted, it is now becoming once again a vibrant, creative community in its own right. The area contains cafe bars, music venues, stylish apartments and alternative shopping.

The land to the north also includes a wider mixture of retail, leisure and educational uses.

**Statutory Designations**

It is situated in Flood Zone 1 according to the Environment Agency Flood Map and, as such, is classified as being 'low risk' in terms of flooding from fluvial sources.

The application site is close to a designated Conservation Areas.

The building is a Grade 2 listed building.

**Recent/Relevant Planning History**

There are no historical planning applications on the wall that can be identified.

**Application Proposal**

Full planning permission is sought for the application of a board to the wall of the Whisky Jar with then the application of a piece of art on top of the board. A piece of Perspex will be placed over the board on completion.

This board will be 5 metres by 3 metres in size and will be secured within the motar of the wall at the existing points.

The Board will be removed after the period of time listed below and the motar will be prepared to ensure that the wall returns to its previous condition..

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, this application is considered against the provisions of the Development Plan for the area.

This includes the saved policies of the Manchester Unitary Development Plan (UDP) (1995), the Manchester Core Strategy (2012) and other material considerations including the National Planning Policy Framework ('the Framework') (2012).

**Manchester UDP (1995)**

The Manchester UDP was prepared under the provisions of the 1990 Planning Act and was adopted in July 1995, with a number of the UDP policies "saved" in 2007.

The policies in the following sections of this letter have been reviewed to assess their level of consistency with the Framework (and thereby the level of weight to be attributed to these policies) and although it has been determined that these policies are time expired, they are consistent with the Framework and of relevance to the application.

The site is located within the Ancoats Area on the Proposals Map of the UDP (Area 20)

The UDP guides applications of this nature under the following catergories:-

**L1.7** Development which will strengthen Manchester's role as an international and regional centre for the arts and culture will be permitted.

**Objective**: To improve and add to the City's stock of leisure, recreation and cultural facilities, both to enhance the quality of life and support the City's international reputation.

**Reason**: Manchester is the cultural capital of the North. It is a centre of artistic excellence. The further encouragement and fostering of the arts will sustain the City's rote as the Regional Capital, promote tourism, provide further employment opportunities, encourage economic investment and add to the quality of life of Manchester residents.

**L1.8** The Council wishes to see further public art provided in the City as part of environmental improvements and new developments including sculpture, murals and the provision of suitable areas for outdoor performances and displays.

**Objective**: To improve and add to the City's stock of leisure, recreation and cultural facilities, both to enhance the quality of life and support the City's international reputation.

**Reason**: The provision of further public art will make Manchester more attractive and lively and will encourage people.

**National Planning Policy Framework (2012)**

The Framework was published by the Department for Communities and Local Government in March 2012. It sets out the Government's policies and details how these are expected to be positively and proactively applied to deliver sustainable development. The Framework implements the plan-led system and is therefore a material consideration when determining planning applications.

The Framework makes clear that the Government is committed to Conserving and enhancing the historic environment

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
- the desirability of new development making a positive contribution to local character and distinctiveness; and
- opportunities to draw on the contribution made by the historic environment to the character of a place .

Local authorities should thereby positively and proactively encourage sustainable economic growth and support existing business sectors.

Applicants are also required to describe the significance of any heritage assets affected by a development (including details of the relevant historic environment record), and any contribution made by their setting, with the level of detail to be proportionate to the assets' importance.

The Framework specifies that 'substantial harm to or loss of designated heritage assets of the highest significance' , including grade II* listed buildings, should be 'wholly exceptional .' To this end English Heritage have been engaged with to ensure the plans follow through appropriately.

**Planning Analysis**

**Principle of Development**

The proposed development is consistent with the key objectives of national and local planning policy for enabling economic development.

The application site is within the City Centre as defined by the Core Strategy (2012) and the Manchester UDP (1995).

Both the Core Strategy and the UDP support the development of activiites that support the development of tourism and create cultural collateral.

The proposed application will enable an underutilized space to become of high prominence in the local, national and global community, which, in terms of national and local planning policy, should clearly be supported by the Council.

**A detailed summary of the other key planning considerations is set out below:**

**Location and Design**

The works have been carefully developed to respect the historic environment in the surrounding area.

The work will be bespoke and completed on a person from Manchester and is in development.



**Heritage Impact**

Please see Heritage impact report.

**Access**

The site and development will not have any impact on the transport network.

**Amenity**

The proposed development will also have no adverse impact on the amenity of local businesses and residents within the local area in terms of noise, air quality, litter or traffic generation, in accordance with the relevant policies in the UDP (notably Policy RC20) and the Core Strategy (Policy DM1).

**Conclusion**

National planning policy priorities the creation and development of locations to support increased tourism and Culture this is reflected in Manchester City Council UDP

"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 application relates to a temporary installation of a board on Whisky Jar.

As previously noted, it can be summarized that:

- The applicant has given careful consideration to the location and design of the Art Work to ensure that it is appropriate and is consistent with area.
- The development accords with relevant policies of the Core Strategy and Unitary Development Plan notably in relation to the established policies of the City Centre which support the provision of potential regeneration activities and a place with attractive and successful public areas (2.38)
- A comprehensive site selection of alternative locations has been conducted across the northern Quarter this has demonstrated that the Whisky Jar offers an unique opportunity to display a social theme on a building of historical relevance;
- The application is for the installation of Artwork on the side Whisky jar and therefore the potential impacts are short term and do not outweigh the benefits of the scheme. Furthermore, the temporary nature of the proposal allows for removal at the end of the installations life cycle.

It is also considered that this impact does not outweigh the unique circumstances of the application and the economic benefits, which will be derived from the development.

Overall, it is concluded that the application accords with the provisions of the adopted development plan and the grant of planning permission for a temporary one year period is, therefore, justified and appropriate.

I trust you have all the information necessary to register the application, however if any issues arise please do not hesitate to contact me.

Your Sincerely

James Spencer