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8-10 and 12 John Dalton Street, Manchester: Proposed Bill's Restaurant

Planning Statement

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1 Introduction

1.1 This Planning Statement is prepared in support of a Full Planning Application by Bill's Restaurants Limited to Manchester City Council for the change of use of Ground Floor Units 8-10 and 12 John Dalton Street from A2 (Financial and Professional Services) and A1 (Shops) to A3 (Restaurant and Cafes) use and associated works including; the formation of an outdoor seating area, the installation of new windows, doors and other external alterations including awnings to the front and rear; and ventilation and extraction plant. Advertisement consent for the associated restaurant signage is also sought.

1.2 The proposed restaurant will be located within the ground floor units of 8-10 and 12 John Dalton Street which constitutes part of John Dalton House, an eight storey purpose built commercial building. John Dalton House is bound by John Dalton Street to the north, Mulberry Street to the south, Ridgefield to the east, and Deansgate to the west.

1.3 The proposal involves the amalgamation of the two ground floor units, forming a single, larger and more commercially attractive, restaurant space.

1.4 The description of the Proposed Development is as follows:

"Change of use of Ground Floor Units 8-10 and 12 John Dalton Street from A2 (Financial and Professional Services) and A1 (Shops) to A3 (Restaurant and Cafes) and associated works including; the formation of an outdoor seating area, the installation a new windows and doors and other external alterations including awnings to the front and rear and ventilation and extraction plant".

1.5 This Statement identifies the rationale and context for the proposed change of use and the suitability of a restaurant and café use in this location. It includes an assessment of how the proposed additional restaurant and café use accords with the relevant planning policies at national and local levels and also addresses any development control issues specific to the restaurant and café use.

Structure of Statement

1.6 The remainder of the Statement is structured as follows:

- Section 2 – The Application Site;
- Section 3 – The Application Proposals;
- Section 4 – Accordance with Planning Policy;
- Section 5 – Site Specific Planning Issues;
- Section 6 – Conclusions.

The Applicant

1.7 Bill's Restaurants Ltd is a nationally successful restaurant group, who provide a distinctive and quality restaurant experience, serving food throughout the day. They are currently looking to expand their existing portfolio of 28 restaurants. The proposed restaurant in Manchester would represent Bill's first venture in the north of the country. More detail in provided in Section 3 of this Statement.

Consultation

1.8 The proposals have been the subject of pre-application consultation with the Local Planning Authority (LPA) in terms of the scope of the documentation required to support the application.

The Application Submission

1.9 The planning application is supported by the following documentation which has been compiled carefully in line with Manchester City Council's validation requirements and agreed with the Local Planning Authority:

- Application Form, Ownership Certificate and Agricultural Holdings Certificate;
- Drawings – red line location plan, existing and proposed layout plans;
- Planning Statement prepared by Deloitte;
- Design and Access Statement prepared by Deloitte;
- Crime Impact Assessment prepared by Greater Manchester Police;
- Acoustic Survey prepared by ACA Acoustics.

2 The Application Site

Site Description

2.1 The proposed restaurant will be located within the ground floor units of 8-10 and 12 John Dalton Street, which constitutes part of John Dalton House, an eight storey purpose built commercial building. John Dalton House is bound by John Dalton Street to the north, Mulberry Street to the south, Ridgefield to the east, and Deansgate to the west.

2.2 The adjacent ground floor units which are the subject of this proposal both front onto John Dalton Street. 12 John Dalton Street is situated on the corner of John Dalton Street and Ridgefield. The proposal involves the amalgamation of the two identified adjacent ground floor units, forming a single, larger and more commercially attractive, restaurant space.

2.3 A mix of uses are found at ground floor level within John Dalton House including a newsagents, a hot food takeaway and a Byron Burger restaurant, with commercial office space on the upper floors. To the rear of the building is a servicing yard, accessed via Mulberry Street. Within the surrounding area, a mix of commercial uses are found including; retail, restaurants and cafes, office space and drinking establishments.

2.4 John Dalton Street benefits from a genuine mix of Class A1, A2 and A3 uses, with not one use being dominant. There are also a number of vacant units along John Dalton Street, including 8-10 John Dalton Street. This vacant unit accounts for a quarter of the floorspace subject to the change of use application. The remaining floorspace within the application site, at 12 John Dalton Street, is currently in Class A1 use. Given the sporadic retail provision on John Dalton Street, unlike the principle retail locations of the City Centre such as Market Street, the Arndale Centre and New Cathedral Street, the loss of this unit from retail use will not impact negatively upon the nature of the area.

2.5 The site is located within the Albert Square Conservation Area, as extended in 1985.

Existing Use

2.6 8-10 John Dalton Street is currently vacant and has been without an occupant for a number of years. The unit was last used as an estate agents falling within the A2 use class. The previous tenant, 'Aifos' ceased trading at the premises in December 2007, with the company going into receivership. The Official Receiver subsequently disclaimed the lease in January 2009.

2.7 12 John Dalton Street is currently in A1 retail use, occupied by Adolfo Dominguez. The existing occupants are keen to exit the unit on account of the location not being well suited for retail use, both in terms of size and location. The proposal seeks to combine the two adjacent ground floor units, creating a larger and ultimately more commercially viable space.

Recent Planning History

2.8 The application site does not have any recent relevant planning history to the current application proposals.

3 The Application Proposals

3.1 The application proposal is for the change of use of the ground floor Units 8-10 and 12 John Dalton Street to A3 restaurant use, plus associated external works.

3.2 The description of development is as follows:

"Change of use of Ground Floor Units 8-10 and 12 John Dalton Street from A2 (Financial and Professional Services) and A1 (Shops) to A3 (Restaurant and Cafes) and associated works including; the formation of an outdoor seating area, the installation a new windows and doors and other external alterations including awnings to the front and rear and ventilation and extraction plant".

3.3 The proposal involves the amalgamation of the two identified adjacent ground floor units, forming a single, larger and more commercially attractive, commercial space.

3.4 The application proposals would result in a high quality interior, involving a re-fit of the entire premises. This would include a bar area located centrally within the premises, a range of seating arrangements and new toilet facilities. Necessary back of house areas are to be located towards the rear of the unit, with easy access to the service/delivery area which is accessed from Mulberry Street.

3.5 Outside seating areas at the front and rear of the property would be created. The seating area to the rear of the building offers an opportunity to improve the quality of the local environment on Mulberry Street and Ridgefield by creating an active use within a currently under-utilised space.

3.6 The seating area to the front of the proposed restaurant would complement that already in place outside Byron Burger's restaurant on the corner of John Dalton Street and Deansgate. All external seating and associated equipment (barriers etc.) would be removed at the close of business each day.

3.7 Advertisement Consent for the associated signage is submitted alongside the planning application.

Bill's Restaurants

3.8 Bill's Restaurants are a nationally successful restaurant group, who provide a distinctive and quality restaurant experience, serving food throughout the day.

3.9 Starting as small greengrocers, Bill's has grown into a unique chain of restaurants offering high quality food within a relaxed environment. Bill's currently have 28 restaurants located across the country, largely focused in the South East. The business is currently looking to expand their existing portfolio of restaurants.

3.10 The proposed restaurant in Manchester would represent Bill's first venture in the North of the country and provides the city with an exciting new restaurant opportunity.

3.11 Bill's cater to a full-day clientele and offers an informal dining experience through from breakfast to lunch, afternoon tea and dinner, with no booking required. The model employed by Bill's for its restaurants also includes a retail element, with products displayed for sale throughout the floor space. The ancillary retail element would sell largely Bill's own brand perishable items as well as some homeware goods.

3.12 The proposed restaurant use, incorporating an element of retail provision, would favourably complement the mix of uses found in the surrounding area, while simultaneously providing renewed life to the building and the street scene on John Dalton Street and Ridgefield. Photographs showing the retail element of Bill's Restaurants are including in Appendix 1.

3.13 Bill's have an excellent track record in bringing tired and run-down units back to purposeful use, through re-fitting them to create unique spaces through the use of high quality materials and finishes, and the retention of a building's original features where possible. Bill's recent refurbishment of a former Methodist Church in Oxford won them an Oxford Preservation Trust Award. Some images of the interior and exterior of some existing Bill's restaurants are included within the Design and Access Statement.

4 Planning Policy Compliance

4.1 This section considers the proposed restaurant use in relation to the relevant local and national planning policies as contained in the following documents:

National Policy

National Planning Policy Framework (NPPF) (March 2012)

4.2 The NPPF sets out a presumption in favour of sustainable development, which confirms that development proposals that accord with the development plan should be approved without delay.

4.3 As described below, the proposed additional restaurant use is in full accordance with the adopted Manchester Core Strategy, which supports mixed-use development within the City including active ground floor uses, to provide a vibrant city centre destination both during and beyond normal working hours.

Core Planning Principles

4.4 The NPPF's core planning principles encourage sustainable economic development and the effective re-use of previously developed land, as well as promoting mixed use developments which can have multiple benefits.

4.5 The proposed restaurant use will be complementary to the surrounding uses and would support the on-going success of John Dalton Street, Deansgate and Ridgefield as a mixed retail and restaurant destination, contributing towards its vibrancy and vitality and ensuring that it continues to be an economically sustainable destination.

Building a strong competitive economy

4.6 The NPPF identifies the Government's commitment to securing economic growth in order to create jobs and prosperity and identifies that significant weight should be placed on the need to support economic growth.

4.7 The economic impact of the proposed change of use will be positive and beneficial, in terms of the range of employment and supply chain opportunities that will be created through bringing back into use a long-term vacant part of John Dalton House and ensuring the re-use of the existing retail unit which is no longer considered viable from a retailer perspective.

4.8 The jobs that will be created both directly and indirectly will create benefits to the city economy and the creation of an efficient, competitive and innovative business sector which the proposals will help to support.

Ensuring the vitality of town centres

4.9 The NPPF advocates a 'town centre first' approach where a key objective is to promote the vitality and viability of the centre. The City Centre location of the proposals supports this 'town centre first' approach by providing for a new restaurant use, which would support other town centre uses.

Promoting sustainable transport

4.10 The NPPF identifies that development should be located and designed where practical to:

- Accommodate the efficient delivery of goods and supplies.
- Give priority to pedestrian and cycle movements and have access to high quality public transport facilities.

4.11 The NPPF suggests that a balance of uses should be provided in an area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other uses.

4.12 The City Centre is a highly sustainable location for restaurant uses, given the variety of public transport modes which serves it. This discourages private car use, therefore lowering carbon emissions. A restaurant use would also serve other city centre uses such as office and retail, discouraging multiple trip generation serving a large walk-in customer population.

Conserving and enhancing the historic environment

4.13 The proposed change of use will not impact upon the Albert Square Conservation Area, which John Dalton House falls within. The proposal does not involve any alterations to a Listed Building and will not impact upon the setting of any Listed Buildings which are found in the area.

4.14 The closest Listed Building to the site is the Queens Chambers building, located on the northern side of John Dalton Street. The proposal will not impact on the setting of this Listed Building, with the highway of John Dalton Street providing a clear visual division between the two.

4.15 John Dalton House itself is not considered to contribute to the character or appearance of the Conservation Area. It is a seven-storey office building above ground of fairly typical 1970's design with grey brickwork to the end stair cores and linear bonds of slate interspersed with framed glazing at each level.

4.16 The introduction of painted timber cladding to the frontage in question is not felt to be of detriment to a building which already offers little to the area's character. In fact, it is felt it will enhance what is currently a non-descript façade, creating visual interest and a unit of distinction.

4.17 There is an existing distinction between the ground floor frontages of number 8-12 John Dalton Street and the remainder of the frontage occupied by Centre News, Bryon Burgers and a hot food takeaway. The creation of a single unit at 8-12 John Dalton Street will extend the unit glazing to full height, with signage applied by individual lettering to the slate façade directly above. Numbers 2-6 John Dalton Street instead incorporate signage zones across the full width of the unit, creating a reduced glazing height and leaving the slate above clean of any lettering. It is therefore considered that the application proposals will create an appropriate distinction in the frontage between 8-12 John Dalton Street and the remainder of John Dalton Street through the implementation of a timber cladding system.

Local Policy

Manchester's Core Strategy (2012)

4.18 The Manchester Core Strategy sets out the long-term spatial vision for the City. It will set out the strategic spatial policies for the City and identify the overall level of development (including housing, employment, retail and leisure) envisaged in the City during that period.

4.19 Relevant policies within the Core Strategy which support the proposals are:

- **Employment and Economic Growth – Policy EC1**: identifies that employment and economic growth will primarily be focused in the Regional Centre, including the City Centre. The Council will support other significant contributors to economic growth and productivity in the City Centre, including retailing, cultural and tourism facilities. The potential restaurant use would provide up to 32 full time and 5 part time employment opportunities, in a range of roles.

- **Primary Economic Focus – Policy CC1**: the City Centre is a Strategic Economic Location and focus of employment growth in the City and City-Region. Provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities will be encouraged in the City Centre to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre.

- **Visitors – Tourism, Culture and Leisure – Policy CC4**: the City Centre will be the focus for culture and leisure in the City Region.

- **Mixed Use Development – Policy CC7**: the City Centre presents the most viable opportunities for mixed-use development, and in general these will be promoted as a means of using land as efficiently as possible. Active ground floor uses (shops, food and drink and leisure) will be appropriate in locations which have an established public function.

Planning Policy Compliance

4.20 Policy CC7 of the Core Strategy promotes active ground floor uses including shops, food and drink and leisure uses, in locations which have an established public function, or as part of a development which will create such an environment. John Dalton Street is an established mixed used area, and benefits from a mix of restaurants and bars, shops and professional services predominantly at ground floor level with largely office space on the upper floors.

4.21 The proposed new restaurant use in this location will complement the mix of commercial uses on John Dalton Street and within the surrounding area. Furthermore, Bill's will contribute positively to the ongoing success of this area particularly along Ridgefield and connecting into Brazennose Square which is currently suffering from being seen as a rear service yard area only, and will continue the active frontage created by the adjacent Byron restaurant.

4.22 Whilst the application site lies centrally within the City Centre, it does not lie within an area considered to be an established retail location. A genuine mix of uses co-exist along the length of John Dalton Street. A high quality end-user such as Bill's will add significantly to the viability of John Dalton Street, and will be a genuine day to night operation attracting a range of customers, including families.

4.23 Notwithstanding this, the following section of this Statement sets out the marketing activity of both 8-10 and 12 John Dalton Street, and provides the necessary marketing evidence for the proposed change of use to a restaurant and café use and departure from the Class A1 retail use and Class A2 use.

Summary

4.24 The proposals accord with all levels of adopted planning policy, and the strategic aims and aspirations of Manchester City Council.

5 Summary of Marketing Activity

5.1 This section sets out the marketing activity which has taken place for the two units, 8-10 John Dalton Street and 12 John Dalton Street, which together form the proposed restaurant unit.

8-10 John Dalton Street

5.2 8-10 John Dalton Street is currently vacant and was previously occupied by Aifos who used the premises as an estate agency selling Spanish properties. The unit is in a Class A2 use. Aifos ceased trading in December 2007, following which the lease was then subsequently disclaimed by the Official Receiver on 9 January 2009.

5.3 This premise has been extensively marketed for over 4 years, through the typical agency channels for a property of this nature including the erection of marketing posters in the windows, the displaying of marketing particulars on the commercial agent's company website along with listing on key agency sites including Shopproperty, Focus and Pipnet, to ensure that the property benefitted from maximum exposure to the market.

5.4 The marketing particulars for this property are provided as commercially sensitive information for the advice of the Local Planning Authority only.

12 John Dalton Street

5.5 12 John Dalton Street is currently in A1 retail use, occupied by Adolfo Dominguez. The existing occupants are keen to exit the unit on account of the location on John Dalton Street not being as well suited for retail uses, both in terms of size and location, as other parts of Manchester City Centre.

5.6 This unit has also been the subject of a marketing campaign of a similar nature to that undertaken in respect of 8-10 John Dalton Street since 2009.

5.7 The marketing particulars for this property are provided as commercially sensitive information for the advice of the Local Planning Authority only.

Marketing Outcomes

5.8 The commercial agents for these properties have confirmed that interest in both units throughout the marketing period has been limited. They advise that the footfall on John Dalton Street, which lies outside of the Primary Shopping Area of the City Centre, is generally more limited than within other parts of the City Centre and therefore these units are less attractive to potential Class A1 / A2 occupiers. It was noted that interest from such occupiers is typically centred around higher footfall locations around the prime retail core of the City Centre.

5.9 Many of the occupiers approached throughout the marketing campaign are seeking floorspace within the Arndale Centre, Market Street, St Ann's Square and on Deansgate. Furthermore, given the more limited size of the units, particularly 8-10 John Dalton Street, the units are considered too small to meet modern day occupiers requirements.

5.10 It is therefore considered unlikely that a suitable Class A1 or A2 end user will be found within the foreseeable future, and 8-10 John Dalton Street would remain vacant making no contribution to the street scene or area, and 12 John Dalton Street would become vacant in the near future without intervention through a change to Class A3 use.

6 Site Specific Planning Issues

6.1 This section of the Statement identifies issues that are specific to the site and the change of use proposed.

Transport

6.2 The proposed restaurant use will not involve any impacts on the local highway network. The site is highly accessible by sustainable transport modes including on foot, by bicycle and by public transport including to a large population of workers, residents and general City Centre visitors. There are also many off street parking opportunities within a short walk of the site.

6.3 Deliveries for the restaurant and cafe use will be as described in the section below.

Waste Management and Servicing

6.4 The proposed restaurant is to be serviced via the service/delivery area which is accessed from Mulberry Street at the rear of the property.

6.5 The proposed restaurant use will accord with the waste requirements of Manchester City Council. Appropriate refuse facilities will be provided, as follows, with the refuse to be collected daily from the service area. However, sufficient storage has been provided to allow for disruptions to the waste collection service or peaks in waste generation.

- 2 x 1100 litre bins;
- 1 x 360 litre bins.

Ventilation and Extraction

6.6 The extraction and ventilation requirements of the proposed restaurant have been sensitively managed to limit the visual impact upon the Albert Square Conservation Area.

6.7 The proposed ventilation layout is set out in the plans prepared by Chapman Ventilation which are submitted as part of the Change of Use application. A schedule of the proposed equipment to be installed is also provided.

Noise Impact

6.8 An Acoustic Survey has been prepared by ACA Acoustics and is submitted in support of the Change of Use application.

6.9 ACA Acoustics have undertaken an evening survey of existing noise levels in the vicinity of the application site to provide a record of the baseline noise levels prior to the installation of the required ventilation equipment. ACA Acoustics conclude that any future equipment is to be designed to not exceed a level at least 10dBA below the lowest recorded LA90 background noise level outside the closest noise-sensitive property, which will ensure that it is in compliance with the requirements of Manchester City Council.

Safety and Security

6.10 The application proposes only relatively minor cosmetic external alterations to John Dalton House, and whilst there are external seating areas proposed at the front and to the rear, the seating, barriers and awnings will be removed and stored within the building every evening. The proposed new restaurant use will therefore not raise any issues of safety and security.

6.11 A Crime Impact Assessment has been prepared by Greater Manchester Police and is submitted in support of the Change of Use application.

7 Summary

7.1 This Planning Statement is prepared in support of a Full Planning Application by Bill's Restaurants Limited to Manchester City Council for the change of use of Ground Floor Units 8-10 and 12 John Dalton Street from A2 (Financial and Professional Services) and A1 (Shops) to A3 (Restaurant and Cafes) use and associated works including; the formation of an outdoor seating area, the installation of new windows, doors and other external alterations including awnings to the front and rear; and ventilation and extraction plant. Advertisement consent for the associated restaurant signage is also sought.

7.2 The proposed restaurant will be located within the ground floor units of 8-10 and 12 John Dalton Street which constitutes part of John Dalton House, an eight storey purpose built commercial building. John Dalton House is bound by John Dalton Street to the north, Mulberry Street to the south, Ridgefield to the east, and Deansgate to the west.

7.3 8-10 John Dalton Street is currently vacant and has been without an occupant for a number of years. The unit was last used as an estate agents falling within the A2 use class. 12 John Dalton Street is currently in A1 retail use, occupied by Adolfo Dominguez.

7.4 The proposal involves the amalgamation of the two ground floor units, forming a single, larger and more commercially attractive, commercial space. The proposed new restaurant use in this location will complement the mix of commercial uses on John Dalton Street and within the surrounding area. A new restaurant would provide a further active use in this prominent location on John Dalton Street, contributing to the vitality and vibrancy of the area by increasing the variety of the leisure offer.

7.5 The proposed change of use will not impact upon the Albert Square Conservation Area, which John Dalton House falls within. The proposal does not involve any alterations to a Listed Building and will not impact upon the setting of any Listed Buildings which are found in the area.

7.6 Bill's Restaurants are a nationally successful restaurant group, who provide a distinctive and quality restaurant experience, serving food throughout the day. Bill's are looking to expanding their existing portfolio of restaurants, and the proposed restaurant in Manchester would represent Bill's first venture in the north of the country and provides the city with an exciting new restaurant opportunity.

7.7 The proposals accord with all levels of adopted and emerging planning policy, and the strategic aims and aspirations of the City Council and we therefore respectfully request that they be given the full support of the Local Planning Authority.

Appendix 1


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Wi Fi Code
24312344 88

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