



Paul Butler Associates

Planning, Development & Heritage Consultants

Change of use of restaurant (use class E) to public house (sui generis), associated external alterations including removal of existing pergola structure from front elevation, installation of building signage, lighting, awnings, and planters, and provision of external seating areas

700 Wilmslow Road, Didsbury, Manchester, M20 2DN

Planning and Heritage Statement

May 2025

Paul Butler Associates, 31 Blackfriars Road, Salford, Manchester M3 7AQ

t. 0161 835 3530 | e. pba@paulbutlerassociates.co.uk | w. www.paulbutlerassociates.co.uk

Professional Planning, Development & Heritage Advisors since 1992.

Our professional staff are Members of the Royal Town Planning Institute (RTPI) or the Chartered Institute for Archaeologists (CIfA)

© Paul Butler Associates Ltd. All Rights Reserved.

Job Number: 25.2138

Project: 700 Wilmslow Road, Didsbury, Manchester, M20 2DN

Client: Kennedy's Didsbury Ltd

File Name: Planning and Heritage Statement

Document Preparation/Checking Record:

	Name and Qualifications	Position	Date
Prepared by:	Ralph Taylor BSc MPLAN MRTPI	Director	16.05.2025
Checked by:	Tom Flanagan MTCP MRTPI	Director	19.05.2025
Issued by:	Ralph Taylor BSc MPLAN MRTPI	Director	20.05.2025

Document Revision Record:

Issue No.	Date	Details of Revisions

Contents

1. **Introduction**
2. **The Application Site and Surrounding Area**
3. **Planning History**
4. **The Proposal**
5. **National and Local Planning Policy Context**
6. **Planning and Heritage Appraisal**
7. **Conclusion**

Appendix 1: Historic Maps and Photographs

1. Introduction

- 1.1 This Planning and Heritage Statement has been prepared by Paul Butler Associates on behalf of Kennedy's Didsbury Ltd. It forms part of a planning and advertisement consent application for a proposed development at 700 Wilmslow Road, Didsbury, Manchester, M20 2DN. The description of development is 'Change of use of restaurant (use class E) to public house (sui generis), associated external alterations including removal of existing pergola structure from front elevation, installation of building signage, lighting, awnings, and planters, and provision of external seating areas'.
- 1.2 The premises is currently vacant following the closure of 'Cau' restaurant in 2018 and a more recent refurbishment of the building by another restaurant operator which stalled part way through construction. The ground floor of the building is currently in a shell condition and part way through fit out, with metal and glazed pergola structures erected to the front of the building (including around the entrance area), and within the rear courtyard area.
- 1.3 The premises will operate as a Kennedy's and will be the second premises following on from the first Kennedy's which has operated from Greenwood Street, Altrincham since 2021. The premises will have a traditional theme which will be reflected in the internal and external decoration and design of the public house. It will also include live music.

Structure of the Statement

- 1.4 In order to provide a clear understanding of the proposed scheme and its relationship with the surrounding area, this statement includes:
- A description of the application site and surrounding area;
 - A review of the application site's planning history;
 - An overview of the proposal;
 - A review of the relevant national and local planning policy guidance; and,
 - An appraisal of the proposal against its planning policy context.

Supporting Information

- 1.5 The application is supported by a suite of drawings prepared by Paul Astill & Associates and the following information:
- Completed application forms for Planning Permission and Advertisement Consent, and completed ownership certificates.
 - Planning and Heritage Statement by Paul Butler Associates (this document).
 - Noise Impact Assessment for Planning Purposes prepared by AEC Ltd.
 - Crime Impact Statement prepared by Greater Manchester Police Design for Security.
 - Waste Management Strategy Proforma.

2. The Application Site and Surrounding Area

- 2.1 The application site comprises 700 Wilmslow Road, Didsbury, Manchester, M20 2DN. The site is located on the north west side of the junction of Wilmslow Road and Barlow Moor Road within the centre of Didsbury and provides frontage to both streets. The building is of brick construction beneath a multi-hipped slate roof. It is part three storeys, part two storeys in height and dates from the mid-late 19th Century. The ground floor and basement of the building are currently vacant and have been since 2018 when 'Cau' restaurant closed. The main access to the premises is from Wilmslow Road.

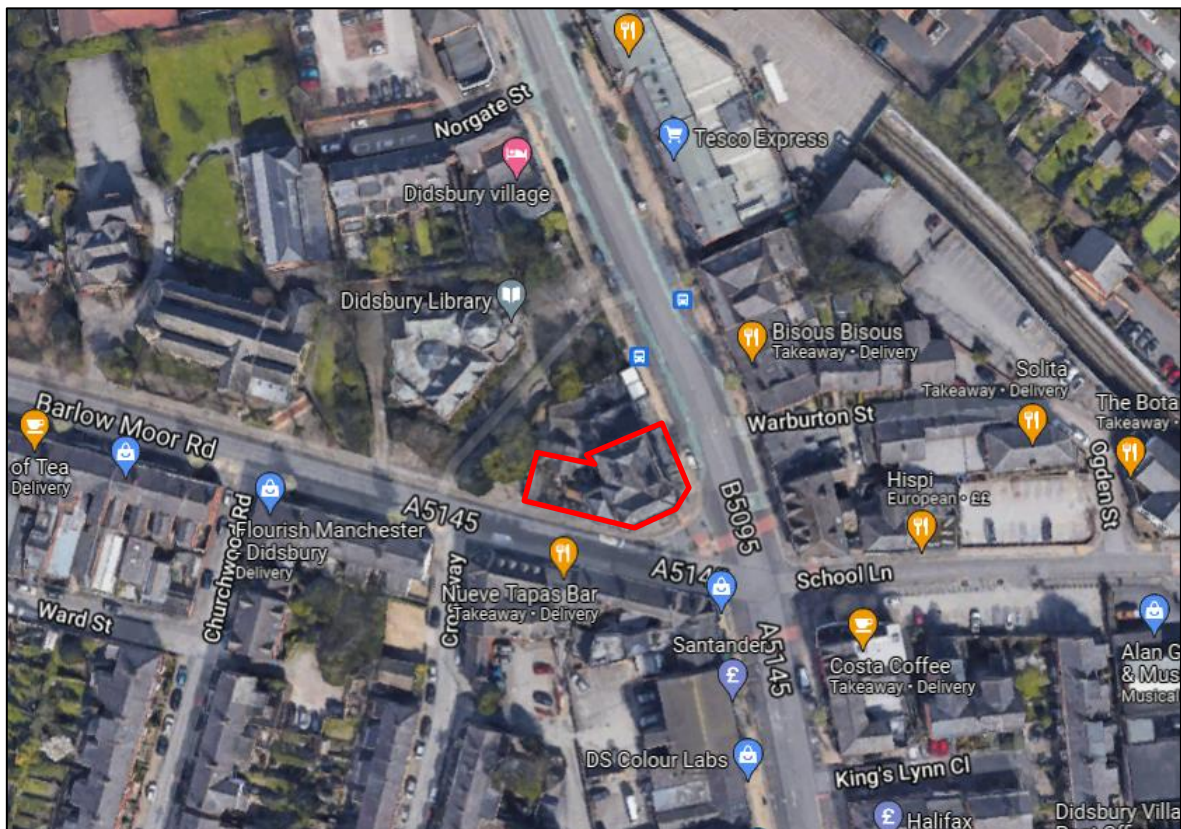


Figure 1: Aerial view of 700 Wilmslow Road. Application site outlined red.



Figure 2: View of 700 Wilmslow Road from Wilmslow Road.



Figure 3: View of 700 Wilmslow Road from Barlow Moor Road.

- 2.2 The upper floors of the building are understood to comprise four self-contained apartments (approved under planning permission 091245/FO/2009/S2 in November 2009). The apartments are accessed via a shared gated entrance off Barlow Moor Road. This also provides access to the rear of the premises and an existing rear outdoor seating area which is partly covered by a pergola structure (approved by planning permission 132166/FO/2021) (see figure 4). This area is enclosed by painted brick walls, with gates and railings, and is set at back of pavement to Barlow Moor Road. An attached two storey coach house building is situated on the north side of this space and forms part of the demise. The majority of this rear area is outside the scope of the current application proposal and a phase 2 proposal relating to this area will be progressed in due course. A new separate entrance to the rear of the premises will be created, separate from the access to the upper floor apartments.



Figure 4: View of towards the rear outdoor seating area and pergola structure.

- 2.3 There is a seating area located to the north side of the building adjacent to of the main entrance on Wilmslow Road. This comprises a slightly elevated space which is enclosed by a glazed metal framed pergola structure which also extends across the main building entrance.
- 2.4 The site is located within the Blackburn Park Conservation Area, whilst the building itself is also considered to be a non-designated heritage asset due to its age and appearance. The building is constructed of brick (some painted) and is characterised by vertically proportioned sash windows with arched headers, projecting bays, cornice detail at roof level and other brick detailing. The projecting main entrance to Wilmslow Road has an arched doorway with decorative column detailing and a has a faced keystone feature. The ground floor level of the building is painted blue/grey above a black painted plinth. It is noted that the metal and glass pergola structure visually conceals a large part of the front elevation of the ground floor of the building, including the decorative entrance area, and the structure appears more visually solid and chunky than perhaps envisaged.
- 2.5 The site is located in close proximity to a number of nationally listed buildings / structures including 694 Wilmslow Road, Didsbury Public Library, the Church of Emmanuel, Didsbury War Memorial, and Rhodes Memorial Clock. These are all Grade II listed and are considered in more detail at Section 6 of this Statement.
- 2.6 In terms of other planning designations, the site is located within Didsbury District Centre and South Manchester. The site is located within Flood Zone 1 which is the lowest level of risk. The site is partially located within an air quality management area.

3. Planning History

3.1 Planning history research using the Council's planning application database identified a number of planning applications associated with the site. These are set out in the table below for reference:

Planning Reference	Location (as per MCC database)	Description of development	Decision	Decision Issued Date
F/AD01314	The Cavalcade, 700 Wilmslow Road, Didsbury.	1) Illuminated single sided name signs on Wilmslow Road, Barlow Moor Road and rear elevations of public house. 2) Illuminated double sided hanging pictorial sign on Wilmslow Road elevation of public house, projecting over highway. 3) Illuminated single...	Temp. Approved	13.05.1977
F/AD02320	Cavalcade/Old Grey Horse, 700 Wilmslow Road, Didsbury.	A) Two non-illuminated fascia name boards above entrance doorway on front elevation of Public House. B) One illuminated double sided Pictorial Signs at first floor level to replace existing on corner elevation. C) Illuminated fascia board on splay wall, B	Not required	24.10.1979
027813	The Old Grey Horse P H 700, Wilmslow Road, Didsbury DIDSBUY	Refurbishment and lounge extension to public house	Approved	29.12.1986
028467	"Squires" (formerly The Old Grey Horse) 700, Wilmslow Road, Didsbury DIDSBUY	Illuminated name sign above entrance door to Wilmslow Road	Approved	23.03.1987
037780	700, Wilmslow Road, Didsbury DIDSBUY	2 externally illuminated individual letter name signs	Approved	10.12.1990
056302/FO/SOUTH1/99	Squires Public House, 700, Wilmslow	Alterations and extension to existing public house including formation of an external eating & drinking area	Approved	13.07.1999

Planning Reference	Location (as per MCC database)	Description of development	Decision	Decision Issued Date
	Road, Didsbury	and disabled access ramp to front elevation		
060381/FO/SOUTH2/00	Squires Public House, 700, Wilmslow Road, Didsbury	Alterations to public house including external trading areas	Approved	13.12.2000
060540/AO/SOUTH2/00	700, Wilmslow Road, Didsbury	Illuminated fascia signs & amenity/menu boards and hanging signs	Approved	18.01.2001
071822/FO/2004/S2	Clock Tower Public House 700 Wilmslow Road Didsbury	Installation of 3 telecommunication antennae within GRP shrouds mounted on chimneys with associated works	Approved	29.06.2004
074305/FO/2004/S2	The Clock Tower Public House 700 Wilmslow Road Didsbury	Enlargement of existing windows and insertion of new windows at ground floor level	Refused	07.02.2005
075046/AO/2005/S2	Grey Horse 700 Wilmslow Road Didsbury	Installation of four illuminated fascia signs, two illuminated projecting name signs, one illuminated individual letter name sign, four illuminated menu boards	Approved	03.06.2005
084320/FO/2007/S2	The Clocktower 700 Wilmslow Road Didsbury Manchester M20 2DN	Erection of timber structure to form smoking shelter to the rear of existing public house	Approved	24.10.2007
084481/AO/2007/S2	The Clock Tower 700 Wilmslow Road Didsbury Manchester M20 2DN	Installation of one internally illuminated individually lettered entrance sign and three internally illuminated fascia signs	Approved	03.01.2008
084482/FO/2007/S2	The Clock Tower 700 Wilmslow Road Didsbury Manchester M20 2DN	Retrospective application for the installation of balustrade following rebuilding of patio and installation of LED wall washers to building between brick dentals	Approved	10.03.2008

Planning Reference	Location (as per MCC database)	Description of development	Decision	Decision Issued Date
090956/FO/2009/S2	700 Wilmslow Road Didsbury Manchester M20 2DN	Installation of extraction flue at rear of premises	Approved	30.11.2009
091245/FO/2009/S2	700 Wilmslow Road Didsbury Manchester M20 2DN	Creation of four self contained flats on first and second floors and erection of a single storey extension to form entrance	Approved	30.11.2009
091545/AO/2009/S2	Zizzi 700 Wilmslow Road Disbury M20 2DW	Installation of 3 No. x externally illuminated individual letter signs and 2 No. x externally illuminated projecting signs together with retractable canopy with advertisement	Approved	15.12.2009
090957/CC/2009/S2	700 Wilmslow Road Didsbury Manchester M20 2DN	CONSERVATION AREA CONSENT Demolition of existing rear courtyard wall	Withdrawn	18.01.2010
109847/AO/2015/S2	700 Wilmslow Road West Didsbury Manchester M20 2DN	Installation of 2 x halo lit fascia signs and 2 x halo lit hanging signs	Approved	15.10.2015
132166/FO/2021	700 Wilmslow Road Manchester M20 2DN	Installation of enclosed pergola structures to front and rear outdoor seating areas of existing restaurant and associated works	Approved	04.04.2022

3.2 The extensive planning history set out above shows that various proposals for adapting and changing the building have been supported by Manchester City Council in the past to meet end operator requirements. The application proposal represents further changes to the premises in order to reflect the concept and branding of Kennedy's which will allow for the reuse / occupation of the building.

- 3.3 The planning application history does not identify any planning permissions which control the hours of use of the premises or its outside seating areas. It is understood that these are controlled by licencing requirements.

4. The Proposal

- 4.1 The application description of development is 'Change of use of restaurant (use class E) to public house (sui generis), associated external alterations including removal of existing pergola structure from front elevation, installation of building signage, lighting, awnings, and planters, and provision of external seating areas'.
- 4.2 Internally, the application floorspace is currently in a shell condition with a previous fitout out having been removed by a past tenant. An acoustic ceiling has previously been installed in the space and will be retained as part of the proposals. The submitted proposed floor plan drawings show the layout of the public house which features a main bar, back of house areas, various forms of seating, and a small stage. The basement space will mainly accommodate back of house areas, as well as the male and female toilets. A disabled toilet is provided at ground floor level, and there is level access into the premises from the main entrance.
- 4.3 Externally, the existing pergola to the front elevation is to be sensitively removed with any connection holes being infilled and 'made-good'. The removal of the pergola will open up visibility of the decorative entrance area which features carved stone detailing. It will also allow for an open outdoor seating area to be provided which reflects how this space has been used by previous tenants. The existing raised floor area with the stone effect flooring will be retained and cleaned-up. The area will be enclosed by barriers formed by reclaimed wooden whisky barrels and black Perspex barriers with branding. Festoon lighting will be provided between the barrels. Loose tables and chairs will be provided within the seating area. The proposal will also utilise the small forecourt area situated towards the corner of the building which will match the larger seating area. The existing ramp to the front entrance is retained and will continue to provide disabled access to the premises.
- 4.4 External decoration and new signage will be provided to the building and will reflect the traditional theme. Various types of signage will be provided as detailed on the submitted elevation drawings, and will include:

1. Main 'Kennedys' signs to comprise gold lettering with black gloss background traditional sign (one installed to Wilmslow Road elevation and one installed to Barlow Moor Road elevation)
 2. Gold lettering with black gloss background traditional signs (to read 'live music', 'sports', 'beers & spirits', 'wines & whisky' – 10 signs in total).
 3. Black domed Guinness signs internally illuminated (4 in total).
 4. Black Perspex cafe barriers with Kennedys and Guinness branding.
- 4.5 New lighting, flags, awnings, and planters will also be provided, and the brickwork between the plinth and the first floor will be painted in breathable red masonry paint (the brick and stone to the entrance area will remain unpainted). The window frames will also be painted red. Where various fixtures are proposed to the elevations of the brickwork these will be into the mortar to ensure no damage to brick and reversibility. Any cabling to external lighting / signage will be discretely positioned and cable runs will not be installed to the elevations.
- 4.6 On the Wilmslow Road elevation an existing inserted doorway will be removed and a window reinstated to this position which will match the existing 1:1 timber sash windows. The existing main entrance doors (which are non-original timber and glazed) will be removed and will be replaced with new timber framed glazed entrance doors. To the Barlow Moor Road elevation a glazed infill to the former entrance within the boundary wall will be removed and new doors installed. This will allow a rear service entrance to be created which is separate from the entrance to the apartments on the upper floors of the building (an emergency exit through this area will be retained).
- 4.7 There are no changes to external mechanical plant or kitchen extraction equipment etc. as part of the proposals.
- 4.8 The waste storage arrangements for the premises utilises bins that are stored within the secure alleyway off Barlow Moor Road which has been used by previous operators including the last operator 'Cau'. This accommodates bins for the following provision (note the bins shown on the drawing are indicative):
- 1 x 1100 Dry mixed recycling bin - 2 x week collection

- 1 x 1100 Mixed general waste bin - 2 x week collection
- 4 x 360 Mixed glass recycling - 1 x week collection

4.9 The operator considers this sufficient to meet anticipated demands based on their experience and the nature of the use. Bins are serviced via the gates on Barlow Moor Road by a private waste contractor. These arrangements are to remain as existing. A Waste Management Strategy Pro-forma has been submitted as part of the planning application.

4.10 The proposed operating hours for the public house are:

- Sunday to Thursday – 1100 to 0000h
- Friday and Saturday – 1000 to 0100h

4.11 These hours of operation are considered in more detail within the Noise Assessment for Planning Purposes submitted as part of the application.

Operating Schedule, Dispersal Procedure, Management of Outside Seating Areas and Smoking Strategy

4.12 The proposed uses will be managed in accordance with an operating schedule, dispersal procedure and smoking strategy which is described below:

Operating Schedule

4.13 The operating schedule demonstrates the scheme's compliance with the Council's licensing objectives, namely: the prevention of crime and disorder; public safety; the prevention of public nuisance; and, the protection of children from harm.

Prevention of Crime and Disorder

- 4.14 A management policy will be instigated to ensure a safe and enjoyable environment is created for patrons and to reduce any occurrence of antisocial behaviour or adverse impact on amenity.
- 4.15 The premises will be equipped with an effective and adequate CCTV system with a digital recording facility. The system shall be maintained and operated at the premises. Recorded images will be retained for at least 28 days and will be available to the police upon request.
- 4.16 Any person who appears intoxicated or is behaving in a disorderly manner will not be allowed to enter the premises. Staff will be trained to deal with intoxicated or disorderly customers in an appropriate manner and to recognise any suspicious behaviour.
- 4.17 The management shall seek advice from Greater Manchester Police's City Safe Team. Any person found to be using drugs will be removed from the premises. Any person found dealing drugs will be detained and handed to the police.
- 4.18 Regular toilet checks will be undertaken by staff to ensure no one is conducting criminal activities. The management will ensure that sufficient toilets with an appropriate number of male/female toilets as per British Standards are available. Sufficient lighting levels will be maintained.

Public Safety

- 4.19 The management shall implement staff awareness schemes and training to ensure compliance with health and safety and fire prevention legislation.
- 4.20 The management will ensure fire extinguishers are regularly maintained and inspected.
- 4.21 The management will ensure the development and implementation of evacuation procedures.

- 4.22 All staff will be trained to safely handle emergencies.

Prevention of Public Nuisance

- 4.23 Noise from amplified music shall not be such as to cause noise nuisance to the other occupants of the building or nearby premises.
- 4.24 The recommendations of the accompanying Noise Impact Assessment prepared by AEC Ltd will be adhered to.

Protection of Children from Harm

- 4.25 Staff will be vigilant towards underage drinking. Prominent signage will be displayed about the laws relating to children and alcohol.
- 4.26 The venue will operate a "Challenge 25" policy, with staff trained at six monthly intervals in the law regarding sale of alcohol to underage people. Only photographic driving licences, passports, HM Forces cards, National Identity Cards or identification with the "PASS" hologram will be accepted.
- 4.27 Staff shall be informed that they have a shared responsibility for being satisfied as to the age of customers before alcohol is sold.

Dispersal Procedure

- 4.28 When the public house closes staff shall advise patrons to leave the premises quickly and quietly. Notices will also be displayed requesting patrons to be quiet and considerate when leaving the premises.
- 4.29 Patrons will not be permitted to take food/drinks out of the premises which includes the external seating areas, with staff removing any bottles or glasses from patrons as they leave. The management will provide patrons with a telephone number of a private hire taxi firm if

requested, on the proviso that the taxi firm will operate a ring back system and not create any additional noise either by sounding their horn or leaving their engine running while they wait for customers.

- 4.30 Staff will also be advised to leave the premises in a quiet and considerate manner.

Management of Outside Seating Areas

Management of Outdoor Seating Area

- 4.31 As noted previously, the existing glass and metal pergola will be removed to allow for open seating areas at the front of the building. The seating areas will only be used for the consumption of food and drink purchased at the premises. Staff will use trays to serve customers. Empty plates and glasses will be cleared away immediately. Customers will not be permitted to consume food or drink on the adjacent footway and this will be strictly controlled by staff.
- 4.32 The seating areas will be used during opening hours. If weather conditions permit the retractable awnings will be opened. The tables and chairs will remain in place outside of trading hours.
- 4.33 The premises management will ensure sufficient staffing levels to regularly clear the seating areas, ensuring tables are properly wiped down, any spillages are cleaned up and any waste or litter/debris is cleared away immediately. The areas will be thoroughly cleaned after close and any waste or litter will be placed in bins located inside the premises before the area is inspected and signed-off by management. If needed, the area will be regularly jet washed to remove chewing gum or stains. Any jet washing will take place during the daytime. Any waste or litter that has gone astray from customers will be regularly cleared from the surrounding streets by staff.
- 4.34 Signage inside and outside the venue will ask customers using the seating areas to keep noise to a minimum. Customers using the area will be actively encouraged by staff to keep

noise to an appropriate level and will be monitored to ensure that noise is kept to a reasonable level. Customers who disregard requests to keep the noise down will be asked to leave. There will be no amplified music played within the seating areas. The seating areas will be covered by a CCTV system and fully monitored by staff. Recorded images will be retained for at least 28 days and will be available to the police upon request. Lighting from the premises will ensure the effectiveness of the CCTV system.

Smoking Strategy

- 4.35 The outdoor seating areas will be available for smokers. Ashtrays will be provided on tables and signs within the seating area will ask smokers to use the ashtrays to dispose of cigarette butts. Ashtrays will be regularly emptied by staff. Any cigarette butts found on the floor will be cleared away promptly by staff. Anyone seen dropping cigarette butts will be asked by staff to pick them up and dispose of them in the bin or ashtrays. Ashtrays will be removed from the seating area and stored in a storage area inside the premises. Signs and staff will also request customers smoking outside the premises to keep noise to a minimum.

5. National and Local Planning Policy Context

5.1 Planning policy guidance of relevance to the proposed scheme, and which provides the context for its assessment, is set out within the following:

- The National Planning Policy Framework (NPPF); and
- The Development Plan for Manchester.

National Planning Policy Framework (NPPF)

5.2 The NPPF sets out the Government's planning policies for England and is a material consideration in the determination of planning applications. The latest NPPF was published in December 2024 and amended in February 2025. The document states that the purpose of the planning system is to contribute to the achievement of sustainable development. It seeks to achieve this objective by:

- Setting out that there is a need for the planning system to perform a number of roles, including an economic role, social role and environmental role. The economic role relates to building a strong, responsive and competitive economy and ensuring that sufficient land of the right types is available in the right places. The social role seeks to support strong, vibrant and healthy communities. The environmental role seeks to protect and enhance the natural, built and historic environment and make effective use of land, and minimise waste and pollution (Paragraph 8).
- Requiring that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise. Decisions on applications should be made as quickly as possible (paragraph 48).
- Ensuring that planning decisions help create conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity. The approach taken should allow each area to build on its strengths (Paragraph 85).

- Ensuring that planning policies support the role that town centres play and taking a positive approach to their growth, management and adaption (Paragraph 90).
- Stating that planning decisions should aim to achieve healthy, inclusive and safe places which promote social interaction (Paragraph 96).
- To provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should, amongst other things, plan positively for the provision and use of community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, **public houses** and places of worship) and other local services to enhance the sustainability of communities and residential environment (Paragraph 98).
- Stating that the planning system should actively manage patterns of growth with significant development focussed on locations which are sustainable (Paragraph 110).
- Requiring that planning decisions promote effective use of land including giving substantial weight to the value of using suitable brownfield land within settlements for identified needs, proposals for which should be approved unless substantial harm would be caused; and promoting and supporting the development of under-utilised land and buildings (Paragraph 125).
- Requiring that planning decisions should ensure that developments: 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 including the surrounding built environment; maintain a strong sense of place; and, create places that are safe, inclusive and accessible (Paragraph 135).
- Stating that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the

interests of amenity and public safety, taking account of cumulative impacts (paragraph 141).

- Advising that planning policies and decisions should ensure that new development is appropriate for its location taking into account the likely effects of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to the impacts that could arise from the development. In doing so, amongst other things they should mitigate and reduce to a minimum potential adverse impacts resulting from the noise from new development and avoid noise giving rise to significant adverse impact on health and quality of life (Paragraph 198).
- Recognising that heritage assets are an irreplaceable resource and advising that they should be conserved in a manner appropriate to their significance (Paragraph 202).
- Advising that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. 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. (Paragraph 207).
- Advising that local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset), taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal (Paragraph 208).
- Stating that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance (Paragraph 212).

- Advising that where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply: a) the nature of the heritage asset prevents all reasonable uses of the site; and b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and d) the harm or loss is outweighed by the benefit of bringing the site back into use (Paragraph 214).
- Advising that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset (Paragraph 216).
- Stating that local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably (Paragraph 219).
- Advising that not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 214 or less than substantial harm under paragraph 215, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole (Paragraph 220).

The Development Plan for Manchester

5.3 The Development Plan for Manchester comprises the following documents:

- The Core Strategy Development Plan Document (July 2012);
- Saved policies of the Unitary Development Plan for Manchester (July 1995);
- Interactive Proposals Map; and,
- Places For Everyone (Pfe) Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan.

The Core Strategy Development Plan Document (July 2012)

5.4 The Core Strategy, adopted in July 2012, is the key development plan document against which proposals should be judged. Core Strategy objectives and policies of particular relevance to the proposed scheme include:

- Policy SP 1 'Spatial Principles' which states that the Regional Centre will be the focus for economic and leisure activity; and, that development should enhance/protect the built/natural environment, reuse previously developed land wherever possible and improve access to jobs.
- Policy EC 1 'Employment and Economic Growth in Manchester' aims to improve access to jobs and continue the social, economic and environmental regeneration of the City, whilst seeking efficient use of buildings and minimising detrimental impacts on adjacent uses.
- Policy C 1 'Centre Hierarchy' states that development of town centre uses (as defined in national planning policy) will be prioritised in the centres identified in this policy, taking account of the different roles of the City Centre, District Centres and Local Centres (the application site is located within Didsbury District Centre). The policy goes on to advise that District Centres have an essential role in providing key services to the City's neighbourhoods including shopping, commercial, leisure, public and community functions, ensuring that residents can access such services easily.

- Policy C 2 'District Centres' states that development will support thriving district centres, with distinct local character, providing a good range of accessible key services, including retail, health facilities, public services, leisure activities and financial and legal services. It goes on to advise that development in District Centres should prioritise delivery of key 'visitor' services, including retail, public and commercial services and food and drink; that development should make a positive contribution to the vitality and viability of centre; and subject to impact on overall character and local amenity support development which extends the time during which the District Centres are active. Development which provides opportunities for local people will also be supported.
- Policy C 6 'South Manchester District Centres - Chorlton, Didsbury, Fallowfield, Levenshulme and Withington' advises that beyond Chorlton moderate expansion of retailing and other services will be supported, appropriate in scale to the role and function of the centre. In Didsbury, redevelopment opportunities for new development within and on the edge of the centre will be supported, provided they will enhance the range and quality of retail and dining and complement the overall character of the centre. The written justification of the policy goes on to recognise that Didsbury is a strong centre with a focus on leisure orientated shopping and restaurants and bars associated with the evening economy.
- Policy C 10 'Leisure and the Evening Economy' supports evening and night time economy uses which contribute to the city's vitality and the creation of a safe, inclusive evening economy and which do not have a detrimental impact on residential amenity in terms of noise, traffic and disturbance.
- Policy T 2 'Accessible area of opportunity and need' seeks to ensure that new development is accessible by walking/cycling/public transport.
- Policy EN 1 'Design Principles and Strategic Character Areas' states that development in Manchester must follow the seven principles of urban design and should have regard to the strategic character area in which the development is located. With regards to development in the City Centre developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.

- Policy EN 3 'Heritage' sets out that new developments must be designed so as to support the Council in preserving/enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance including conservation areas.
- Policy EN 19 'Waste' states that developers will be required to submit a waste management plan to demonstrate how the waste management needs of the end user will be met.
- Policy DM 1 'Development Management' sets out various issues that development should have regard to, including: appropriate siting, layout, scale, form, massing, materials and detail; impact on the surrounding areas; effects on amenity; accessibility; community safety and crime prevention; effects on built heritage; and refuse storage and collection.

Saved Policies of the Unitary Development Plan for Manchester (July 1995)

5.5 The Unitary Development Plan (UDP) was superseded by the Core Strategy. However, a number of UDP policies have been 'saved'. Extant policies contained within the UDP which are relevant to the proposed scheme include:

- Policy DC10 'Food and Drink Uses' seeks to ensure that food and drink uses protect the amenity of nearby residents; have safe and convenient arrangements for servicing; ease of access for all; and provide for adequate storage and collection of refuse and litter.
- DC15.1 'Advertisements, hoardings and posters' advises that the Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. The policy sets out a range of matters that will require assessment when determining applications involving signage.
- Policy DC18.1 'Conservation Areas' seeks to protect, preserve and enhance the character of the city's conservation areas.

- Policy DC19.1 'Listed Buildings' advises that in determining applications for listed building consent or planning applications for development involving or having an impact on buildings of Special Architectural or Historic Interest, the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting.
- Policy DC22.1 'Footpath Protection' which seeks to ensure that local pedestrian movements are not unacceptably inconvenienced by new development.
- Policy DC26 'Development and Noise' aims to minimise the adverse impact of noise on noise-sensitive developments.

Interactive Proposals Map

- 5.6 The Interactive Proposals Map shows both Core Strategy and Saved UDP Policies which apply in Manchester. This shows that the site is located within Didsbury District Centre, South Manchester, and the Blackburn Park Conservation Area.

Places For Everyone (PfE) Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan

- 5.7 Places for Everyone is a long-term plan of nine Greater Manchester districts (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan) for jobs, new homes, and sustainable growth. The Places for Everyone Plan took effect and became part of the statutory development plan for each of the nine PfE authorities on March 21, 2024. The following policies are considered of particular relevance to the application proposal:

- Policy JP-S1: Sustainable Development advises that to help tackle climate change, development should aim to maximise its economic, social and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives. In preparing plans, authorities should make as much use as possible of

suitable previously-developed (brownfield) land and vacant buildings to meet development needs.

- Policy JP-P1: Sustainable Places advises that the aim is for the plan area to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be consistent with. These include that development should be, amongst other things, distinctive with a clear identity; visually stimulating and creating interesting and imaginative environments; socially inclusive; durable; safe; and, functional and convenient.
- Policy JP-P2: Heritage seeks to positively conserve, sustain and enhance the historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct character, identity and sense of place.
- Policy JP-P3: Cultural Facilities advises that support will be given for cultural businesses and attractions in our cities and towns through a range of measures, including protecting existing heritage, cultural and community venues, facilities and uses; supporting the development of new cultural venues in town centres and places with good public transport connectivity
- Policy JP-C8: Transport Requirements of New Development advises that new development will be required to be located and designed to enable and encourage walking, cycling and public transport use, to reduce the negative effects of car dependency, and help deliver high quality, attractive, liveable and sustainable environments.

Other Relevant Guidance

Guide to Development in Manchester Supplementary Planning Document (2007)

5.8 This document aims to support and enhance the on-going shaping of the City by providing a set of reasoned principles which will guide developers, designers and residents to the sort of development that everyone wants to see in Manchester. The sections of the guide that have been considered in the development of the proposed scheme include:

- Section 1 'Creating a Sense of Place' aims to encourage the creation of places which are welcoming, inclusive, neighbourly, interesting and attractive.
- Section 2 'Design' provides guidance under 7 key principles recognised as being urban design characteristics which together create successful places.
- Section 3 'Accessibility' sets out design principles that will help to achieve accessible development and makes reference to the guidance document 'Design for Access 2' which provides detailed information on design standards.
- Section 4 'Environmental Standards' considers energy efficiency, the use of renewable energy and water and waste management.
- Section 8 'Community Safety and Crime Prevention' promotes a safer environment.

Design for Access 2 (2003)

5.9 This document sets out the Council's best practice guidance on inclusive design standards. Design for Access 2 has been produced as a manual for architects, planners, engineers, landscape architects and other designers and sets out the City's aspirations for inclusive development.

5.10 For the reasons given in Section 6 below it is considered that the proposal is wholly consistent with the above planning policy guidance.

6. Planning and Heritage Appraisal

6.1 Having regard to the planning policy guidance detailed in section 5, the key material considerations against which the proposed scheme should be considered include:

- Principle of Development
- Heritage and Design Considerations
- Sustainable Development: Economic, Social and Environmental Benefits
- Access for Disabled People and Compliance with Design for Access 2
- Crime and Safety Issues
- Local Amenity
- Waste Management
- Advertisements

Principle of Development

6.2 The application site is in a central location in Didsbury District Centre. Core Strategy Policy C 2 states that development will support thriving district centres, with distinct local character. It advises that key 'visitor' services, including food and drink uses will be prioritised and development should make a positive contribution to the vitality and viability of the centre. Core Strategy Policy C 6 advises that the expansion of services in Didsbury will be supported where appropriate in scale to the centre's role and where they complement the overall character. The written justification of the policy recognises that Didsbury is a strong centre with a focus on leisure orientated shopping, and restaurants and bars associated with the evening economy. Core Strategy Policy C 10 confirms 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. Core Strategy Policy SP 1 advises that outside the regional centre the emphasis is on the creation of neighbourhoods of choice.

- 6.3 PfE Policy JP-P1 aims to create beautiful, healthy and varied places, which amongst other things, are distinctive with a clear identity. PfE Policy JP-P3 confirms that support will be given for cultural businesses and attractions including community venues.
- 6.4 The proposed scheme involves change of use of the premises from the existing restaurant use (use class E) to a public house (sui generis). A public house use is wholly consistent with the above policies, whilst it is highlighted that the premises has been licensed for the sale of alcohol for a number of years during occupation by previous occupiers including 'Cau', 'Zizzi' and 'Fugo'. Furthermore, and importantly, it is noted that the building was originally built as a public house and it is understood first operated as the 'Wellington Hotel'. Returning the building to its original use as a public house represents the optimum viable use of the building. The applicant successfully operates existing premises in Altrincham and they consider that the proposed concept will complement and enhance the existing leisure offer in Didsbury.
- 6.5 The proposal will also allow the building to be brought back into active economic use following its vacancy since 2018. Paragraph 125 of the NPPF requires that planning decisions promote effective use of land including by giving substantial weight to the value of using suitable brownfield land within settlements for identified needs, proposals for which should be approved unless substantial harm would be caused; and promoting and supporting the development of under-utilised land and buildings. By bringing the building back into active use there will be economic benefits associated with direct and indirect employment. It will also enhance the vibrancy and vitality of this part of Didsbury District Centre, by reusing a prominent building which has been vacant for c.7 years.
- 6.6 As part of the proposals outdoor seating areas will be provided in front of the building. The existing metal and glazed pergola structure (which was approved in 2022 by planning permission 132166/FO/2021) will be removed and an open seating area will be provided. An open outdoor seating area previously existed in this location and reinstating this is considered acceptable in principle. It is also noted that the smaller seating area (located to the south of the main entrance) was approved by planning permission 132166/FO/2021. Both outdoor seating areas will further contribute to the activity and vitality of the streetscene and Didsbury District Centre more widely, during the daytime and into the evening. Design

related matters associated with the outdoor seating areas are considered later in this statement.

- 6.7 Both seating areas are contained to land within the demise of the applicant and do not encroach onto the public highway. As such there is no obstruction to the footway which accords with Saved UDP Policy DC22.1. The seating areas will be managed in accordance with the measures detailed at Section 4 of this statement which will ensure that they are responsibly run and maintained. This can be ensured by planning conditions.
- 6.8 In summary, the principle of improved outdoor seating areas in this location is consistent with the provisions of the NPPF and policies SP 1, C 2 and C 6 and C 10 of the Core Strategy.

Heritage and Design Considerations

- 6.9 The application site is located within the Blackburn Park Conservation Area, whilst the subject building is regarded as a non-designated heritage asset. In addition, there are a number of listed buildings / structures located within the vicinity of the site. The potential relationship of the application proposal is considered in terms of these heritage designations below:

Relationship with the Building and its Setting

- 6.10 Before considering any impact of the proposal on the subject building it is first necessary to understand its heritage significance. Referring to historic plans of the site (provided at Appendix 1), the building first clearly appears on the 1891 historic plan and is seen on the junction of Wilmslow Road and Barlow Moor Road providing frontage to both streets. Two outbuildings can be seen to the west of the main building in an 'L-shaped' arrangement which appears to outline the current rear yard area that is present today. The northern outbuilding is likely the current coach house building present today, whilst the other western building is no longer present, but was possibly also a coach house, stables or similar type of service building. An undated postcard from around this time identifies this as a two storey brick building with pitched roof, with large gatepost also present to the entrance to the yard area. A large sign above the parapet of the Barlow Moor Road elevation of the main

building identifies the 'Wellington Hotel'. Adjacent to the site to the east is an undeveloped parcel of land and beyond this the Church of Emmanuel.

- 6.11 The 1893 plan shows the site in more detail. From this plan the coach house building is seen as three blocks with the central one projecting slightly forward into the yard area than the two either side and this reflects the current arrangement that exists today. The western outbuilding is also present at this time. The boundary wall defining the rear yard area can be seen with two gateposts aligning with the centre of the coach house building. The main building is identified as the 'Wellington Hotel' at this time and a wide footway to the Wilmslow Road frontage can be observed.
- 6.12 The 1911 plan shows the adjacent previously undeveloped area now developed, with a relatively shallow building set at the back of Barlow Moor Road. By 1915-16 a significant change to the road layout of the area has taken place, with a new route linking Barlow Moor Road and Wilmslow Road passing along the rear of the application site, and those buildings noted above cleared. This route almost certainly tied in with the construction of Didsbury Library (Grade II listed) which was designed by Henry Price in an ecclesiastical style and erected in 1915. This new route effectively gave the subject property, and those directly adjacent to the north, an 'island' setting and they would have appeared very prominent at the junction of Wilmslow Road and Barlow Moor Road / School Lane in the centre of Didsbury Village. The 1915-16 plan shows that the western outbuilding has been demolished by this time.
- 6.13 The route along the rear of the subject building appears to have been narrowed by 1934, likely acting as a pedestrian route only with landscaping and tree planting provided within the area. The coach house type building is again shown as three elements as per earlier plans. A small building is present in the south west corner of the yard area by this time. A similar arrangement is present in 1956 with public toilets having been constructed adjacent to the west of the site within the landscaped area which fronts Barlow Moor Road. By 1976 an additional public toilet building has been constructed to the north of the earlier one. The small outbuilding located in the south west corner of the yard area is present in 1976 but is no longer present onsite. The 1956 and 1973 plans both show that the main building had

been extended to the rear at this time, infilling part of the rear yard area. 1959 historic images show that this was a single storey brick addition which has since been removed. These historic images show the wall to the rear yard area with historic stone gateposts present with a personnel entrance to the east. The small building located in the south west corner of the yard can be seen with an arched doorway and large light over. The function of this building is not known. The rear yard area does not form part of the current application proposal with the intention that a future phase of work relating to this area will be progressed.

- 6.14 The property has most recently operated as a Cau restaurant but has been run as a number of different operations since it first opened as the Wellington Hotel. Other names have included Squires, The Old Grey Horse, Cavalcade, Clock Tower, Fugo and Zizzi. The larger outdoor seating area to the north of the entrance is enclosed by a metal and glazed pergola structure which was erected following planning permission being granted in 2022. This is a contemporary element however it is considered less successful than originally envisaged and visually blocks a large part of the ground floor of the building including the decorative entrance area.
- 6.15 Based on the historic research undertaken it is considered that the main building and the coach house building has medium heritage value which is associated with its overall appearance, and which has undergone limited change since its construction in the late 19th Century. The building also has communal value as a publicly accessible building located on a key junction in Didsbury Village. The existing pergola over the larger front seating area is clearly a contemporary element and is of no heritage value.
- 6.16 The proposed scheme involves relatively minor changes to the building's elevations to reflect the traditional public house concept. The existing pergola will be removed which is considered a positive change as it currently obscures a large part of the ground floor frontage, including the entrance area which features decorative stonework. Also, to the front elevation a previous inserted doorway will be removed and a window (with cill and brickwork) reinstated in this location. This will be a matching doubled-glazed timber sash window. The existing entrance doors (which are not historic) will be removed and replaced with new glazed timber doors.

- 6.17 More minor changes include new signage, planters, awnings, lighting and flags, as well as painting the brickwork between the plinth and first floor. These installations will reflect the branding of 'Kennedys' and give the building a strong brand identity. This is an important aspect from a commercial / business perspective and is vital to attract customers and ensure it can commercially compete with other licensed premises in Didsbury. The various fixings will be installed into the mortar to ensure that there is no permanent damage to brickwork, whilst any existing / redundant fixing holes will be infilled on a like-for-like basis. The approach taken will ultimately mean that the various works identified can be considered reversible.
- 6.18 With regards to repainting the ground floor area, it is noted that the ground floor brickwork appears to have been painted in c.1972 – 1973. To reflect the traditional Irish pub theme this will be painted red giving it a clear identity. As the area is already painted the principle of repainting is considered acceptable and it is also permitted development (under Schedule, 2, Part 2, Class C of the General Permitted Development Order). It is also highlighted that the site is located in a District Centre location where there are other commercial premises with distinctive branding / signage, and in this regard the proposals will be in keeping with the context.
- 6.19 To the Barlow Moor Road elevation a glazed infill to the former entrance within the boundary wall will be removed and new doors installed. This will allow a rear service entrance to be created which is separate from the entrance to the apartments on the upper floors of the building (an emergency exit through this area will be retained). No changes to the external wall are required to facilitate this change which has a neutral impact.
- 6.20 In overview, the proposals are judged to have a positive impact on the heritage significance of the property itself as such requirements of paragraph 216 of the NPPF are met.

Relationship with Blackburn Park Conservation Area

- 6.21 The subject property is located within the Blackburn Park Conservation Area which was designated by the Council in December 1979 and comprises the area bounded by Barlow Moor Road, Palatine Road, Lapwing Lane and Wilmslow Road. The site is situated in the south

east corner of the conservation area in what could be regarded as a gateway into it. The conservation area is mainly residential in character with large family houses with spacious grounds, arranged along tree-lined roads, dating from the mid-late 19th Century and the early 20th Century. Dominant building materials include light red or buff brick walls and in some instances brick or stone dressings. Roofs are generally pitched, sometimes steep, of slate or red tile.

- 6.22 The part of the conservation area where the subject property is located is more commercial in character which reflects its central position within Didsbury Village. There are a number of listed buildings / structures nearby including 694 Wilmslow Road, Didsbury Public Library, Church of Emmanuel, Emmanuel Vicarage and Didsbury Wall Memorial. 700 Wilmslow Road dates from the period when the main development within the Blackburn Park Conservation Area took place and it represents many of the typical characteristic features found including red brick elevations, brick and stone dressings, slate roof, tall chimneys, and vertically proportioned sash windows. The main building as well as the coach house building are positive contributors to the character and appearance of the conservation area. The rear yard area also contributes to a limited degree to the conservation area although as explained this has undergone a high degree of change which diminishes its value, whilst its current condition is quite poor (note: no works to the coach house or yard area are proposed as part of the current application with a future phase 2 application to be progressed in due course).
- 6.23 As discussed earlier in this statement the proposed works will have a positive impact on the subject building and its setting and therefore also enhance the character and appearance of the conservation area. Bringing the building back into active use for a public house is also clearly positive. Overall, it is concluded that the proposal will enhance the significance of the Blackburn Park Conservation Area in accordance with relevant heritage policies discussed in section 5 of this Statement.

Relationship with Nearby Listed Buildings / Structures

6.24 700 Wilmslow Road is located in proximity to a number of listed buildings and structures, which are identified by figure 5 below and include:

- A. 694 Wilmslow Road (Grade II listed)
- B. Didsbury Public Library (Grade II listed)
- C. Church of Emmanuel (Grade II listed)
- D. Emmanuel Vicarage (Grade II listed)
- E. Didsbury War Memorial (Grade II listed)
- F. Rhodes Memorial Clock Tower (Grade II listed)



Figure 5: Plan identifying listed buildings / structures in proximity identified by blue triangles, in proximity of the site (outlined red).

6.25 In accordance with paragraph 207 of the NPPF it is necessary to consider the potential impact of the proposal upon the setting of these designated heritage assets. Annex 2 of the NPPF defines the setting of a heritage asset as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an

asset, may affect the ability to appreciate that significance or may be neutral'. When considering impact on setting visual factors are an important, but not the only, consideration.

- 6.26 With regards to the works to the front seating area these will have a degree of intervisibility with 694 Wilmslow Road, the Didsbury War Memorial and Rhodes Memorial Clock Tower. When assessing any impact on these heritage assets the key views are looking north and south along Wilmslow Road (figures 6 and 7). 700 Wilmslow Road already has prominence within these views due to its location on the junction of Wilmslow Road and Barlow Moor Road / School Lane, and its size which is larger than much of the surrounding buildings which are generally two storeys.
- 6.27 The metal and glazed pergola structure currently conceals a significant part of the ground floor of the building and is quite a prominent element in the streetscene. The removal of this structure and provision of more conventional outside seating areas is considered to be positive in heritage terms. The proposed external alterations to the building, including signage / branding etc, will reflect a traditional public house which is in keeping with the historic character of the surrounding area. This in turn is considered beneficial in relation to how the setting of the nearby listed buildings / structures are appreciated. Facilitating the reuse of the vacant building for its original use as a public house will also enhance the environment in which the listed buildings / structures are appreciated. In overview, it is concluded that the proposal will not have any adverse impact on the setting of identified nearby listed building / structures and therefore complies with relevant heritage provisions of the NPPF relating to setting of heritage assets.



Figure 6: View looking north along Wilmslow Road.



Figure 7: View looking south along Wilmslow Road.

Summary of Heritage and Design Considerations

- 6.28 In conclusion, based on the above heritage and design assessment it is concluded that the proposal accords with design and heritage provisions of the NPPF; policies EN 1, EN 3 and DM 1 of the Core Strategy; UDP policies DC18.1 and DC19.1; PfE policy JP-P2; and, the Guide to Development in Manchester SPD.

Sustainable Development: Economic, Social and Environmental Benefits

- 6.29 The proposed scheme will achieve high sustainability credentials as a result of the economic, social and environmental benefits it will bring.

Economic

- 6.30 The proposed development will bring a number of economic benefits both during the implementation of the proposals and once the public house is operational. Full-time and part-time employment will be provided within a range of roles including bar staff, cleaning and admin roles etc. Bringing the building back into active use will also add to the vibrancy and attractiveness of this part of Didsbury District Centre and may act as a catalyst for further local investment.

Social

- 6.31 The scheme will return the building back into use and will enhance the community / leisure offer within Didsbury District Centre. It will provide a venue for people to meet and socialise. The external seating areas in particular will add vitality to the surrounding area and help to minimise opportunities for anti-social behaviour by increasing passive surveillance. The premises will be managed by an experienced operator in accordance with licensing requirements, operation measures set out in Section 4 of this Statement, and in accordance with the recommendations of the submitted Crime Impact Statement and Noise Report for Planning Purposes.

Environmental

- 6.32 The proposed scheme will have environmental benefits since it involves the reuse of part of a vacant building which is in a sustainable and accessible location. The scheme will include space for the potential storage of 2no. bikes for staff who may choose to travel by bike.
- 6.33 The sustainability benefits of the scheme are in accordance with the provisions of the NPPF; Core Strategy policies SP 1, EC 1, C 1, C 10, T 2 and DM 1; PfE policies JP-S1, JP-P1, JP-P3 and JP-C8; and, the Guide to Development in Manchester SPD.

Access for Disabled People and Compliance with Design for Access 2

- 6.34 The standards set within 'Design for Access 2' (DfA2) are intended to be used on buildings/projects where Manchester City Council (MCC) are the lead or the client, or the building is owned by the Council. The main entrance will continue to provide level access into the building and a disabled WC is provided. The external seating areas will also have level access. Based on the above it is established that level disabled access is provided to all customer areas and the proposal therefore complies with Core Strategy Policy DM 1; provisions of DfA2; and, the NPPF.

Crime and Safety Issues

- 6.35 A Crime Impact Statement prepared by Greater Manchester Police (GMP) Design for Security has been submitted as part of the application which confirms that the proposal is acceptable. The applicant is committed to ensuring that the venue is safe, secure and an attractive environment for people to visit and work in, and the measures identified in the statement will be addressed. The premises will be run in a responsible manner in accordance with the recommendations of the Crime Impact Statement; licensing requirements; and the comprehensive management plan and smoking strategy detailed at section 4 of this statement.

Local Amenity

- 6.36 The proposal will have a positive impact in terms of amenity by facilitating the reuse of the building and also improving the appearance of the building and external seating areas. This will add to the vitality and vibrancy of Didsbury District Centre, and also contribute positively the surrounding environment.
- 6.37 It is noted that the premises has an extensive history of being operated as licensed premises including as a public house and then more latterly as a restaurant. The proposal will return the building back to its original use as a public house. It is recognised that such uses can sometimes raise amenity issues such as noise generation. Accordingly, a Noise Impact Assessment for Planning Purposes prepared by AEC Ltd has been submitted as part of the planning application.
- 6.38 The report identifies that the nearest noise sensitive properties are apartments located on the upper floors of the building which were developed in 2009. The report considers noise associated with the premises which will include live music. Noise levels have been measured at the existing Kennedy's premises in Altrincham to inform the assessment. The sound insulation performance of the ceiling / floor has been measured to consider potential noise transfer through the building. Based on this, the report confirms that the acoustic design aim would be achieved in all octave band centre frequencies with the exception of the 500Hz, which is marginal. However, it is recommended that once the sound system is installed within the premises, on-site testing is undertaken to set an appropriate limit and this limit is not altered. In order to reduce the potential for any structure borne noise transfer, the report confirms that all speakers must be resiliently fixed to the walls and no speakers should be directly fixed to the ceiling. The report also considers noise outbreak via the entrance door and glazing. The report confirms that the entrance will be lobbied whilst noise criteria will be met when windows are closed. Noise from the external seating area is also assessed and is considered appropriate taking account of other external seating areas in this part of Didsbury. The noise report has duly assessed potential noise sources in relation to relevant MCC and World Health Organisation guidelines. It is anticipated that planning conditions requiring acoustic verification would be attached to a planning permission and on this basis it will be ensured that there are no adverse noise impacts associated with the proposal.

- 6.39 There are no external changes to mechanical plant or kitchen equipment associated with the proposals which require consideration in terms of noise, vibration or odour etc.
- 6.40 Any external lighting and illuminated signage will be controlled to low levels and appropriately positioned so that it does not cause any adverse impacts such as lighting glare. This can be ensured via a planning condition.
- 6.41 Based on the above assessment compliance with policies C 10 and DM 1 of the Core Strategy, and UDP policies DC10 and DC26 is demonstrated.

Waste Management

- 6.42 A Waste Management Strategy Pro-forma has been prepared in support of the planning application. As per existing arrangements, refuse and recyclable waste will be stored within bins located in the secured alley located to the west of the site. The following provision will be accommodated:
- 1 x 1100 Dry mixed recycling bin (2 x week collection)
 - 1 x 1100 Mixed general waste bin (2 x week collection)
 - 4 x 360 Mixed glass recycling (1 x week collection)
- 6.43 Collections will be by a private waste contractor which will park on Barlow Moor Road during collections.
- 6.44 Based on the above and the submitted Waste Management Strategy, arrangements for waste management will be in accordance with policies EN 19 and DM 1 of the Core Strategy.

Advertisements

- 6.45 External decoration and new signage will be provided to the building and will reflect the traditional theme. Various types of signage will be provided as detailed on the submitted elevation drawings, and will include:

1. Main 'Kennedys' signs to comprise gold lettering with black gloss background traditional sign (one installed to Wilmslow Road elevation and one installed to Barlow Moor Road elevation)
2. Gold lettering with black gloss background traditional signs (to read 'live music', 'sports', 'beers & spirits', 'wines & whisky', and '700' – 10 signs in total).
3. Black domed Guinness signs internally illuminated (4 in total).
4. Black Perspex cafe barriers with Kennedys and Guinness branding.

6.46 Full details of the signs are provided by the submitted application drawings and on the application forms.

6.47 The planning regulations confirm that applications for signage / advertisement consent must be considered in relation to amenity and public safety. It is noted that the site is located in a central location within Didsbury District Centre and signage is entirely appropriate in this context and reflects the surrounding character. The signage will not therefore act as a surprise or distraction, and is also visually in keeping. The main signs will have external illumination provided by traditional curved arm lights with brass domed shapes. The illumination will be subtle and directed at the signs ensuring it does not cause glare. The signage will be securely fixed to the building and is generally at high level ensuring that it does not cause any obstruction to pedestrians or other road users. It is also highlighted that various signage has been installed at the premises in the past when it has operated as different restaurants / public houses. The signs are appropriately positioned in relation to the architectural characteristics of the building and do not obscure any features or detract from the building.

6.48 On the basis of the above, the proposed signage is appropriate in relation to amenity and public safety. It therefore accords with Core Strategy Policy DM1; saved UDP policy DC15.1, DC22.1; and paragraph 141 of the NPPF.

7. Conclusion

7.1 The proposed development will provide a series of benefits that will have a positive impact on Didsbury District Centre. Positive impacts that the scheme will deliver include:

- Facilitating the reuse of a prominent building which has been vacant since 2018. The public house use reflects the original use of the building and it will make a positive contribution to the local community as a new place for people to meet and socialise.
- Improving the visual appearance of the external seating areas and opening up views of the historic building by removing the existing pergola structures. Sympathetic external alterations and signage are proposed which reflect the traditional public house character. In turn this will have a positive contribution to the character and appearance of the Blackburn Park Conservation Area.
- Creating employment opportunities during construction stage, and within the public house once it is trading.
- Maintaining disabled/level access throughout the external seating areas.
- Representing a form of sustainable development and providing a series of economic, social and environmental benefits.

7.2 As has been demonstrated in this Planning and Heritage Statement the proposal accords with all relevant national and local planning policies. On this basis, Paul Butler Associates are pleased to submit this planning and advertisement consent application on behalf of Kennedy's Didsbury Ltd and look forward to working with Manchester City Council in progressing the application through to a positive determination.

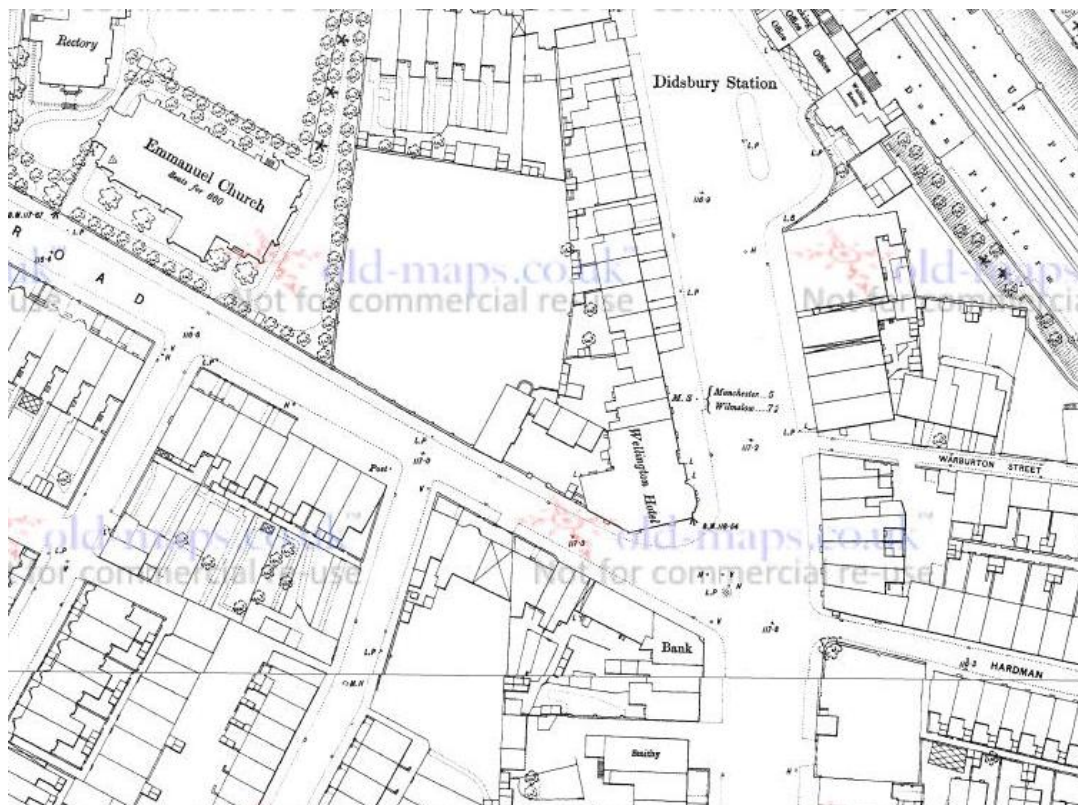
Appendix 1: Historic Maps and Photographs



1845



1891



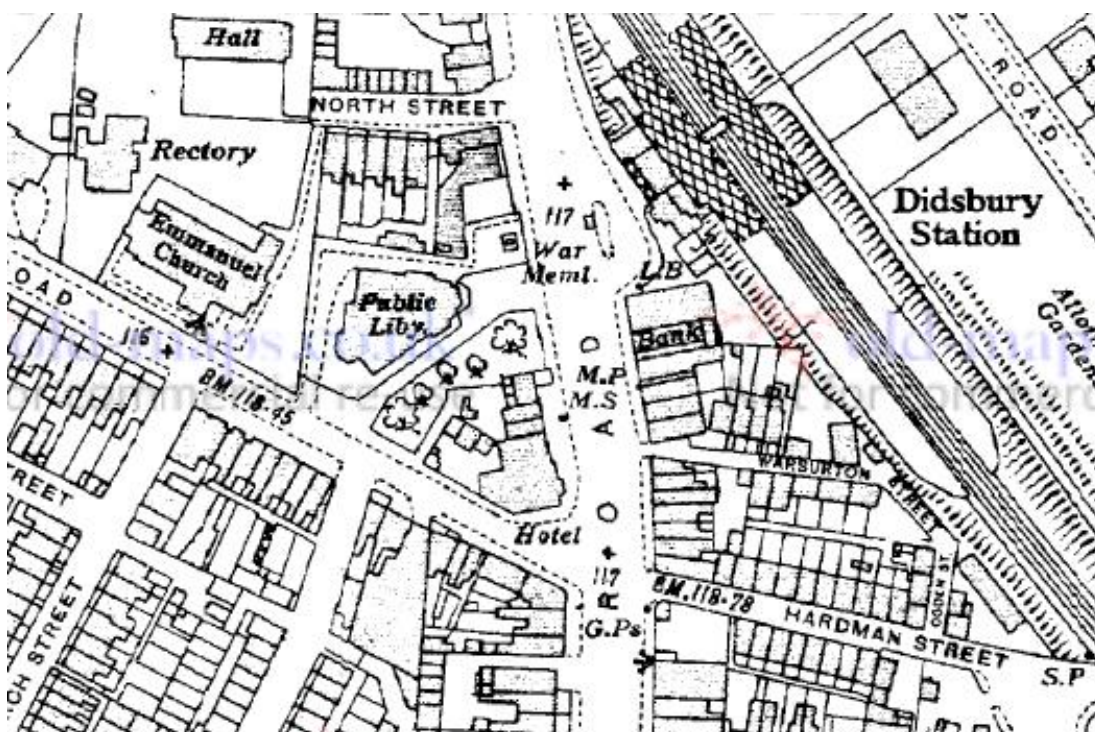
1893



1911



1915 - 1916



1934-1935



1956



1973



Undated postcard. Pre-1915.



1959

(c) Manchester Libraries



1959



1959



1959



1970

(c) Manchester Libraries



1972

(c) Manchester Libraries



1973