



PLANNING & HERITAGE STATEMENT

LISTED BUILDING CONSENT APPLICATION FOR ADDITION OF 4No RETRACTABLE AWNINGS, 4No FASCIA WITH PERIPHERAL LED ILLUMINATION AND 2 WITH APPLIED NON-ILLUMINATED ADVERTISEMENT LETTERING, REPLACEMENT OF 2No ILLUMINATED HANGING SIGNS, 2No PLANTING TROUGHS WITH APPLIED LETTERING AND INTERNAL WORKS TO INCLUDE NEW TRADITIONAL PIZZA OVENS AND ASSOCIATED FOOD PREPARATION AND SERVERIES, BAR SERVERY AND RE-CONFIGURED CUSTOMER SEATING AREAS

SITE AT 105 – 107 DEANS_GATE, MANCHESTER, M3 2BQ

1 INTRODUCTION

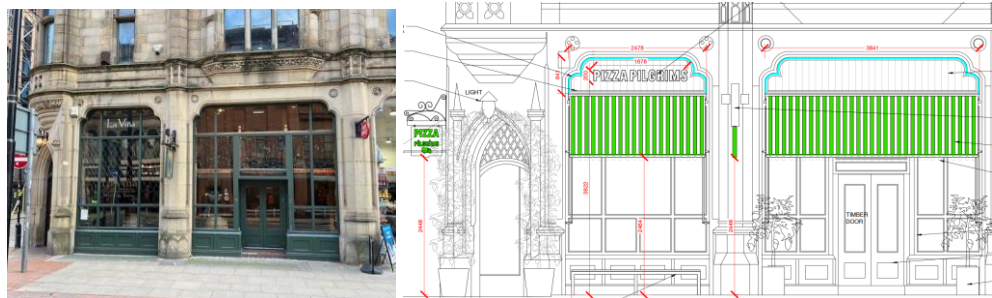
- 1.1 This Planning and Heritage Statement is submitted in support of a Listed Building Consent ('LBC') application on behalf of Pizza Pilgrims ('the Applicant') for alterations to shop frontage including replacement signage and internal re-configuration of an existing restaurant premises at 105 – 107 Deansgate, Manchester, M3 2BQ ('the Site').
- 1.2 This LBC is submitted in conjunction with Planning and Advertisement Consent applications.
- 1.3 The application site premises situated at the corner of Deansgate and South King Street is currently in use as a restaurant known as La Vina Tapas Bar & Restaurant.



- 1.4 The restaurant premises provides ground and mezzanine floor customer dining with first floor kitchens and associated storage, administrative office, staff room and WCs.
- 1.5 The Applicant's proposed restaurant use and refurbishment offers an excellent opportunity to positively enhance the appearance of this Grade II Listed Building and the Conservation Area setting.
- 1.6 As part of this Listed Building Consent application (as accompanied by Planning and Advertisement Consent applications) the following works are proposed –

EXTERNAL WORKS

- 4No retractable awnings to ground floor display windows fronting Deansgate and South King Street. The awnings of traditional design and construction will provide green (RAL 6038) and white striped (Recasens canvas) canopies set within stone window surrounds and providing 2464mm clearance above the adjacent pavement;



- 4No timber tongue-and-groove panel fascia set within stone window surrounds with recessed LED detail, including 2No applied non-illuminated aluminium white powder coated lettering to read "PIZZA PILGRIMS";
- Repainting of existing retained 4No display window frames, stall risers, entrance doors and upper floor windows RAL 6005 (Moss Green);



- 2No replacement trough lit hanging signs to South King Street and Deansgate frontages, using existing brackets with aluminium signs of 550mm x 550mm x 70mm finished white with acrylic RAL 6038 (luminous green) logo lettering to read "PIZZA PILGRIMS" and delivery van detail, providing 2448mm clearance above the adjacent pavement;
- 2No timber constructed planting troughs of 1900mm (length) x 350mm (width) x 690mm (height) with applied 25mm high non-illuminated acrylic lettering coloured Moss Green (RAL 6005) to read "HOT PIZZA" and "COLD BEER";
- All existing external extraction duct and a/c units to be retained and re-used;
- Removal of all existing "La Vina" window signage.

INTERNAL WORKS

Ground Floor

- Addition of free-standing traditional clay pizza oven and surrounding food preparation and servery;
- Removal of partition stud walling and installation of Fiat Panada bar servery (as indicative model below);

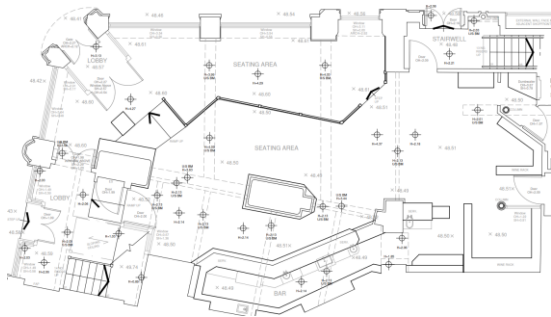


- Removal of existing bar servery (below right) and replacement with wall mounted customer bench seating to provide new dining area;



The above photographs show the existing ground floor customer dining area where central to the room a new traditional clay pizza oven and associated food preparation and servery is to be installed and the existing bar servery to be removed to provide new customer seating area.

EXISTING GROUND FLOOR



PROPOSED GROUND FLOOR



- Retained decorative ceiling rose (as shown by photograph above) and new wall, flooring and ceiling materials throughout (as specified on Plans Ref 055_25_11, 055_25_14 and 055_25_17).

Mezzanine Floor

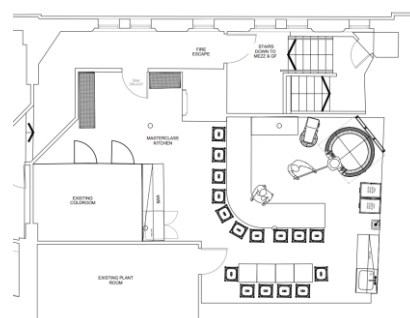
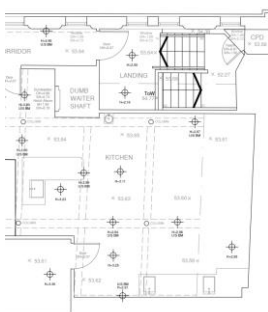
- Installation of new wall mounted bench seating;
- New flooring, walling and ceiling finishes (as specified on Plans Ref 055_25_12, 055_25_15 and 055_25_18).



Photographs of the existing mezzanine dining area.

First Floor

- Installation of traditional clay pizza oven, food preparation and servery counter, sink/cleansing unit and customer seating as part of 'Masterclass' tuition/training area in place of kitchen appliances and storage units;



- Refurbishment of existing customer toilets;
 - Re-use of wet and cold food and drink storage, stores and staff rooms;
 - New flooring, walling and ceiling finishes (as specified on Plans Ref 055_25_13, 055_25_16 and 055_25_19).
- 1.7 The proposed Pizza Pilgrims re-use and refurbishment of an established restaurant premises will positively enhance this Heritage Asset and the Conservation Area street scene setting.
- 1.8 There are no structural alterations proposed to the original fabric of the building.

2 SITE PREMISES AND SIGNIFICANCE OF THE ST ANN'S SQUARE CONSERVATION AREA

- 2.1 The application site premises is a ground and first floor commercial unit forming part of a 4 storey stone constructed Grade II Listed Building known as '5 – 15 John Dalton Street and 105 – 113 Deansgate'.
- 2.2 The building is situated within and at the outer edge of the St Ann's Square Conservation Area.



- 2.3 The building was first Listed on 3rd October 1974, the List Entry states –

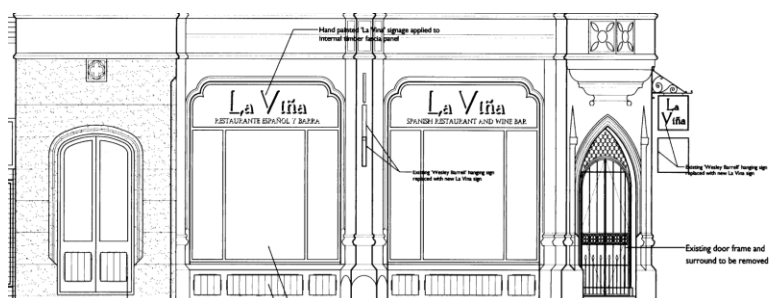
Includes: Nos.5 TO 15 JOHN DALTON STREET. Commercial building with offices over shops and bank. 1876, by Pennington and Bridgen; altered. Sandstone ashlar, slate roof. Large trapeziform plan on island site, with canted corners. Gothic style. Four storeys over cellars, 5 bays to Deansgate (plus the corners), symmetrical; with polygonal piers, string courses and sill-bands (the topmost with grotesques projected from the piers), the corners and alternate bays with shallow canted oriels to the 1st and 2nd floors and gables above. C20 shop-fronts at ground floor, and at the right-hand corner a canted 3-bay open arcade of moulded 2-centred arches (the centre larger) carried on 2 columns of polished granite with carved caps, various forms of enrichment including honeycombed spandrels and parapet with quatrefoils; mullioned and transomed windows on all floors (except the outer bays which have single-light windows), all with leaded glazing in arched upper lights; embattled parapet to corner oriel; steeply-pitched gables with quatrefoils and finials. Seven-bay return side to John Dalton Street in similar style but assymmetrical, lacking the gables, and with the former bank front of 3 large mullioned windows and an arched doorway at ground floor.

- 2.4 The List Entry makes no reference to internal architectural form or historic detailing.

- 2.5 The host building includes several commercial ground floor units fronting Deansgate and John Dalton Street with upper floor office accommodation. The Application premises provides a corner customer front entrance with internal lobby and adjoining two large display windows fronting directly onto Deansgate and South King Street. The host building is of a Gothic style decorative stone form and construction and provides open plan ground and mezzanine floors with partitioned first floor rooms providing kitchen, stores and staff accommodation.
- 2.6 All existing original window and door openings will be retained, though original ground floor windows and door frames have long since been removed. The retained frames were installed as part of the unit conversion to a restaurant in 2006.
- 2.7 The proposal requires no structural alterations to the original fabric of the building to facilitate the new restaurant use and therefore the legibility and 'significance' as identified by the List Entry will be preserved and positively enhanced.
- 2.8 The 'significance' of the St Ann's Square Conservation Area in the immediate locality of the application site results from the unique historic spatial layout and the context of historical buildings of vernacular appearance. The old built fabric, knitted closely together within the linear pattern of John Dalton Street and Deansgate comprise the 'significance' of this part of the outer edge conservation area setting. The heart of the conservation area set around St Ann's Square is visually distinct from the surrounds of Deansgate within which the application site sits.
- 2.9 The presence of traditional frontages and ground floor commercial units and their associated signage and canopies along Deansgate form an integral and important part of the conservation area setting.
- 2.10 The restaurant use of the unit and modest external works will positively enhance the visual presence and commercial viability without harm to the antiquity, historic character the 'significance' or legibility of the identified Heritage Assets.

3 PLANNING HISTORY

- 3.1 Planning and Listed Building Consent applications Ref 077375/LO/2005 and 077376/FO/2005 were granted on 24th March 2006 for change of use and alterations from shop (Class A1) to restaurant (A3) with ancillary bar including new shop frontage, non-illuminated signage, rear a/c units, extraction and intake flues and internal alterations.



- 3.2 App Ref 119342/FO/2018 proposing external customer seating to the Deansgate frontage was refused permission on 21st June 2018 due to inadequate retained width to pavement where high volumes of pedestrian movements are experienced.

4 COMPLIANCE WITH PRIMARY PLANNING LEGISLATION

- 4.1 The applicant cites Section 38 of the Planning & Compulsory Purchase Act 2004 ("PCPA") and Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 in favour of the development. There will be no demonstrable harm to important interests more particularly those relating to up-to-date Planning Policy, the character and appearance of the original host Listed Building, the identified 'significance' of this part of the St Ann's Square Conservation Area street scene setting, residential amenity or highway implications.

5 COMPLIANCE WITH THE NATIONAL PLANNING POLICY FRAMEWORK

- 5.1 The NPPF introduced in March 2012 as amended in 2018, 2019, 2021, 2023 and more recently in December 2024 is a material planning consideration in the determination of planning applications and introduced a presumption in favour of *sustainable development*, as referred to at paragraph 11.
- 5.2 Paragraphs 128 - 132 encourage LPAs to seek high quality and innovative designed development that promote high levels of sustainability and those schemes that positively reinforce local distinctiveness as in the case of the replacement shop frontage scheme.
- 5.3 In submitting applications for the re-development of defined Heritage Assets paragraph 200 requires Applicants to identify the significance of a heritage asset and the contribution made by their setting. The level of detail should be proportionate to the proposal and to allow an understanding of the scheme. These relevant details and assessment are set out at **Section 2** above.
- 5.4 In determining applications for new and re-development of heritage assets paragraph 196 requires LPAs to take account of –
- a) The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
 - b) The wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
 - c) The desirability of new development making a positive contribution to local character and distinctiveness; and
 - d) Opportunities to draw on the contribution made by the historic environment to the character of place.
- 5.5 In this instance the proposed restaurant use and associated external and internal alterations will positively enhance the existing unexceptional appearance of the unit and consequently the street scene setting.

- 5.6 Paragraph 213 notes not all elements of a conservation area will necessarily contribute to its significance.
- 5.7 Annex 2 accepts that the extent of 'setting' is not fixed and may change as the asset and its surroundings evolve.

6 DEVELOPMENT PLAN POLICY COMPLIANCE

- 6.1 The Council's Development Plan comprises the adopted Manchester City Core Strategy and Supplementary Planning Guidance Documents.

CORE STRATEGY

- 6.2 The proposed re-use and alterations to form Pizza Pilgrims restaurant is compliant with the objectives of Policy CC9 where the existing built form and setting will continue to be preserved and enhanced.
- 6.3 Policy C10 is permissive city centre uses such as a restaurant that supports the evening economy, contributes to the vitality of the centre and supports a balanced and socially inclusive evening/night-time economy.
- 6.4 Policy EN3 supports new development that seeks to preserve or enhance the city's heritage assets. Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.

SHOP FRONT & SIGNAGE DESIGN GUIDE

- 6.5 The Design Guidance provides supports the principle of awnings on Listed Buildings where they are appropriate to context and can be integrated within the context of the historic character and fenestration detailing of the building.

Extract from Design Guidance -

For example, traditional 'Victorian' canvas roller awning would be required for most historic (19th and early 20th century) premises and in the context of most conservation area; fixed canopies, Dutch/balloon blinds, plastic fabrics or overtly reflective finishes would not generally be supported. New awnings and canopies should be retractable into a blind box and fitted flush with or behind the fascia or shopfront edge.

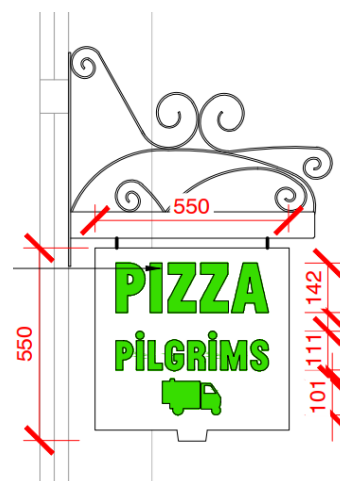


Figures 35 and 36: Left: Retracted traditional canvas awning (High Street). Right: Retractable awning in use, with the mechanism sat flush with fascia (Peter Street).

- 6.6 The Design Guide states – “In appropriate locations and where in keeping with a character or sense of place of an area we-designed, well-integrated and well-placed awnings, blinds and canopies can make a positive addition to a building and street scene.”
- 6.7 The proposed retractable awnings are of a traditional design and materials of construction including canvas finish that are well-placed within substantial stone window frame surrounds and in keeping with the period style of the host building.
- 6.8 The installation of the proposed awnings require no structural alterations to the original architectural form of the host buildings and as such are ‘reversible’.
- 6.9 In relation to the proposed signage comprising 2No applied non-illuminated fascia lettering and 2No replacement trough lit hanging signs are compliant with Design Guidance, where such is of modest scale and does not add intrusive clutter to the commercial unit.
- 6.10 The Design Guide requires new signage should be –
- Limited to one fascia sign or internal hanging sign per elevation;
 - Be located below the first floor cills, (unless there is historic evidence of signage above);
 - Have a maximum depth of 30mm;
 - Not be in the form of an internally illuminated lightbox
 - Not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.
- 6.11 The Design Guide includes examples of appropriate hanging signs –



Figures 42: Good examples of hanging non-illuminated and illuminated signage in the City (Norfolk Street, Hilton Street and Port Street).

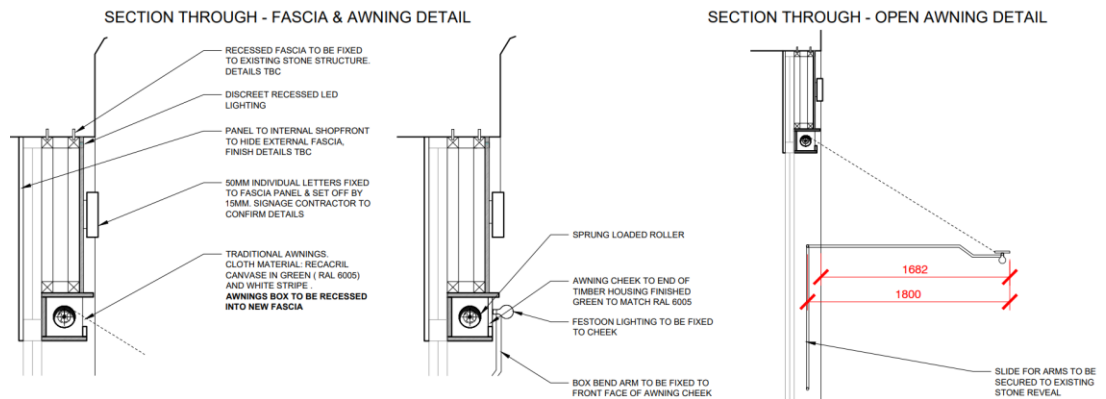


- 6.12 The replacement aluminium hanging sign re-using the existing traditional brackets follows the adopted Guidance. The hanging sign is less than 75 sqm and provides clearance above the footway of 2448mm.

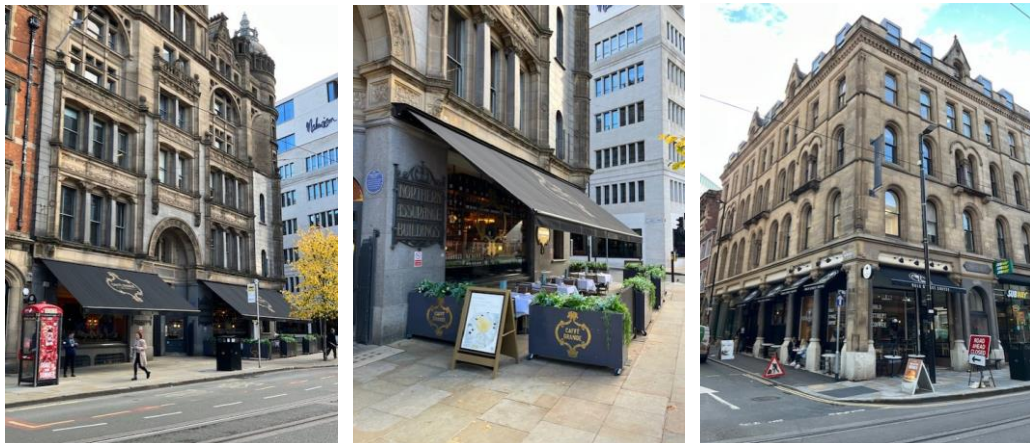
7 APPRAISAL OF PROPOSED WORKS

EXTERNAL

- 7.1 The proposed principal alterations to the existing frontage relate to the addition of 4 No retractable canopies which form an important part of the Applicant's 'high street identity'. The proposed awnings are of a traditional design and materials and are proposed to be installed within the substantial stone decorative window surrounds with a timber the box housing being fixed to under side of the fascia to provide a discrete and appropriate housing (as shown below).



- 7.2 The proposed awnings within the context of the scale of the host building and vibrant street scene setting where they specifically related to an established ground floor commercial unit will appear subservient.
- 7.3 Given the installation of the awnings require no structural alterations to the architectural form of the host building they are considered to be a reversible detail that will not harm the 'significance' of the building.
- 7.4 Within the surrounding locality it is noted that substantial awnings are present at Piccolino Grande Café and those of a more modest scale on Bold Street Café on Cross Street (as shown below). In addition, more recently Planning and LBC (Refs 135337/FO/2022 and 135338/LO/2022) applications have been approved for the re-use and refurbishment of 7 Princess Street for Armenian which amongst many alterations also includes addition of canopies.



The above photographs show 2No substantial awnings on the Grade II Listed Northern Assurance Building; 9 Princess Street within the adjoining Upper King Street Conservation Area and canopies installed at Bold Street Coffee on Cross Street.

- 7.5 The addition of 4No timber tongue-and-groove panel fascia with moulding surround detail and inset LED lighting above the proposed awnings are proposed, where a solid 'infill' for La Vina's signage was previously approved and similar style inset timber fascia is evident on the frontage of an adjacent Listed Building; No 103 as shown by photomontage at paragraph 1.6 above.
- 7.6 The fascia signage comprising applied non-illuminated lettering (though illuminated by inset LED lighting) and replacement trough lit hanging signs are extremely modest and respect the façade detailing and context of the identified heritage assets.
- 7.7 Two planting troughs of 1900mm (length) x 350mm (width) x 690mm (height) will be set within the stone window frame surrounds and will be sited on a private strip of land fronting South King Street so will not impede pedestrian flow, create a trip hazard nor narrow the pavement width.
- 7.8 All existing doors, display and upper floor windows are to be retained, repaired where weathered and suffering from lack of maintenance and repainted Moss Green (RAL 6005) to positively enhance the appearance of the building.
- 7.9 The existing a/c and extraction ducts are within the inner enclosed courtyard are to be retained and re-used. No ducting or flues are visible from the public realm.



The above photographs show existing a/c and extraction ducting within the enclosed inner courtyard that will be re-used.

INTERNAL

Ground Floor

- 7.10 The principal internal changes do not result in structural alterations to the original fabric or form of the building and include the provision of a new central feature traditional clay pizza oven and surrounding food prep and servery and removal of the existing bar servery to be replaced by a quirky Fiat Panada body shell as a new customer bar area.

- 7.11 These details as shown by proposed plans and graphics at paragraph 1.6 (above) represent Pizza Pilgrims important product identity and will form an integral part of the restaurant character and ambiance. These proposed installations along with new floor, wall and ceiling materials and new furnishings will positively enhance the appearance of the unit and consequently the vibrancy and viability of this part of the city centre.

Mezzanine Floor

- 7.12 The mezzanine floor will largely remain unaltered except for new floor, wall, ceiling coverings and addition of new soft furnishings.

First Floor

- 7.13 At the first floor the existing kitchen as redundant by the proposed ground floor clay pizza oven installation will be refurbished including an additional pizza oven and used as corporate entertainment and private 'masterclasses' in Neapolitan cookery.

8 KEY ISSUES AND SUMMARY

- 8.1 The proposed frontage alterations including addition of traditional retractable awnings, timber fascia detailing, repainting retained doors, display and upper floor windows and replacement signage will positively enhance the character and appearance of the commercial unit and the host Listed Building and the setting ('significance') of this outer edge of St Ann's Square Conservation Area.
- 8.2 The proposed external and internal alterations of high quality design bespoke to the operating requirements of the Applicant; Pizza Pilgrims are compliant with the objectives of National Planning Policy Framework, relevant policies of the Core Strategy and adopted Design Guidance and will ensure the 'significance' of the identified heritage assets continue to be preserved and enhanced.
- 8.3 The proposed external additions require no structural alterations to the architectural or historic form of the building and as such are reversible and do not adversely impact of the identified 'significance' or legibility of the buildings.
- 8.4 The proposed alterations to facilitate the continued restaurant use of the premises will positively enhance the commercial vitality and vibrancy of Deansgate and the immediate surrounding area.

I hope this information and submitted plans are sufficient to provide support, however should you wish to discuss these matters further or require additional details please do not hesitate to contact me on 07970 711548 or via wattsplanning@live.co.uk