

Planning/DAS & Heritage Statement

The Brunswick (B Lounge), 97 Picadilly, Manchester, M1 2DB

Planning and Listed Building Consent application for internal works (part-replacement of ground floor with installation of steel beams, minor internal refurbishments including new bar) and external works (2 no. planting boxes above signage, new signage, replacement door to side and repairs to render).

Job No: 25/L/008

Client: Trust Inns

Version: v.1.0

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Appendix I - JWRC Heritage Statement
(January 2024)

1. Introduction

- 1.1 This Planning, Design and Access and Heritage Statement has been prepared by JWPC Chartered Town Planners on behalf of the applicant, Trust Inns, and in support of planning and listed building consent applications which seek consent for internal and external works to 97 Piccadilly, Manchester – known variously as The Brunswick, Brunswick Chambers and more recently: ‘B Lounge’.
- 1.2 The site is an attractive three-storey building trading as a public house at ground floor. The upper floors benefit from listed building consent for refurbishment to letting rooms but that consent has yet to be implemented. At present, the first floor is used for ancillary purposes to the public house, whilst the second floor is currently unused.
- 1.3 It is located at the junction of Piccadilly and Paton Street, to the north east of Manchester City Centre and on the southern edge of the Northern Quarter. Importantly, the building is Grade II listed.
- 1.4 This application is submitted following a condition survey undertaken by the owners, in advance of proposed refurbishment and reletting to new tenants. A survey in November 2023 revealed weaknesses in the ground floor structure which was to be propped initially. A further inspection in December 2023 was inconclusive and so trial holes and further exploratory works took place in May 2024 which resulted in a recommendation that some sections of the ground floor/basement ceiling be replaced and others to be strengthened. The report also recommended that some insulating materials be tested for presence of asbestos. Further inspection revealed a total of 36 Asbestos Containing Materials (ACMs).
- 1.5 In light of the need to remove, encapsulate or manage these materials as a matter of urgency, it has been decided by the owners, that they apply now for the necessary listed building consent to remove, replace and strengthen the ground floor where necessary. Given that they also have a requirement to refurbish the public house, it is considered prudent to include these elements within the current application.

- 1.6 Given that the presence of asbestos was only confirmed in the report of Tersus Group of 6th January 2025, it has not been possible to make a pre-application advice request. However, the applicants welcome early engagement with planning and conservation officers of the City Council and invite them to visit site at their earliest convenience.

2. Site Characteristics

Site and Surroundings

- 2.1 The application site is formally addressed as 97 Piccadilly and 2-4 Paton Street although its front elevation faces onto Piccadilly and the Paton Street elevation is very much a secondary façade. Whilst the ground floor public house continues to trade, the first and second floors are underused. However, there is an extant listed building consent (Application Ref: 135930/LO/2023) for the refurbishment of the upper floors to create new letting rooms along with some external alterations.
- 2.2 The building is a Grade II listed building and falls within the Stevenson Street Conservation Areas. As such it is a designed heritage asset. The listing description reads as follows:

J8498SE PICCADILLY 698-1/29/292 (North East side) 03/10/74 No.97 The Brunswick Hotel

GV II

Includes: Nos.2 AND 4 PATON STREET. Hotel and 2 town houses, now public house. Early C19, altered. Scored stucco on brick, slate roofs. L-plan formed by double-depth double-fronted main range with back extension and Nos 2 and 4 Paton Street continued to rear of this. Three storeys and cellars, 4 windows (2 to left and 2 to right), symmetrical, with plinth and 2nd floor sill-band; central doorway up 2 steps, with open-pedimented Tuscan pilaster doorcase and blocked fanlight; a pair of windows each side of the doorway on each floor, all with raised sills and moulded architraves, those at ground floor with multi-pane glazing and the others sashed without glazing bars. Tall chimney at left gable. Left return wall has similar doorway (altered as window), and similar windows (3 at ground and 1st floors, 2 at 2nd floor). Nos 2 and 4 Paton street, 3 and 2 windows respectively, have similar doorways and fenestration. No.2 Paton Street now incorporated with

Brunswick Hotel. Interior altered. Forms group with No.107 Piccadilly (q.v.) which is attached to right-hand side, but of contrasting period, type and scale (twice the height).

Listing NGR: SJ8462298165

2.3 Whilst the description states it was built 'Early C19', the Heritage Statement by JWRC submitted Application 135930/LO/2023 confirms that the building was not shown on the 1772 plan of Manchester but was shown on the 1774 William Green map and therefore probably dates from the late 18th Century. Although it was built as dwellings, it is understood that it was reconfigured as a hotel some time between 1832 and 1849 and has remained in 'leisure' use ever since.

2.4 Further information on the historic context of the building is provided in the JWRC Heritage Statement which is included here at **Appendix 1** for ease of reference.

Planning History

2.5 As one would expect with a commercial listed building, its planning history is characterised by numerous applications for internal and external alterations to facilitate its continued appeal and functioning as a public house.

Application Reference	Description	Decision	Decision Issued Date
135929/FO/2023	Refurbishment works to create new letting room layouts on the first and second floor and external alterations	Approved	19/01/2024
135930/LO/2023	Listed Building Consent for refurbishment works to create new letting room layouts on the first and second floor and external alterations	Approved	19/01/2024
112158/FO/2016/C2	Retrospective application for retention of external seating area and associated barriers and planters to demarcate	Approved	17/08/2016

	area on pavement in front of premises		
053569/LO/CITY3/98	LISTED BUILDING CONSENT Installation of floodlit signage	Approved	08/09/1998
053568/AO/CITY3/98	Illuminated fascia sign, projecting sign and wall signs	Approved	08/09/1998
050035/FO/CITY3/96	Change of use of dis-used offices and workrooms into student accommodation (11 No) with communal kitchens, common room and toilets	Approved	23/09/1996
050384/LO/CITY3/96	LISTED BUILDING CONSENT Internal alterations to form student accommodation	Approved	16/09/1996
050251/AO/CITY3/96	Illuminated fascia signs to front and side elevation	Approved	30/08/1996
050125/LO/CITY3/96	LISTED BUILDING CONSENT New windows to ground floor elevations, new external signs and various internal alterations	Approved	24/09/1996
049813/FO/CITY3/96	New windows to ground floor elevations	Approved	04/09/1996
F/AD00998	a) Erection of 2 non-illuminated single sided 4 sheet poster display panels on Piccadilly elevation of public house. b) Erection of non-illuminated single sided 4 sheet poster display panel on Paton Street elevation of public house	Refused	10/05/1976

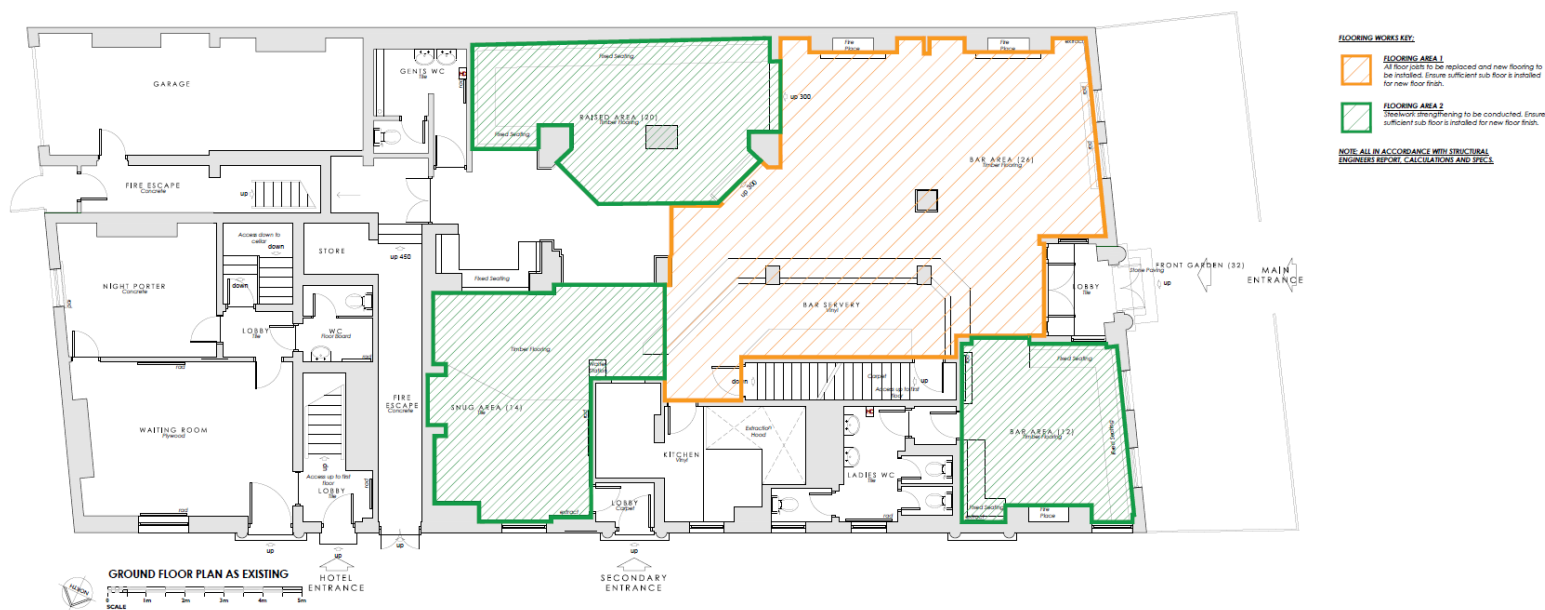
3. Application Proposal

- 3.1 Listed building consent is sought for several internal and external alterations to this trading public house to remedy existing defects and to update its appearance, making it an attractive and contemporary addition to Manchester's nighttime economy. In addition, planning permission is required for a replacement external door to the side of the premises and new timber planters at first floor window level.
- 3.2 Applications are presented for these works together because there is an urgent need to replace some of the ground floor of the premises. This will need to be done whilst the business is closed so that materials (asbestos) that are potentially dangerous are safely removed. This therefore, affords the owners with an opportunity to undertake other internal works at the same time, thus minimising disruption to the business.
- 3.3 The works proposed can be summarised as follows:

Internal Works

Partial Replacement of Ground Floors/Basement Ceiling

- 3.4 Due to movement, potential for wet or dry rot and the presence of asbestos, some of the ground floor bar area floor will be removed and replaced. Drawing 22108-104 illustrates where replacement joists and flooring will be installed (orange diagonal lines) and where some steelwork is required to strengthen retained floor (green diagonal lines). This drawing should be read alongside the Visual Structural Inspection Report (HBL Associates) and the Asbestos Survey (Tersus Marlow Environmental Services) submitted with the applications.



Various Internal Alterations

- 3.5 Drawing 22108-201 illustrates a series of internal works to the ground floor public areas of the public house. The most apparent is the insertion of a new bar, back bar and servery which extend slightly to the east. However, this replaces a modern late 20th/early 21st Century feature and retains the brick piers in situ.
- 3.6 Elsewhere the refurbishment project involves the installation of additional fixed seating, refurbishment of toilet areas, the blocking up of disused extraction fan openings, and reconfiguration of the kitchen pass/circulation are with a short section of studwork wall.

External Works

Planters and advertisements

- 3.7 As part of the rebranding/updating of the public house, it is proposed that two planters are sited at first floor window sill level above the existing signage. These will be formed from marine plywood and fixed on brackets that will be powder-coated black.

- 3.8 New signage will include 2 no. fascia boards, a hanging sign, 2 no. new amenity boards either side of the front door and new LED floodlighting will be installed to the underside of the 2nd floor sill-band. A new lantern is proposed under the front door pediment.

Windows and doors

- 3.9 An initial survey of the existing windows has been carried out and a drawing produced with a schedule for works for all windows and doors (Ref: 22108-701A). All windows are proposed for overhaul repair, rather than replacement.

Render

- 3.10 It is proposed that the existing render on the building is prepared and redecorated where necessary.

4. Planning Policy

- 4.1 The application proposals relate to development potentially affecting the character and setting of potential heritage assets; therefore, they will require consideration against adopted national and local heritage planning policy. This is outlined in brief below.

Manchester Core Strategy (adopted July 2011)

- 4.2 The following policies are considered to be most relevant to the proposed development.
- 4.3 Policy CC1 (Primary Economic Development Focus: City Centre and Fringe) recognises that the City Centre is a strategic economic location and focus of employment growth encouraging a variety of high quality accommodation types, sizes and foot-plates to boost investment by local, national and international businesses and supports the provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities within the City Centre to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre.
- 4.4 Policy DM1 (Development Management) states that all development should have regard to a number of issues, the following of which are relevant to this proposal:
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development.
 - Development should have regard to the character of the surrounding area.
 - Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
 - Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
 - Community safety and crime prevention.
 - Design for health.
 - Refuse storage and collection.
 - Vehicular access and car parking.

- 4.5 Policy CC4 (Visitors - Tourism, Culture and Leisure) confirms that the focus for culture and leisure in the City Region is Manchester City Centre. It supports the improvement of visitor facilities.
- 4.6 Policy CC9 (Design and Heritage) states that development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including conservation areas and listed buildings.
- 4.7 Policy EN 3 Heritage states that throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

The Manchester Unitary Development Plan (Extant Policies)

- 4.8 Policy DC18 (Conservation Areas) seeks to preserve and enhance the character of its designated conservation areas.
- 4.9 DC19 (Listed Buildings) seeks to preserve and enhance the settings of listed buildings by appropriate control over new developments within their vicinity

Places for Everyone (adopted March 2024)

- 4.10 Policy JP-P2 (Heritage) requires that proposals for heritage assets are considered in light of national planning policy and deliver positive benefits to sustain and enhance the heritage assets and their settings.

National Planning Policy Framework (NPPF) December 2024

- 4.11 The National Planning Policy Framework (the Framework) was first published in 2012 and replaced all Planning Policy Statements and Planning Policy Guidance notes. It has been

further updated, and a new version published in July 2018 and further revised in February 2019, July 2021, September 2023, December 2023 and more recently, in December 2024 following a change of Government.

4.12 The three key dimensions to sustainable development as stated in the Framework are economic, social and environmental. The planning system's purpose is to contribute to these sustainable development aims, and each dimension should be sought jointly and simultaneously through the planning system to achieve sustainable development.

4.13 Importantly the NPPF sets out the level of information that would be required in support of applications affecting heritage assets. Paragraph 207 states:

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.

4.14 Paragraph 208 then sets out the assessment that a Local Planning Authority (LPA) should undertake when determining applications affecting heritage assets, and states:

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.

4.15 Paragraph 210 then confirms the issues that the LPA should take account of when determining such applications; and states:

In determining planning applications, local planning authorities should 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 positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- c) *the desirability of new development making a positive contribution to local character and distinctiveness.*

4.16 Paragraph 215 states that where a development would lead to less than substantial harm to the significance of a heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

Conservation Principles (English Heritage, 2008)

4.17 This document provides a useful basis for completing an assessment on heritage significance and thus attaching value to the significance of a heritage asset. These are based around an understanding of an asset's evidential, historical, aesthetic, or communal value. The aim of this document is to:

Set out a logical approach to making decisions and offering guidance about all aspects of the historic environment, and for reconciling its protection with the economic and social needs and aspirations of the people who live in it.

4.18 According to the document, the value of a place/asset should be assessed according to these four values. These are not discrete, self-contained concepts but overlap and interact to some extent. The assessment will therefore utilise these values when assessing significance within this document.

5. Planning Assessment

- 5.1 It has been established that the building is a Grade II listed building and within a Conservation Area. As such it is a designated heritage asset.

Significance

- 5.2 The applicants recently secured listed building consent for the upper floors of the building as letting rooms under Application 135929/FO/2023. That application was accompanied by a Heritage Statement prepared by JWRC Conservation. That document is appended here and this Statement should be read alongside it.
- 5.3 Chapters 2.0 and 3.0 describe the building and its historical context. In terms of the interior, it states as follows:

‘The ground-floor public house, entered from Piccadilly, has also been greatly altered, with its original layout almost unrecognisable. Dividing walls have been removed or have had large openings made through them, seating areas extend into the former back yard, and the passageway shown on the nineteenth century maps is now an internal fire escape route. Chimney breasts that have been stripped of their plaster to reveal brickwork are the main evidence of the original room layout.’

- 5.4 Drawing on this assessment and that of the exterior and broader context of the site, the Heritage Statement summarised the significance of The Brunswick/97 Piccadilly as follows:

‘The building is of historic interest because its origin at the end of the eighteenth century as private house in an area now dominated by mixed commercial buildings. Its scale and materials contrast with the neighbouring buildings.’

It is also of historic interest because it was converted to a hotel in the 1840's when the character of the area changed and opening of what is now Piccadilly railway station nearby increased demand for hotel accommodation.

The present external experience is probably relatively unchanged since the 1840s when the building was extended to incorporate buildings at the rear. A few elements, including steel roller shutter doors to Paton Street and Back Piccadilly, detract from the current appearance.

Apart from the ground-floor public house and first floor rooms above, much of the interior is now disused and in poor condition. Little of the historic interior, either from the late eighteenth century origins or its 1840s remodelling, survives. The only surviving features of note are two staircases in the front part of the building, and two panelled doors and two fire places on the second floor. They are relatively plain and unremarkable architecturally but are evidence of the date of the original building.'

Impact of the Proposal

- 5.5 The current building is a designated heritage asset that has been subject to considerable change, as evidenced above. Whilst there is a listed building consent in place to reintroduce commercial letting rooms at the upper floors and thus, reinstate a 'hotel' type use to the building, more urgent works are required to facilitate the continued use of the ground floor of the building as a public house.
- 5.6 The building currently makes a positive contribution to the character and appearance of the Stevenson Street Conservation Area, especially on its Piccadilly and Paton Street elevations. The proposals therefore represent essential works that will ensure that the ground floor 'active frontages' of the premises are conserved and activity during the day and into the evening hours remains, through its operation as a public house.

- 5.7 The previous Heritage Statement recognised that the ground floor interior of the public house displayed few remains of historic or architectural importance. The plan-form had been much changed and features, such as the bar, are of modern origin. One feature that may be historic is the cornices which may be of timber construction. However, they appear to have been re-fixed and re-modelled in recent times. Nonetheless, this proposal would not impact upon them.
- 5.8 The removal of some sections of floor joists and timber floor is unavoidable given its condition and potential for asbestos contamination. However, all joists will be replaced on a like for like basis and floorboards re-used wherever possible. In the case of the latter, the current floorboards are 'tongue and groove' design and are too narrow to be of historic importance in any case. This change will have a neutral impact on the significance of the heritage asset.
- 5.9 Elsewhere, the changes to the interior of the building relate to 20th or 21st century additions. The new bar replaces a modern feature in the same location but slightly longer whilst the link between the bar and kitchen will be facilitated by the installation of a new swing door and the blocking up of a short section of internal wall with studwork. No historic elements will be affected and the plan-form remains as it is. Again, the impact on the significance of the asset will be neutral.
- 5.10 Other minor works such as new fixed seating, refurbishment of both WC's, a replacement lobby door and a balustrade to a raised area, all replace modern fixtures and fittings and thus, would not impact on significance. Similarly, the plans propose the removal of the modern timber bulkhead that sits above the bar area (see Ground Floor Ceiling Plan Ref: 22108-102) and to replace it with an alternative – details of which are to be confirmed. The intention is to increase the volume at and around the bar, opening up this space. This is considered to be more in character with the historic layout of the ground floor layout and is thus, a slight positive benefit to the significance of the heritage asset.
- 5.11 Externally, the existing building appears somewhat tired and in need of repair and improvement. Sash windows will be overhauled to ensure they open where they are currently fixed or broken. New signage will be provided (which will also be subject of express

advertisement consent as necessary). Timber planter boxes will replace existing hanging baskets, providing a cleaner, less cluttered appearance to the front elevation of the building. Whilst most works will constitute repair, they ensure the conservation of the heritage asset and contribute to its continued operation in its 'optimum viable use' as a public house. Together, therefore they make a slight positive impact on the significance of the asset.

6. Conclusions

- 6.1 This Statement supports Planning and Listed Building Consent applications that are necessary to ensure the continued use of The Brunswick as a public house. The evidenced structural and contamination issues of the ground floor/basement ceiling are such that replacement works are required to be undertaken without delay. Given the ambition to update the interior and refurbish the exterior of the building, it makes sense for the applicant to consolidate these works into one submission.
- 6.2 97 Piccadilly (The Brunswick) is a Grade II listed building within the Stevenson Street Conservation Area and as such is a designated heritage asset. Therefore, the proposed works must be supported by this statement which has sought to describe the significance of the heritage assets that could be affected. It is proportionate to the importance of the asset and the relatively minor potential impacts of the proposals upon it.
- 6.3 The NPPF and Policies EN3 and CC9 of the Manchester Core Strategy as well as Policy JP-P2 of the Place for Everyone plan require that any development to heritage assets preserve or enhance them. This Statement has demonstrated that both the internal and external works will either have a neutral or positive affect on the host building as a designated heritage asset and the character and appearance of the Stevenson Street Conservation Area. It is therefore entirely policy compliant and these applications should be supported.

Appendix 1

Heritage Statement by JWRC Conservation (January 2024)

Please see attached



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