

Planning, Design and Access Statement in support of the
Advertisement Consent Planning Application for the

Installation of 2 nr externally illuminated projecting signs following
the removal of 2 nr internally illuminated projecting signs

At

Founders Hall
2-10 Albert Square
Manchester
M2 6LW

On behalf of the applicant



GREENGATE BREWERY
GRIMSHAW LANE
MIDDLETON
M24 2AX

Prepared by

michael healy limited

architectural design + project management

m: 07952 114 756

t: 01704 514 751

e: design@michaelhealy.co.uk

w: www.michaelhealy.co.uk

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Introduction

This statement has been prepared on behalf of JW Lees Ltd, Greengate Brewery, Grimshaw Lane, Middleton, M24 2AX and accompanies a Planning Application for the the retained use of the as-built Store Room, Entrance Pergola and Lighting at Founders Hall, 2-10 Albert Square, Manchester, M2 6LW as indicated on the accompanying planning application drawings.

This statement has been prepared in accordance with DCLG Circular 01/2006, Section 3 Design and Access Statements in compliance with section 42 of the Planning and Compulsory Purchase Act 2004 (which substitutes section 62 of the Town and Country Planning Act 1990 and amends section 10 of the Listed Buildings Act) so that applicants must provide a statement covering design concepts and principles and access issues with a planning application and/or listed building application.

Proposal

JW Lees Ltd seeks advertisement consent planning permission for the 2 nr externally illuminated projecting signs following removal of the 2 nr existing internally illuminated projecting signs at Founders Hall, Manchester.

JW Lees Ltd seeks to work in a positive and proactive way, to propose a development that will improve the economic, social, and environmental conditions of the area, in line with the National Planning Policy Framework.

Site Description

The proposal relates to the Founders Hall public house located within Albert Square in Manchester city centre and within the Albert Square Conservation Area.

The public house is located within the ground floor and basement of the building with offices above.

There is an arched brick recess / colonnade on the building's principle elevation on Albert Square elevation. An existing external beer garden area is located beneath the colonnade and on the pavement directly in front of the public house.

The signage is required to attract customers to the business.



Image 1: Extract from Google Maps with application site boundary edged in red.

Planning Site History

105713/FU/2014/C1 - Use of external paving for the siting of tables and chairs and ancillary equipment associated with and ancillary to the restaurant/bar within the ground floor of 2-10 Albert Square – Application Approved.

139664/FO/2024 - Retention of reclaimed timber enclosure with planters and roller shutter, main entrance pergola, and external lighting – Application refused.
(JW Lees currently in consultation with the planning officer to re-address proposals).

139665/AO/2024 - Retention of an internally illuminated individual letter sign and 2no. internally illuminated projecting signs

Approve the installation of the following:

- Internally illuminated individual letter sign that reads 'J.W.Lees Founder's Hall'

Refuse the installation of the following:

- 2no. internally illuminated projecting signs.

(JW Lees currently in consultation with the planning officer to re-address proposals – see pre-application advice section below).

Pre Application Advice

Mr Jack Naven, Assistant Planning Officer at Development Management - Central Team at Manchester City Council has advised that the width of the projecting signage should be 30mm wide.

During a telephone conversation on 24.05.2024 between Mr D Espley (applicant) and Mr Jack Naven (planning officer) and later the same day confirmed by email it was agreed in principle that:

'High level flag signs – To be reduced in depth to around the 30mm guide thickness and converted to top hung units at a height in line with the previous 'Duttons' units in the same locations. New signs will retain the existing logo but will externally illuminated by 15w pin spots to continue the previous arrangement. Frame to be in the same colours as existing (which matches the new gantry lighting in the square)'.

JW Lees have worked in a positive and proactive way to satisfy the planning officers comments and seek planning permission for the replacement projecting signage to meet these guidelines.

Design

The proposed replacement projecting signs reflects the new company branding and is located in the same positions on site as the original signs that have since been removed. The width of the signage has been reduced to 30mm and the fixing changed to a top hung style in accordance with the planning officers recommendations.

Use

The proposed replacement projecting signage is required for the existing public house use.

Layout, Amount and Scale

The proposal is for 2 nr externally illuminated projecting signs to replace the 2 nr existing 'as-built' internally illuminated projecting signs which were refused retrospective planning permission on the grounds that the signs were too wide (approx 200mm).

The new replacement projecting signs are now 30mm wide and top hung in accordance with the planning officers recommendations.

Appearance

2 nr 900mm diameter x 30mm wide externally illuminated projecting signs with Quartz Bronze Granex Rimex Metal outer casing, trim and face with stencil cut cream vinyl applied to face with letters and graphic showing the bronze _finish on powder coated steel box bracket & frame work installed in same location as existing projecting signs to be replaced. Both new projecting signs to be externally illuminated with 15watt Bullet spots either side on inside of column. Refer to Proposed Signage drawing nr 1298/JWL/02 and Parkinson Signs drawing nr 20240530 for details.

Access

The existing pedestrian access points to the public house will remain as existing.

Community Safety

It is felt that the proposed works are, in planning terms, classified as 'minor in nature' and will not impact on the safety of local residence and the wider community.

Tree Protection

There are no trees on site that will be affected by the proposed works.

Employment

The proposal is required to maintain current employment within the business.

Flood Risk

The Environment Agency Flood Map for Planning shows that the site is located in flood zone 1, an area with a low probability of flooding. See map below.

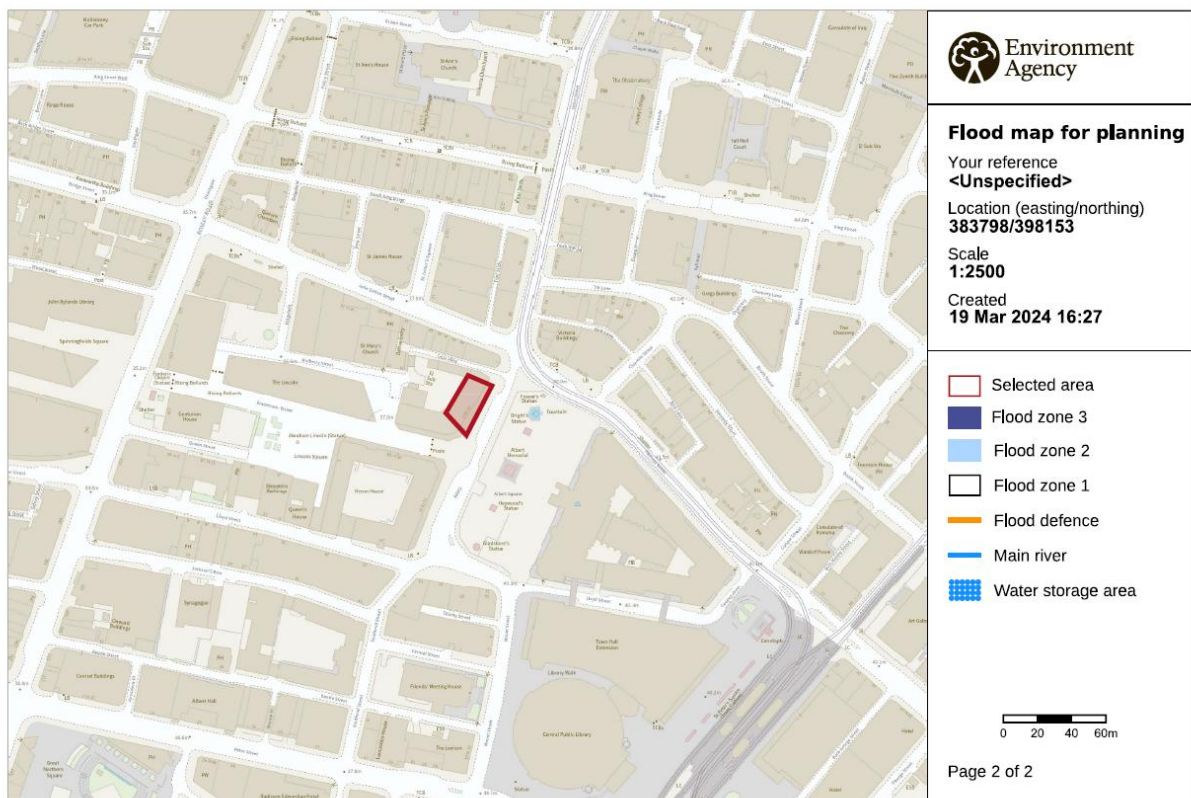


Image 1: Environment Agency Flood Map for Founders Hall, Albert Square, Manchester showing that the site is located in Flood zone 1.

The proposed works relate to signage only. Consequently there will be no change in surface water run-off between the existing and proposed as-built layouts.

Drainage

The proposals do not involve any drainage works.

Ecology

The proposed works relate to replacement signage only. On this basis we consider that as no flora or fauna will be affected by the proposals and as such a Preliminary Ecological Survey will not be required.

Supporting Documents

Please refer to the following drawings/documents for the as-built store room which support this application:

- 1298_JWL_LP Location Plan and Site Block Plan
- 1298_JWL_01 Existing Signage
- 1298_JWL_02 Proposed Signage
- 20240530 Parkinsons Signs Projecting Sign Details

Conclusion & Summary

This application by JW Lees Ltd seeks planning permission for the 2 nr proposed replacement projecting signage at The Founders Hall Public House, Albert Square, Manchester, M2 3XF as indicated on the accompanying drawings.

This supporting statement demonstrates that this proposal would:

- 1 Not impact the character of the Albert Square Conservation Area
- 2 Not harm the scale and character of the original part of the existing building
- 3 Not harm the character and appearance of the local area
- 4 Not harm the amenities of nearby residents and businesses
- 5 Have no adverse impact on highways
- 6 Have no detrimental impact on existing ecology and trees
- 7 Bring significant benefits to the customers / visitors to the public house
- 8 Provide a sympathetic and attractive addition and an improvement to an existing facility
- 9 Maintain existing employment
- 10 Reinforce the business model, attracting new customers and increased custom
- 11 Satisfy Local Authority Planning Officer comments and recommendations

It is considered that the as built works are entirely acceptable and in full compliance with the relevant planning policies of the Local Plan and we respectfully ask that the Local Planning Authority support this application and grant full planning permission for the proposal.