

15 June 2022

F.A.O Angela Leckie

Manchester City Council
Planning and Development
PO Box 532
Town Hall
Manchester
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Dear Angela,

New Century Hall, NOMA

Application for Listed Building Consent for a Coffee Pod and Hatch

Please find enclosed an application for Listed Building Consent for a coffee pod within New Century Hall ("the Site"). The proposals comprise the installation of an access hatch from the public walkway between Miller Street and Sadler's Yard and the installation of new partitions. A concurrent application for the Listed Building Consent to reflect these changes has also been submitted. The Applicant is NOMA (GP) Ltd.

This application corresponds to the ongoing refurbishment works to the Grade II Listed New Century Hall, as set out under Listed Building Consent (MCC Ref. No: 124349/LO/2019) and Planning Permission (MCC Ref. 124348/FO/2019) which were granted November 2019.

This application is a 'drop-in' for the small coffee pod area to facilitate a change of use within what is currently ancillary space for the college. The same design and heritage principles applied throughout the 2019 permissions are continued within this drop-in application.

1 The Site

New Century Hall is situated in the north of Manchester city centre, close to the city's Northern Quarter and Victoria transport interchange. The Site forms part of the NOMA Strategic Regeneration Framework and Masterplan, which consists of the redevelopment of the Co-operative Group's historic estate and a new build development area to the north.

New Century Hall is bounded by Miller Street to the north, Sadler's Yard to the south and Dantzic Street to the east. Miller Street, the principal front of the Site, is a key arterial route into Manchester City Centre. Sadler's Yard and Dantzic Street are pedestrianised routes linking the historic core of NOMA with the new development plots and neighbouring residential communities including Angel Meadows further north.

New Century Hall is located just outside the Shudehill Conservation Area and is surrounded by several other Grade II Listed Buildings within the NOMA historic estate. This includes New Century House which is located to the west of the site and is jointly listed with New Century Hall.

2 Background

New Century Hall represents one of Manchester's iconic music venues which was utilised by the Co-operative movement for at least five decades. The building became vacant following the move by the Co-operative Group to new headquarters 1 Angel Square in 2013, and has remained vacant ever since. New Century Hall has a Grade II Listing, designation, due to the design and architectural interest of this unique building, designed to reflect the mid-C20 status and prestige of the Co-operative group, and forming a wider part of the historic NOMA Estate.

The building comprises a low-lying conference hall incorporating a striking external anodised aluminium frame superstructure with opaque glass-panel cladding. Despite some later alteration, the interior retains many original features and uses high quality materials throughout. Furthermore, New Century Hall form an important group with the neighbouring Grade II listed Co-operative Insurance Society (CIS) Building on Miller Street, and attached New Century Hall; the buildings being designed by the same architects and built as a single scheme for the Co-operative group. Together the buildings share a strong visual, contextual and stylistic relationship with one another and form impressive architectural features within Manchester city centre.

Planning Permission Ref. 124348/FO/2019 and LBC Ref. 124349/LO/2019 were granted 19th November 2019, which facilitated the refurbishment of the Grade II Listed building, including the change of use to allow the delivery of a mixed use scheme comprising of a food and drink offer; creative school; flexible events and conference facilities; and a music and performance space; together with new public realm and cycle parking forming a distinctly symbiotic offering currently unavailable in the city.

The building has been handed over by NOMA (GP) Ltd., to One Plus Four as future tenant of the space, and as part of internal fit out works taking place, prior to occupation of the Site. In order to support this proposed use, the Applicant proposes a coffee pod be installed at the entrance to New Century Hall. The coffee pod is designed to bring animation to the public realm throughout the day, catering to those working in the area or passing through. The coffee pod will also operate as a cloakroom in the evenings to support the forthcoming operation of New Century Hall.

As part of this, a new listed building consent is required in relation to the freestanding structure of the pod, and a new access hatch within the curtain walling façade. A 'drop-in' planning permission is required to facilitate the Use Class E, as well as the minor external alterations.

3 Description of Development

The proposed description of development is:

"Listed Building Consent for the installation of a free standing coffee pod, and associated external access hatch on the façade of New Century Hall at ground floor of the building."

4 Proposals

The proposals outlined in this application refer to installation of a coffee pod at the ground floor on the north west façade of the building, facing into from the public walkway between Miller Street and Sadler's Yard. The pod will be a multi-functional space operating as a Coffee Pod serving food & drinks during normal business hours, offering 'grab and go' service for passing customers through the walkway. When events are taking place within New Century Hall the space will be used as a cloak room & ticketing check-in for guests.

This proposal will involve the erection of partition walls between the existing internal columns, to form an enclosed service area. The partition walls are in keeping with the Tenant Fit Out Guide submitted with the original planning and listed building consent application (124348/FO/2019 and. 124349/LO/2019). Further detail is provided within the Drawings submitted alongside this application.

4.1 Operational Management

A bespoke operational management strategy has been provided noting the identified policies for queue management and dispersal in order to ensure the efficient operation of the premises and minimise impact on neighbouring buildings. This will sit alongside and act cohesively with the Operational Management Strategy

Strategies will also be implemented to ensure the security and safety of both building tenants and the public; as well as prevention of public nuisance, including measures to encourage customers to respect local residents and leave the premises in a quiet and respectful manner.

4.2 Opening Hours

The current operating hours are set out below:

- Monday to Saturday: 0700AM until 0300AM
- Sunday: 0900AM until 0000
- Bank Holidays: 0700AM until 0300AM

These operating hours account for the opening hours for the venue.

5 Accordance with Planning Policy

The wider refurbishment proposals for New Century Hall have previously been assessed in the context of heritage policies at national and local level. The primary consideration for the proposals is their adherence to Planning Policy in regard to the historic environment.

5.1 Principle of Use

5.1.1 National Planning Policy Framework (NPPF)

Paragraphs 80 to 82 of the NPPF notes "decisions should help create the conditions in which businesses can invest, expand and adapt" which it suggests should take into account both local business needs and wider opportunities for development". The proposed use will generate additional economic activity, and

the new addition of the food offer has the potential to ignite further activity growth within the NOMA estate and complement the forthcoming New Century food hall and music college.

Paragraph 85 identifies that planning policies should be positive and promote competitive town centre environments, recognising that town centres are the heart of communities and that their viability and vitality should be supported. The proposal will provide an engaging use which complements the aspiration to help create a mixed-use destination within Manchester.

It will contribute towards diversifying the mix of uses within the wider NOMA area, which is dominated by commercial office uses. Furthermore, a nearby coffee pod will make the offices more attractive to potential tenants.

5.1.2 Core Strategy

Manchester Core Strategy was adopted by the Council 11 July 2012; it sets the overall strategic direction for planning for Manchester over the plan period from 2012 to 2027 and is in line with national policies. There are several policies which are of relevance to this application, and which have been summarised below:

- Policy EC1 (Employment and Economic Growth in Manchester) notes Priorities for ensuring continued economic growth include: Creating business destinations by enhancing the primary business use with ancillary commercial facilities, and ensuring the continued social, economic and environmental regeneration of the City.
- Policy CC 7 (Mixed Use Development), considers active ground floor uses such as shops, food and drink and leisure) appropriate for areas with an established public function.

The refurbished New Century Hall will offer a range of economic generating uses. Its continued use will provide a unique opportunity to support the local city centre economy whilst bringing local business and communities together. This operation will still bring wider economic and public benefits to NOMA. These include job creation in the wider supply chain associated with the construction of the de-mountable structure and through the operation of the F&B offering, which will provide a number of part-time jobs. Furthermore, this offering will support future ambitions for the square: drawing visitors and introducing small level commercial activity prior to full occupation of retail units in Hanover; Dantzic and Redfern Buildings.

5.2 Heritage

5.2.1 National Planning Policy Framework (NPPF)

Paragraph 194 states 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.

Paragraphs 199-202 place great weight on the conservation of designated heritage assets, emphasising the need to avoid "substantial harm" unless that harm is clearly justified (via four specific tests) or there are substantial public benefits that outweigh that harm. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits.

5.2.2 Core Strategy

There are several policies which are of relevance to this application, and which have been summarised below:

- Policy SP1 (Spatial Principles), states that development in all parts of the City should make a positive contribution to neighbourhoods through the creation of well designed places that enhance or create character whilst protecting the built environment.
- Policy CC9 (Design and Heritage), this policy states that development in Manchester City Centre should protect or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.
- Policy CC10 (A Place for Everyone), states that City Centre developments should appeal to a wider range of residents and visitors through the provision of high standards of accessibility to buildings.
- Policy EN3 (Heritage), makes provision for ensuring that new developments must be designed to support the Council in preserving or, where possible, enhancing the historic environment. This includes encouraging proposals which enable the re-use of heritage assets where they are considered consistent with the significance of the heritage asset.

5.2.3 Unitary Development Plan

The Unitary Development Plan was adopted in July 1995. Coinciding with the adoption of the Core Strategy in 2012 significant proportions of the UDP have been replaced, however, a number of policies were saved on 11 July 2012 and remain extant. Saved policies relevant to this application are noted below.

- Policy DC19.1 Listed Buildings: 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.

5.2.4 Heritage Considerations

The design of the coffee pod has been designed to be free standing in order to require minimal intervention is required to the existing material of the external façade and interior structure of the building. The partition walls required chosen to blend in with and complement the building and previous fit out works and are in accordance with the tenant fit out guide. The fixing methods have been carefully chosen so as to require the most minimal level of intervention in the building. Externally, the transom required to facilitate the hatch was already installed as part of the original installation of the new curtain walling and as such there will be no disruption to these details.

All construction will be done by hand with care to avoid damage to original fabric. The coffee pod is to be a 'freestanding' structure, with fixing only to new partition walls installed during the refurbishment works. The partitioning to form the coffee pod area will sit on the ground floor slab (above the new vinyl flooring recently installed) and extend up to a height of approximately 2.4m from finished floor level, so will not be attached to the exposed concrete soffit and will not interfere with the ventilation services that have been installed as part of the recent Landlord's fit out. A number of small service penetrations through a new plasterboard partition will be required to facilitate the water/drainage pipework and electrical cables to

service the coffee pod. These electrical and drainage connections will be taken from the existing water and drainage pipework within the adjacent riser. Therefore, it is considered that the proposals will not harm the significance of New Century Hall.

As neither the Pod, nor the hatch will be visible from external points around the building, both due to scale, and location within a relatively hidden external facade, it is considered they will have no impact on the setting of the neighbouring Listed buildings, including CIS Tower.

In addition, it is considered that any minimal damage caused by the installation will be outweighed by the benefits of refurbishing New Century Hall. This includes increasing the activity at ground floor level in the building during daytime hours, and contributing to increasing footfall into the building through attracting passing trade. This will be key to the commercial success of New Century Hall following refurbishment. In addition, this will encourage more people to visit and appreciate this recently refurbished Grade II Listed asset, as the music hall will be opened up for public performances, allowing for both appreciation of the listed asset, and enjoyment of the live music experience in keeping with the original use of the building.

Overall, the approval of this application is considered to enhance to the transformation of a currently vacant building which will provide a mix of uses whilst also restoring its original use as a music venue. Moreover, the refurbishment of the building will help to meet an identified demand in the market for a niche educational offering in the form of a creative college which in turn will support the regeneration of the NOMA estate as a neighbourhood.

5.3 Amenity

5.3.1 Core Strategy

Policy DM1 (Development Management), requires that all proposed development should have regard to a number of specific issues including: effects on amenity such as noise, light, air quality, road safety and traffic generation; accessibility; community safety and crime prevention; refuse storage and collection; and, vehicular access.

5.3.2 Noise

Unitary Development Plan Policy DC26.1 Development and Noise notes: The Council intends to use the development control process to reduce the impact of noise on people living and working in, or visiting, the City.

An Acoustic Assessment was prepared by Sandy Brown Associates and is submitted support of the continued use of New Century Hall.

It is not anticipated that any additional noise or vibration impacts will be caused by the coffee pod.

5.3.3 Waste and Refuse

MCS Policy EN19 (Waste) will require all developers to demonstrate the proposals consistency with the principles of the waste hierarchy

It is anticipated that the additional coffee pod will not create significant levels of additional waste, and therefore the existing waste strategy for New Century Hall is sufficient. Existing refuse areas are located in the basement of the building, stored using 1100l bins. A private waste collection service is currently used,

which provides refuse collection on a daily basis. It is anticipated any takeaway cups or containers can be deposited in existing bins within the public realm surrounding the building and Sadler's Yard.

5.3.4 Operational Management

As set out above, the application is supported by an operational management plan. It is anticipated that the pod will have a positive impact of the amenity of the area, bringing footfall to the area throughout the day. It will also facilitate the overall operation of the venue hall.

A Crime Impact Statement by Greater Manchester Police (GMP) was submitted as part of the application for New Century Hall as a whole. The proposals will continue to operate in line with the recommendations set out within this.

The hatch will be locked when not in operation. CCTV will be installed to cover the service area and managed in line with the policy within the submitted Operational Management Strategy for New Century Hall. In addition, the coffee pod will provides an active use within the pedestrian walkway, which provides opportunity for natural surveillance in the area, reducing the likelihood crime and antisocial behaviour.

5.4 Access and Transport

There are several policies from the MCC Core Strategy which are of relevance to this application, and which have been summarised below:

- Policy CC 10 (A Place for Everyone), requires a high stand of accessibility to buildings and spaces in the City Centre.
- Policy T1 (Sustainable Transport) highlights the city's ambition to encourage modal shift away from car travel to public transport, cycling and walking, to support the needs of residents and businesses
- Policy T2 (Accessible areas of opportunity and need) notes the Council will actively manage the pattern of development to ensure that new development is easily accessible by walking, cycling and public transport; connecting residents to jobs, centres, health, leisure, open space and educational opportunities. Particular priority will be given to providing all residents access to strategic employment sites.

The Pod is accessed by a level approach from Sadler's Yard, and ramped access from miller Street. The coffee pod is on the same level as the entrance lobby and food hall within New Century Hall, offering direct connectivity between these. Wheelchair accessible toilets are provided in the existing building. The building will therefore be accessible to wheelchair users and those using prams.

As there is no dedicated parking proposed as part of the proposals, customers will be encouraged to use public transport, cycle or walk to the coffee pod. New Century Hall is highly accessible due to its city centre location. It is approximately 200m from Victoria Rail Station, and just over 100m from Shudehill Metro-link, providing good access to the rest of the city. There are a number of pedestrian links leading to the Northern Quarter and Exchange Square – both hubs of retail and leisure activity. Visitor cycle provision is accommodated with external cycle hoops within the wider NOMA estate.

Deliveries will use the existing loading bay available off Miller Street.

6 Summary

Overall, careful consideration has been given to the sensitive installation of the signs as well as the visual appearance of the coffee pod to ensure that works to New Century Hall are in line with heritage policies at the national and local levels. The approval of this Listed Building Consent application is a key element of bringing New Century Hall back into full viable commercial use, in supporting its future commercial activity as a Creative School/ F&B offer.

Furthermore, providing an outward facing active use will enhance this offer, and contribute to the activating Sadler's Yard, bring increased footfall to the space from Miller Street and make it a more attractive location for businesses to relocate to and will tie in with the wider vision for NOMA - bringing activity to the public realm in line with the envisaged function of the Square as a place for events

7 Application Documentation

The application has been submitted through the Planning Portal, and comprises of the following documents:

- Application form and Covering letter
- Red Line Boundary
- Existing Drawings:
 - West Elevation Pedestrian Link GA
 - Ground floor GA
- Proposed Drawings
 - Ground floor and Elevation GA (3936-F01-007)
 - Detailed Drawings (3936-F01-008)
 - Coffee Pod in context of New Centaury Hall GA (3936-F01-011)
- Operational Statement
- Construction Statement

The Planning Portal Reference number for the submitted application is PP-11320501.

We trust that you will find this application in order and we look forward to receiving written confirmation of registration.

If you require any further details, please do not hesitate to contact my colleagues Frances Hampson (fhampson@deloitte.co.uk / 0161 455 6766) or Eithne FitzGerald (+44 161 455 6963 / eithnefitzgerald@deloitte.co.uk).

Yours sincerely

Deloitte LLP.

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