

North Westward Ho! Pall Mall / Chapel Walks

Design & Access Statement
27.09.22



U
N
A



Street level view looking along Pall Mall

1.0 Project Location

The project is located at the junction of Chapel Walks and Pall Mall in Manchester city centre.

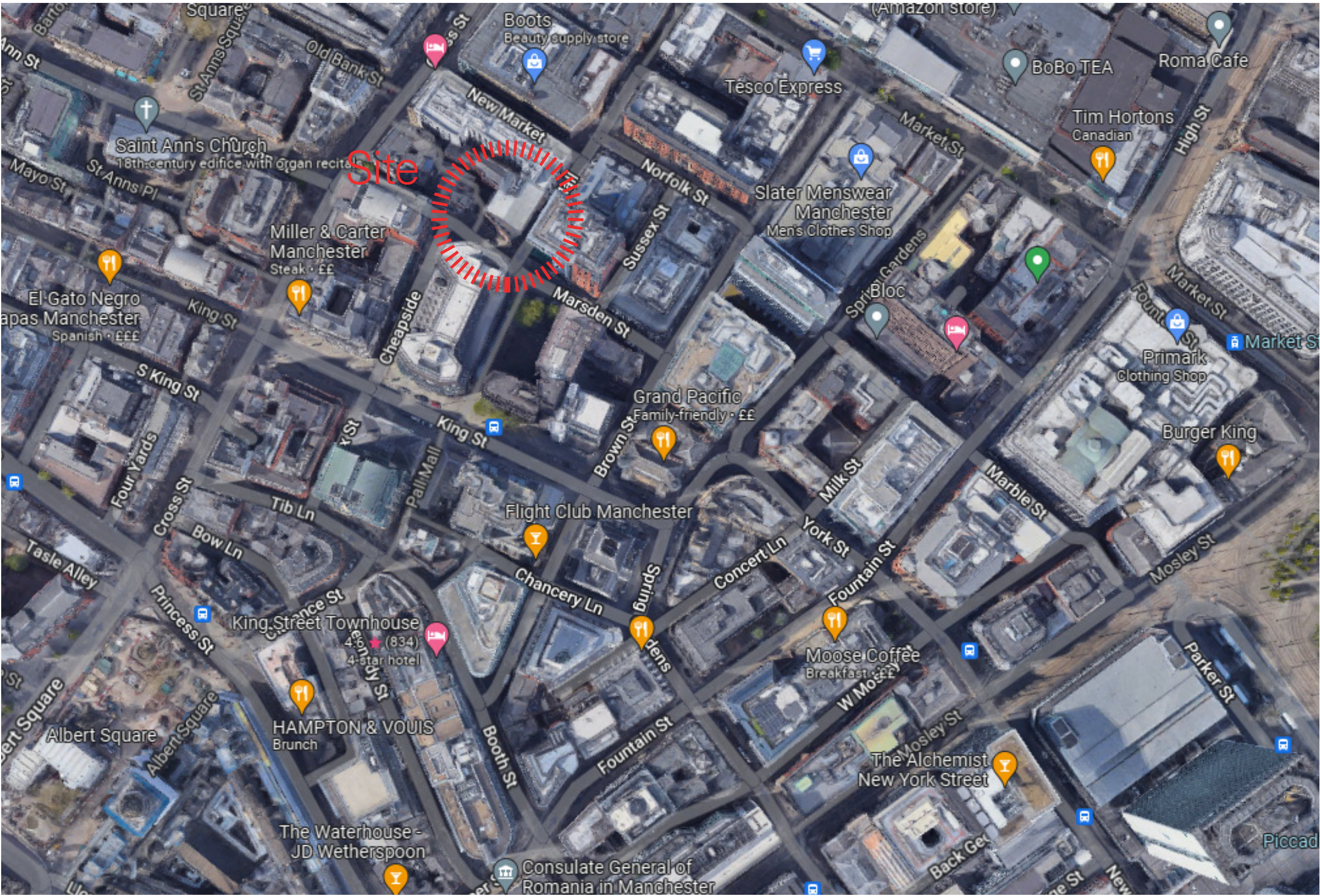
The main entrance to the unit, and also the secondary escape are both located on Pall Mall.

2.0 Listing

The building is Grade 2 listed, and is subject to ongoing landlord modifications. This involves the ceration of the single storey unit from a formerly double height restaurant unit. The listing is under Princes Chambers:

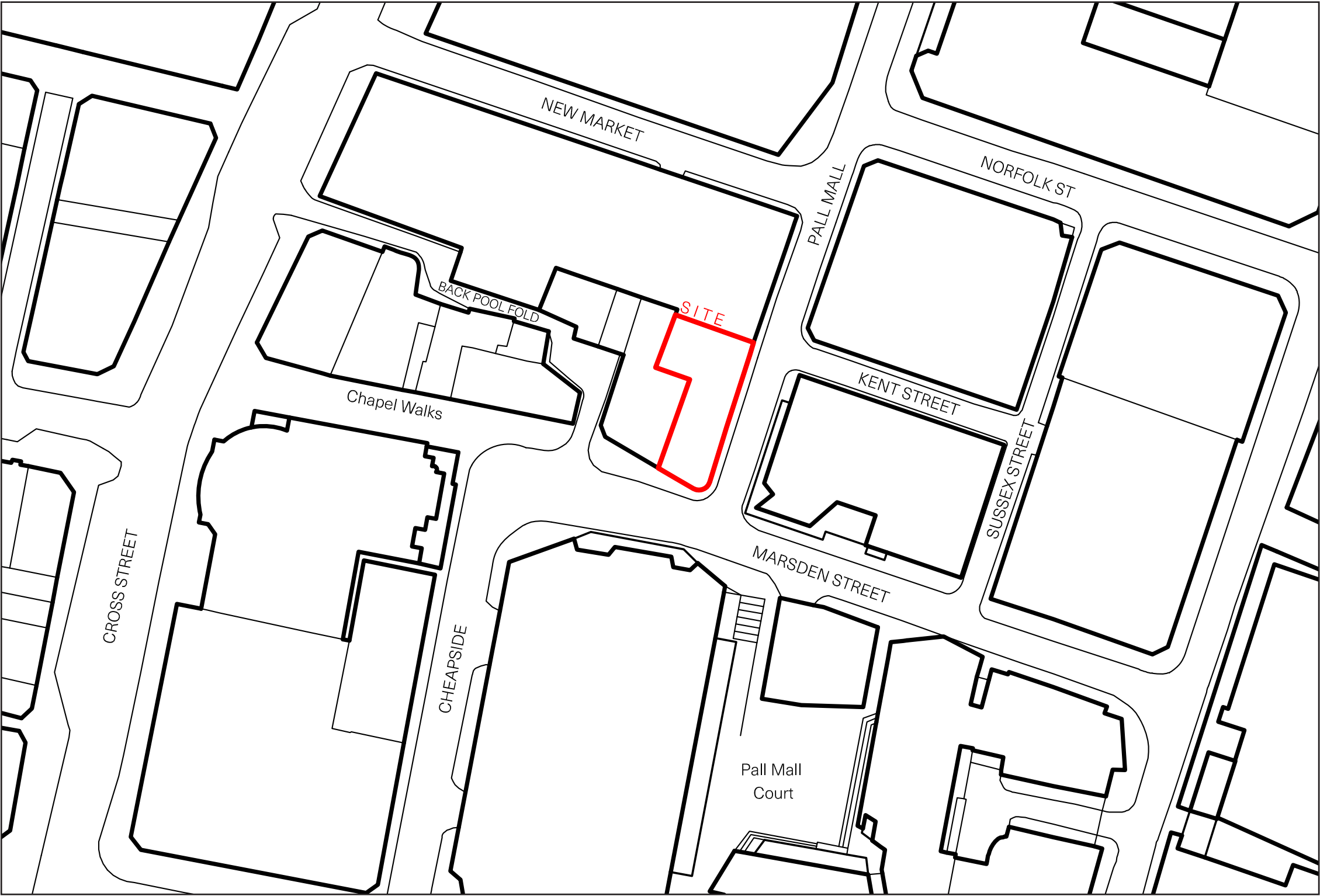
No.30 PALL MALL. Warehouse and offices, now offices. Mid to later C19, altered. Red brick in Flemish bond, with sandstone dressings (roof concealed). Trapezoidal plan on corner site, with rounded corners. Italian palazzo style. Four storeys over basement, a 5-bay facade plus 1-bay rounded corners, symmetrical; with stone plinth, cornice over ground floor, sill-bands to 2nd and 3rd floors, and prominent bracketed eaves cornice; arcaded ground floor of round-headed arches with broad stone pilasters, linked moulded imposts and moulded heads with keystones, including central doorway with internal steps, and recessed round-headed sashes without glazing bars; similarly arcaded fenestration to the upper floors, with linking stone imposts and stilted keyed hoodmoulds, segmental-headed at 1st and 2nd floors and round-headed at 3rd floor, the windows recessed, those at 1st floor sashed without glazing bars and those above altered as casements. Eight-bay facade to Pall Mall in matching style. Interior not inspected.

Listing NGR: SJ8394598366



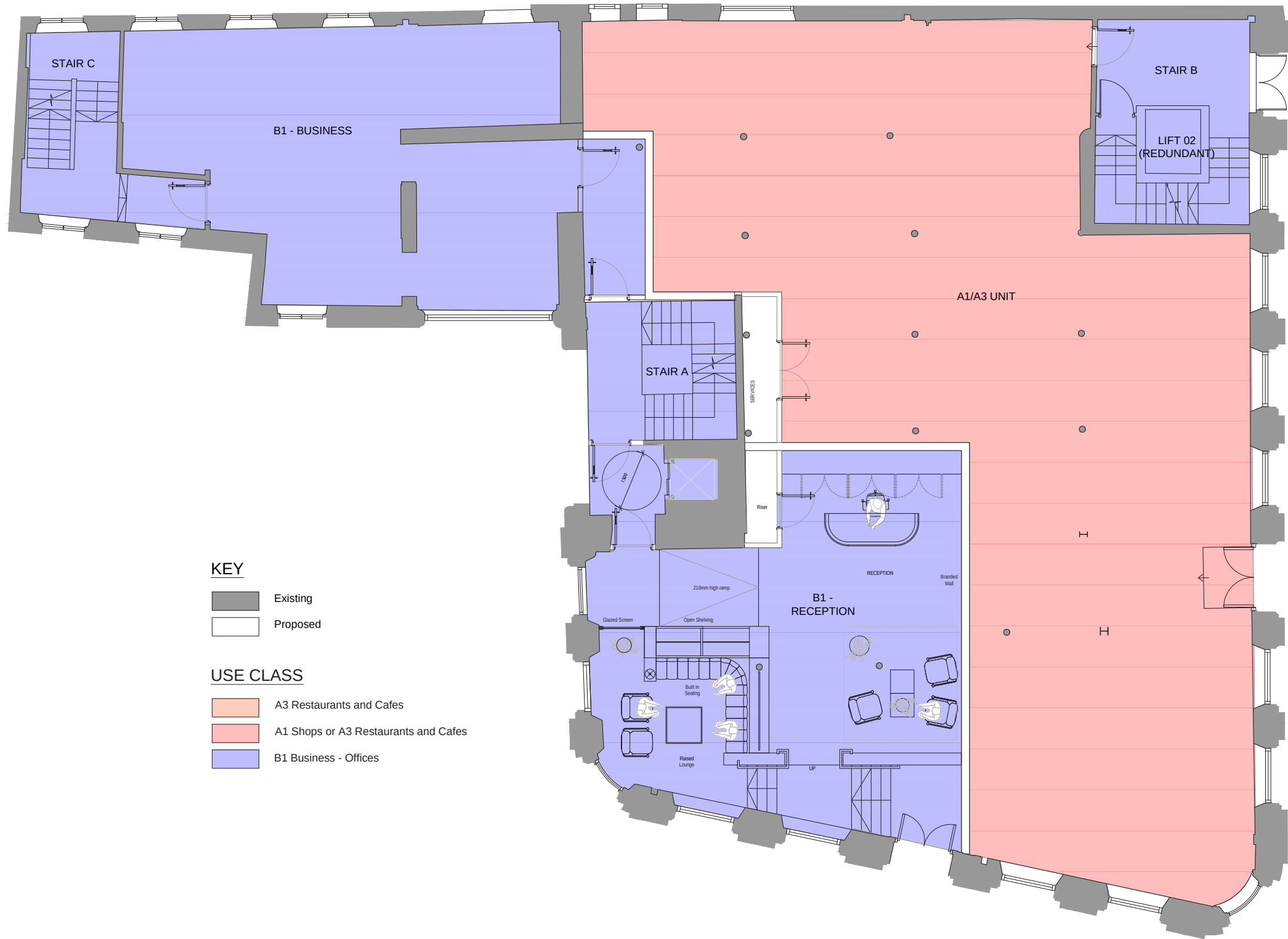
Project Location

Aerial view



Project Location

Site plan



3.0 Site

The site is an L-shaped unit at No 30 Pall Mall (formerly ‘Prince’s Chambers’. It is set at an ‘upper ground’ level above another public house with a food emphasis - Sam’s Chophouse.

Though the building is grade 2 listed, with high quality elevations and series of semi-circular arched windows to the full perimeter external walls, there is precious little internal character or detailing remaining, save for the majority of the internal cast iron columns.

Perhaps the most significant heritage feature of the space is the ‘prow’ end of the upper ground floor, where the external semicircular arched windows to the elevations converge on the circular space with a single arched window that turns the corner via ‘double curved’ detailing. It is at this ‘apex’ that an elevated seating area could command a view overlooking the junction of Pall Mall and Chapel Walks

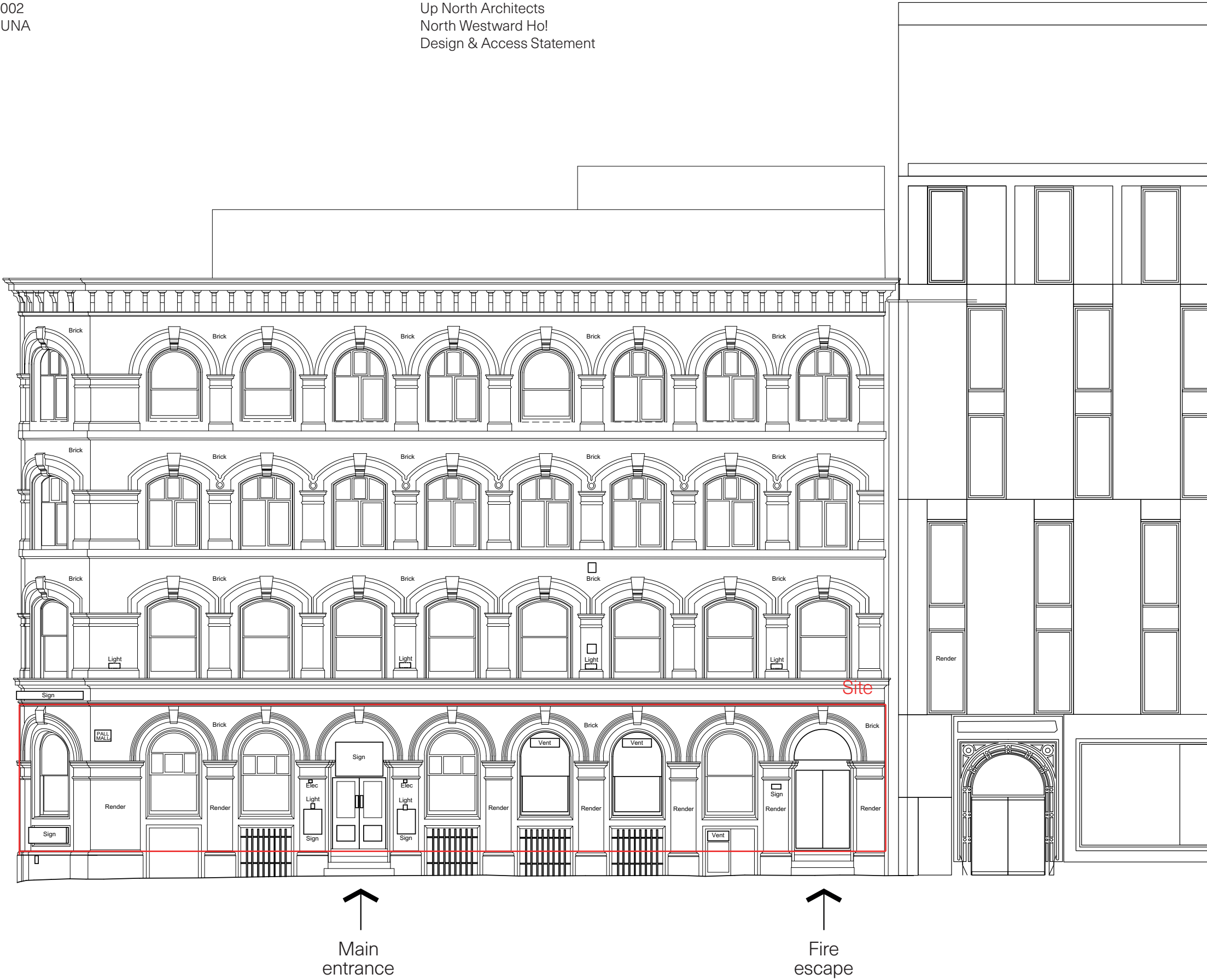
The unit forming the site has been formed from a larger double height unit spanning over the upper ground and first floor. Very little of the internal architectural features (other than structural) appear to have survived the cretion and fit-out of that former double height unit.

4.0 Existing Access

The main entrance to the space is via an existing set of five steps off Pall Mall. There is no other access to the site. There is a fire escape also leading to Pall Mall, but this also does not provide existing level access to the site.

The site does not therefore have any level acess in its existing state, being set at an upper ground floor level above Chapel Street and Pall Mall.

Existing Plan: Site shown as A3 red area



Existing elevation to Pall Mall

5.0 Proposed access constraints

5.1 Permanent wheelchair accessible ramp

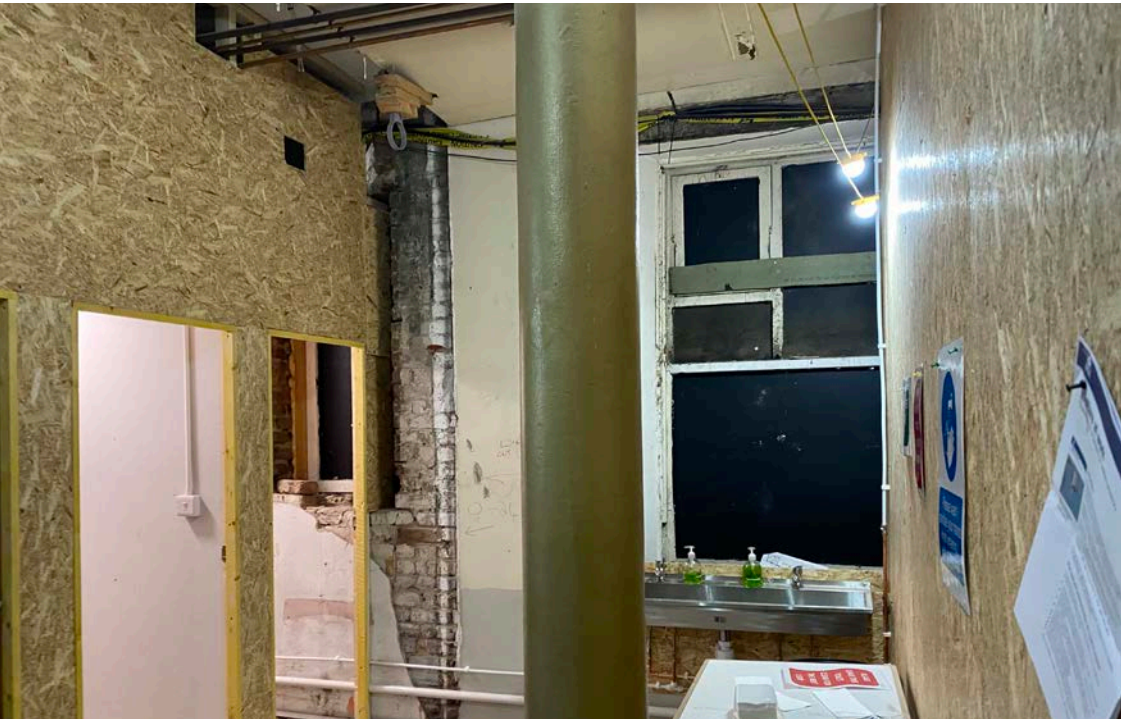
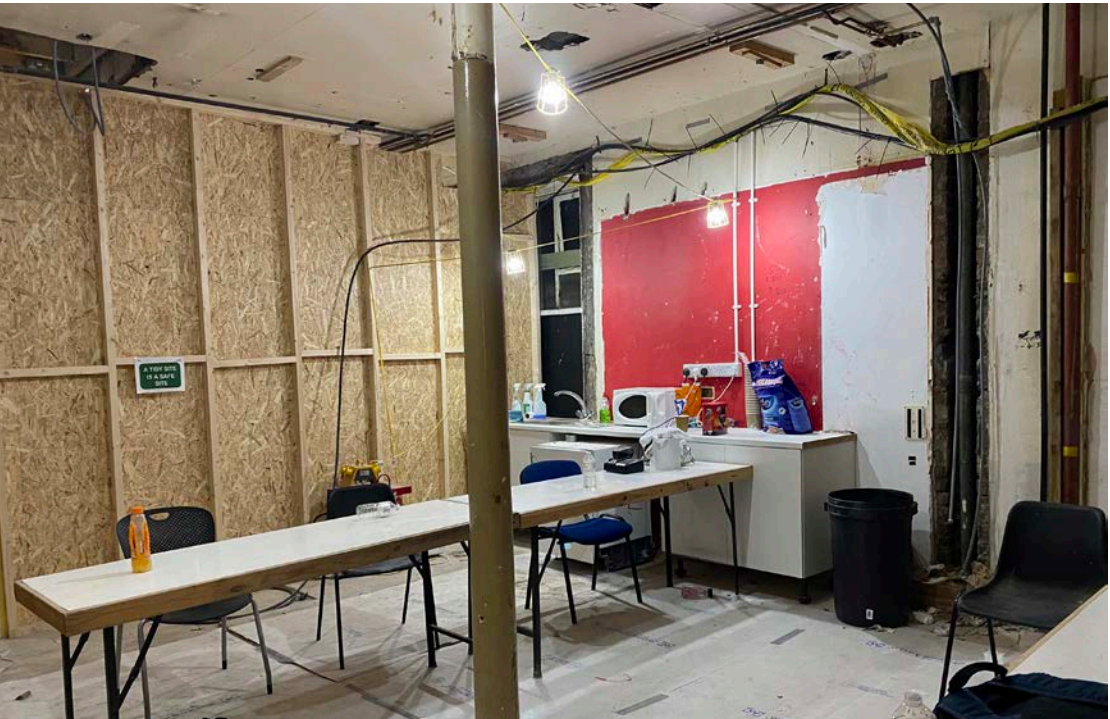
The option to install a ramp to either the suite entrance, taken off Pall Mall, or the office entrance off Chapel Walks has been explored and is impractical due to the following reasons:

1. The building owner doesn't own the land in front of Pall Mall or Chapel Walks as this is a main footpath.
2. If constructed within the boundary of the building it would require significant structural alterations to the existing original entrance including the full removal of the original stone steps. The difference in levels means that the ramp would need to be more than 11m in length, this removing a very large part of the lettable space from what is a small unit.
3. There is also the issue that Sam's Chop House are tenants in the lower ground floor of the unit and the works to form a permanent internal ramp would adversely impact on their unit and make the area below the ramp unusable.

5.2 Lift

The option to install a lift within the unit has been explored but is impractical due to the following reasons:

1. It would require significant and costly structural alterations to remove the existing steps and create a street level landing within the unit.
2. The addition of the internal landing, new steps and lift would remove a very large part of the lettable space from what is a small unit.
3. The lift could not be used in the event of a fire and as such a separate evacuation strategy would be required for wheelchair users that are inside the unit in the event of a fire.
4. As described above for the ramp, Sam's Chop House are tenants in the lower ground floor of the unit and the works to form a permanent internal ramp would adversely impact on their unit and make the area below the ramp unusable.



Internal photography

6.0 Design Statement

6.1 Brief

The client brief called for the creation of a contemporary pub, inspired by traditional elements of public house design. This, is distinct from the design language of a conventional city centre bar or even of a ‘taproom’ that might be normally associated with a modern brewery.

This requires a design language that creates a modern interpretation of traditional elements - one where the key focus is to avoid slipping into a ‘pastiche’ of traditional pubs. We would seek to avoid the language of low quality drinking establishments, that have no sense of quality or tradition, and are instead ‘wallpapered’ with predictable and hackneyed fit out elements.

The challenge is therefore to create a warm and welcoming venue that has a traditional feel, but one that can also surprise and delight, with a sense of timeless character. There should be well considered details with high quality finishes, like so many of the best public houses. In this way, the venue should become a well loved and familiar public bar, or even ‘boozers’ that takes its place in the network of city centre social spaces.

The venue does not require a commercial kitchen, with any food offer limited to traditional bar snacks.

The brief calls for a range of seating areas. This accords with a traditional pub, where there would be low and high seating, bar and counter seating, and more discrete areas and a ‘snug’.

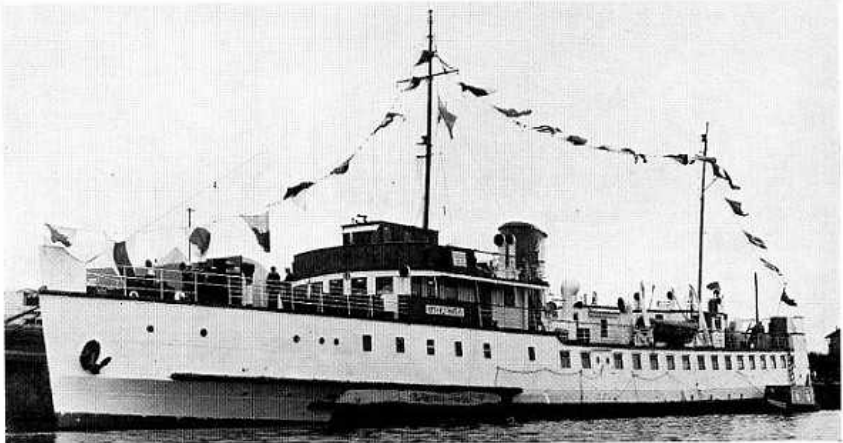


**YOU'RE ALWAYS
WELCOME ABOARD**
*Manchester's first
Ship Pub*

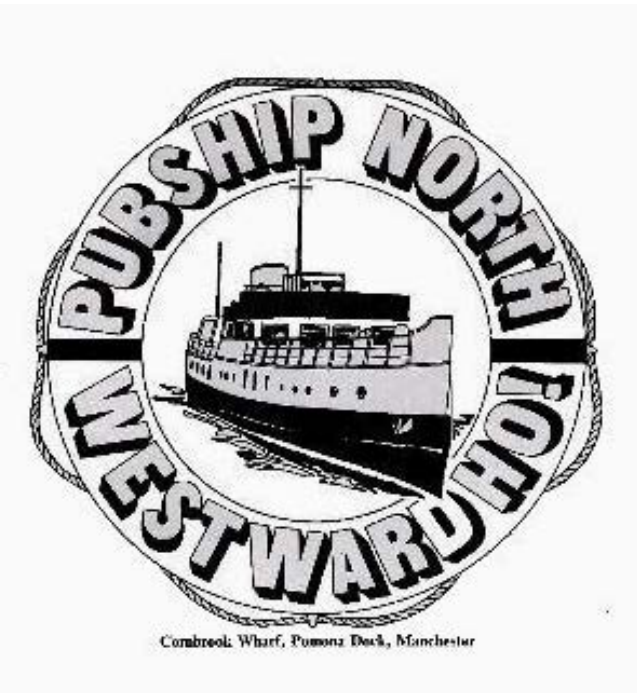
**THE
NORTH WESTWARD HO!**

Berthed at Pomona Dock

Luxurious and spacious surroundings with a difference



North Westward Ho! 1970's photographs and branding



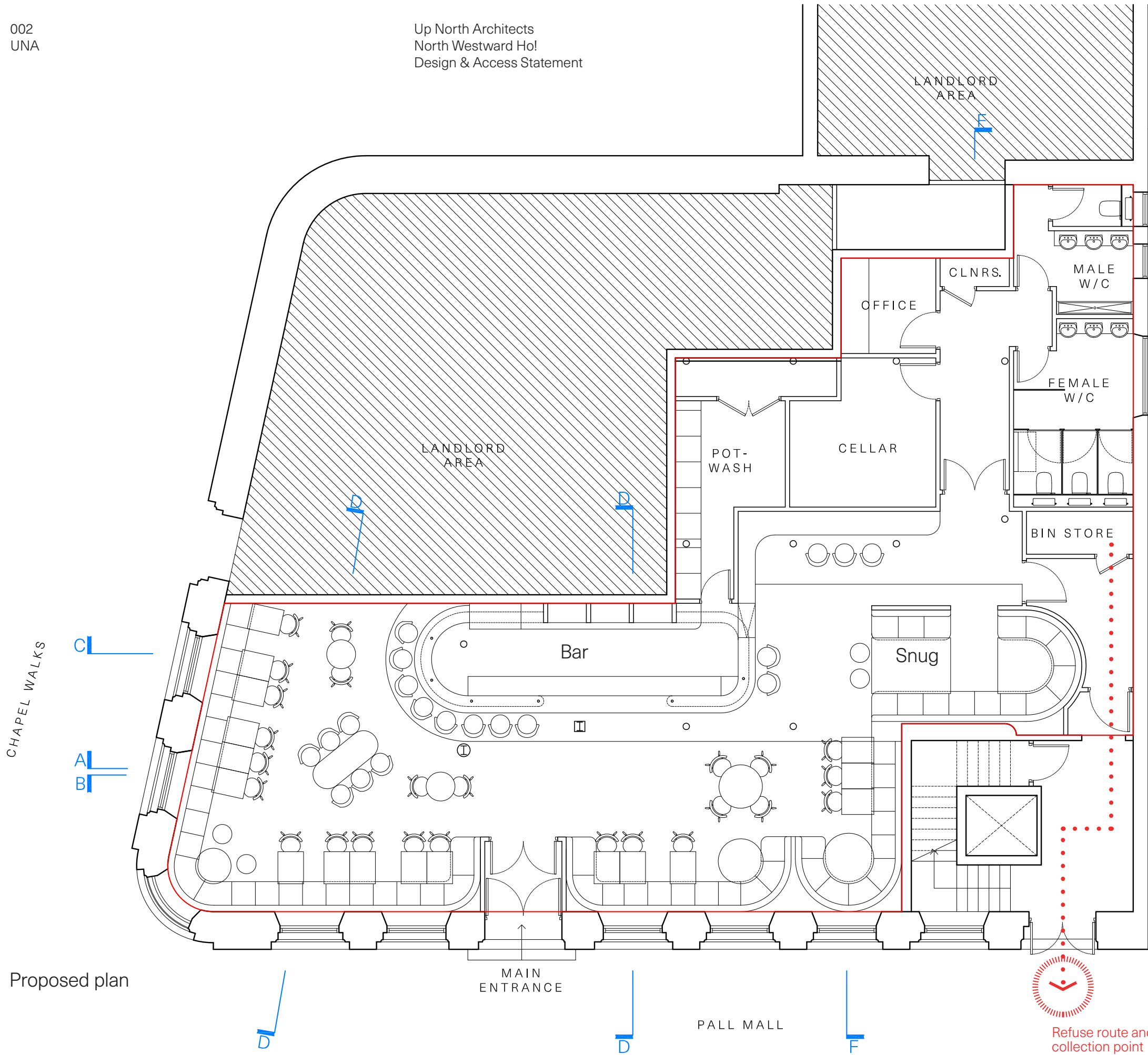
6.2 North Westward Ho!

Pomona Island Brew Co are located in Salford near the 'Pomona' area of Greater Manchester. The area, finally given over to docks and industrial use it was formerly the site of the 19C Pomona Palace and a wealth of exhibition and concert spaces. These were abandoned and partly bombed in WW2, however the site saw a re-emergence as an entertainment area in the 1970s when 'The North Westward Ho!' floating nightclub on a ship was popular.

The new venue at Pall Mall is to be called 'North Westward Ho!' and draw on the tradition of the history of the site within which the brewery is located.

There is no requirement for an overtly nautical theme, but it is noted that there are traditions of joinery and brass detailing that are common to Victorian public houses and boats alike. This language of richly detailed spaces with timber, brass, etched and decorative glass, marble and tiled surfaces were common throughout all traditional public bars of a certain era and references can be made to this language.

The adjacent images show the North Westward Ho! floating venue, and the top right image is annotated to show the vessel birthed at Pomona dock.



6.3 Layout

The L-shaped unit naturally lends itself to back of house areas being positioned to the ‘rear’ of the unit, with the main public spaces and bar positioned in the main space, adjacent to both external elevations, featuring long rows of semi-circular arched windows. It is possible to utilise the limited windows and fenetration to the rear to provide some natural light and ventilation to the WC area.

6.4 The Bar & Snug

The bar has been positioned to face the main entrance off Pall Mall. It is conceived as a long linear bar with a curved seating area to one end addressing the main ‘prow’ of the space.

This bar form is complemented by a ‘snug’ with curved walls and banquette seating set at the opposite end of the space. the two elements read together to have a vaguely nautical plan form, in reference to The North Westward Ho!. Further inspiration has been taken from traditional city centre pubs and the Black Horse in Preston city centreis included in this document as a traditional reference (later sections of report).

The snug provides an opportunity, to create a ‘retreat’, with a reduced scale, distinct from the overall public bar space, with its high ceilings and grander elevations and windows.

The bar and snug elements are further unified via a tiled margin set within the floor along the length of the bar and snug. this is distinct from a floor which is otherwise timber.

6.5 Seating and other areas

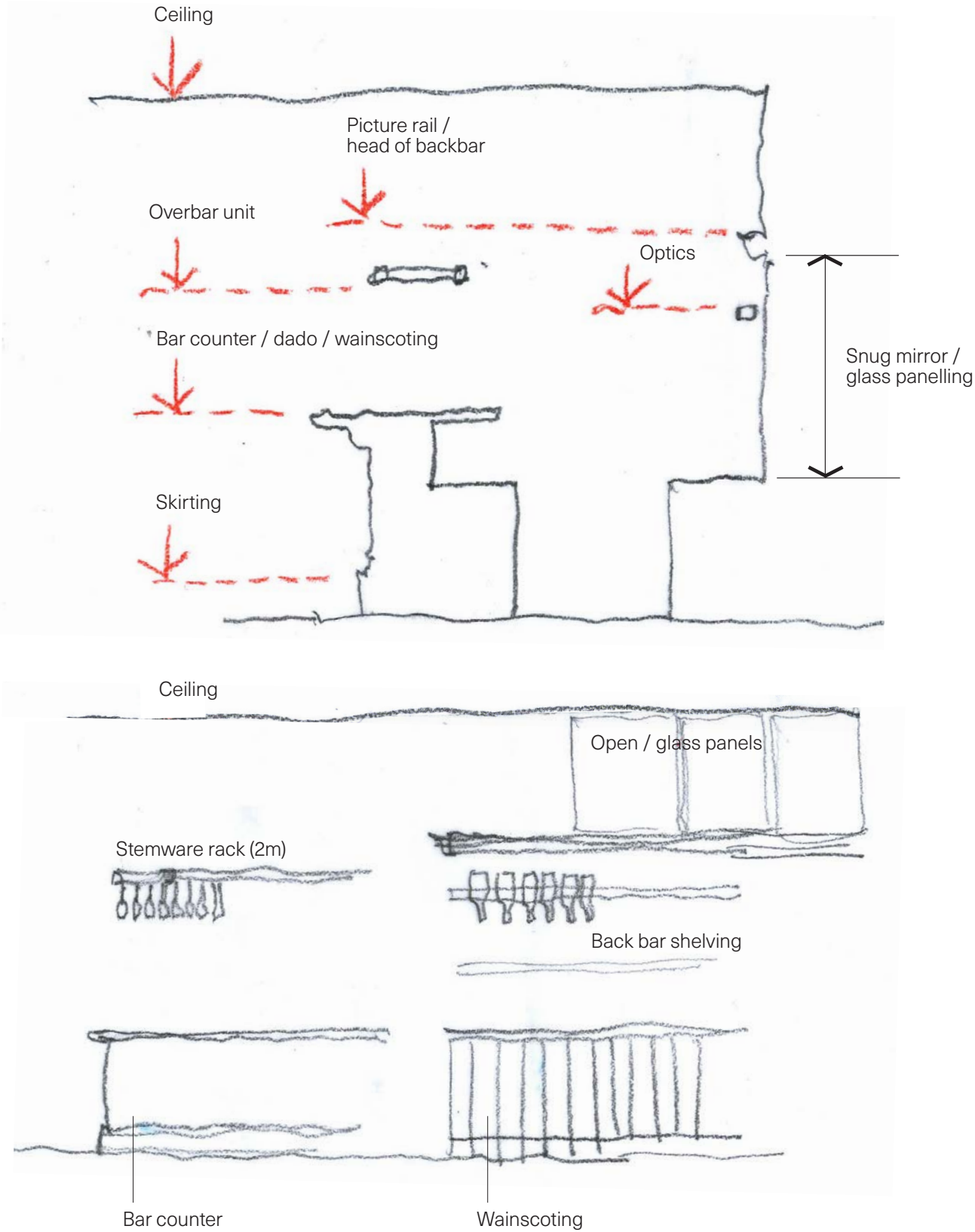
Seating takes the form of curvilinear banquette seating to the perimeter walls, with some loose tables throughout the space. There is some conventional high stool seating at the bar (addressing the ‘prow’ end of the space).

A draft lobby has been created at the main entrance. This will be glazed and not full height to reduce impact. The original timber outer doors are retained, though when open, they are required to be locked open, as they open inwards and there is an escape and building regulations requirement for doors to open outwards when the venue is open.

WC’s are positioned discretely to the ‘rear’ of the space along with other back of house and ancillary spaces.

6.6 Refuse

A dedicated bin / refuse room has been created in proximity to the secondary escape. The refuse strategy is that waste will be stored in the bin room and taken out to the collection area at the end of each day on Pall Mall adjacent to the scndary entrance / fire escape point.



Horizontal datum diagrams

6.7 Horizontal datums in traditional interiors

The adjacent diagrams show how an analysis of traditional pub interiors, particularly those of the victorian era, be they grander ‘gin palaces’ or more modest spaces, rely on the use of horizontal levels or ‘datums’ which unify various elements throughout the space. No matter what level of ornamentation or detail, there are archtypal levels and architectural features that are common to nearly all examples.

1. The bar counter

This is often set at 1050mm to 1150mm above floor level. It forms not only the bar top level but extends onto the wall surfaces, often with ‘matchboarding’ or panelling below and mirrors or painted wall surfaces above.

2. The picture rail or back bar height

Often expressed as a timber moulding, traditionally used to suspend pictures or mirrors on chains, but also to break up the proportions of the wall. The ‘back bar’ is often expressed as a distinct timber unit which extends up to this height above the bar top. The ergonomics of bar design determine that there will be set shelf heights for bottles and, historically, optics behind the bar.

3. Cornice

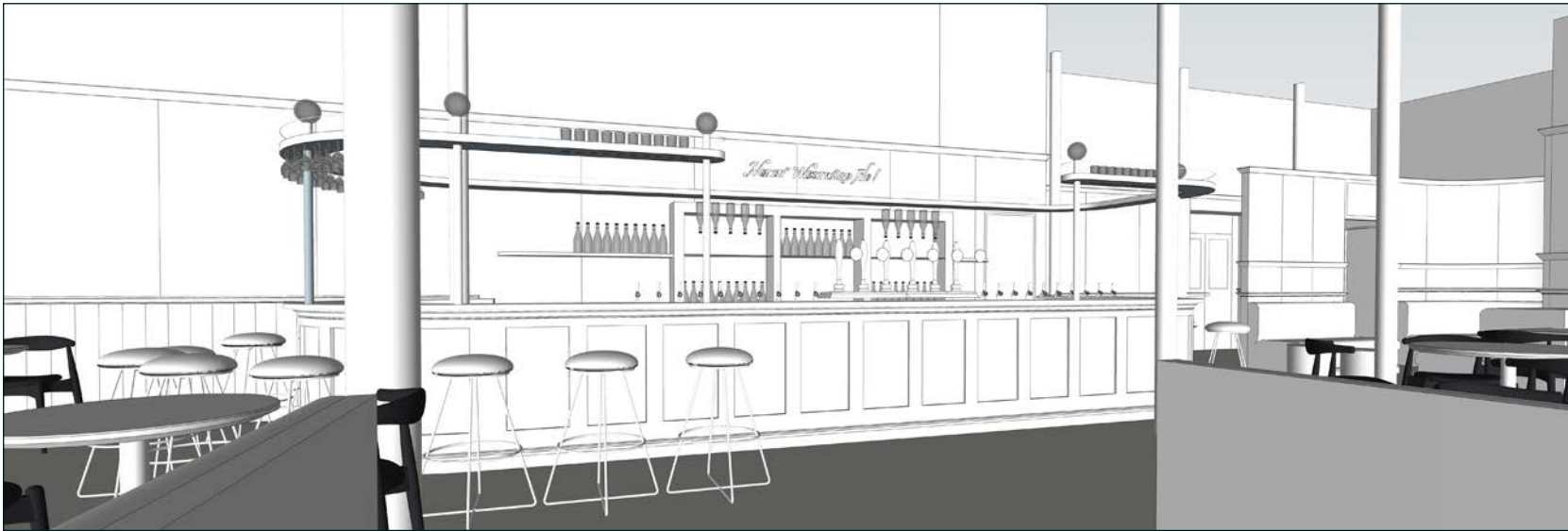
In taller spaces there would traditionally be a ‘cornice’ at ceiling level to give the space proportion and master. Below the cornice, and above the picture rail there is either painted wall surface, void, or traditionally decorative glazed panels. These would separate different rooms (often smoking rooms), whilst letting through natural light.

4. Skirting

Skirting in public houses are often deep, and extend onto the bar front as an integral part of the design. Here, they are often complemented by the footrail design.

5. Over-bar unit

The over-bar unit is employed to carry stemware and glass displays. These vary from timber units to those with metalwork and glass. The support method varied from being suspended from the ceiling in lower spaces, to support off the bar-top in very tall spaces. The units have a very specific height, with wine glass racks usually set at 2m above the floor. traditional optics rail.



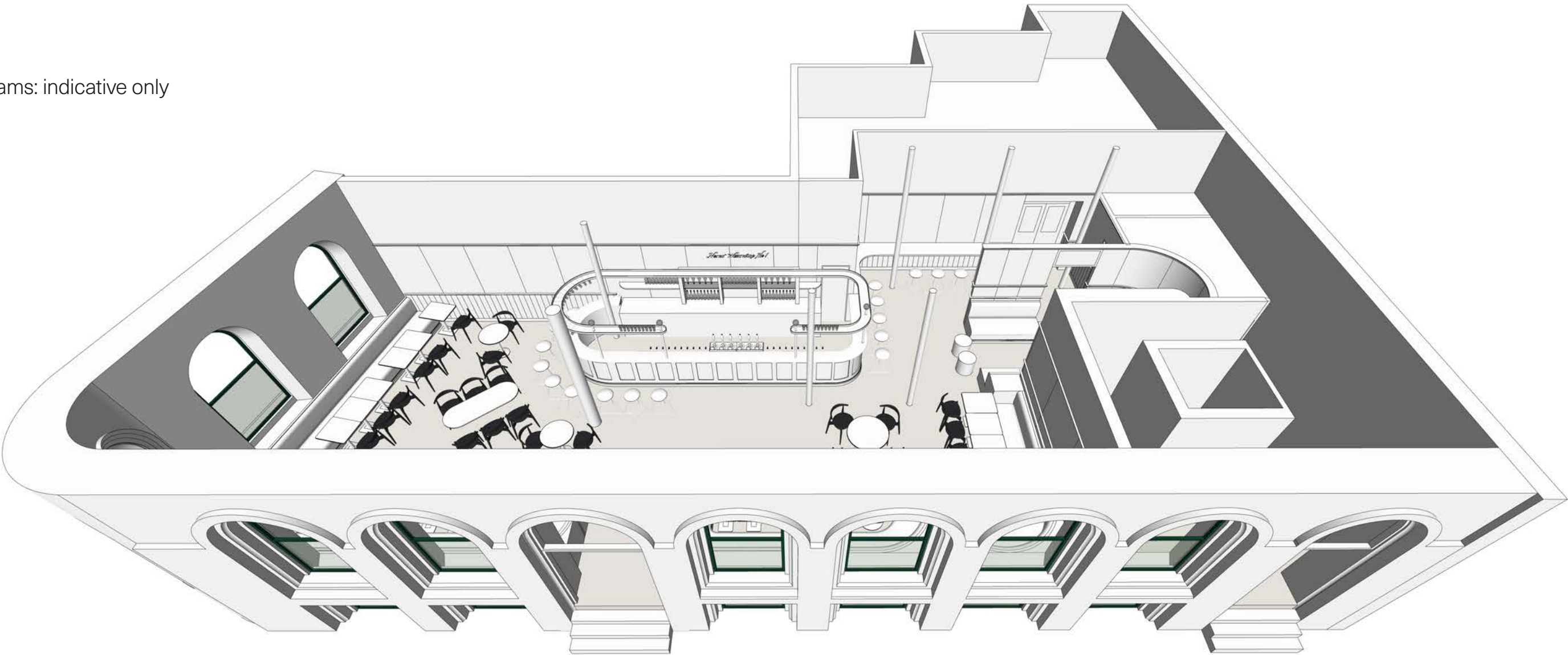
6.8 Bar design

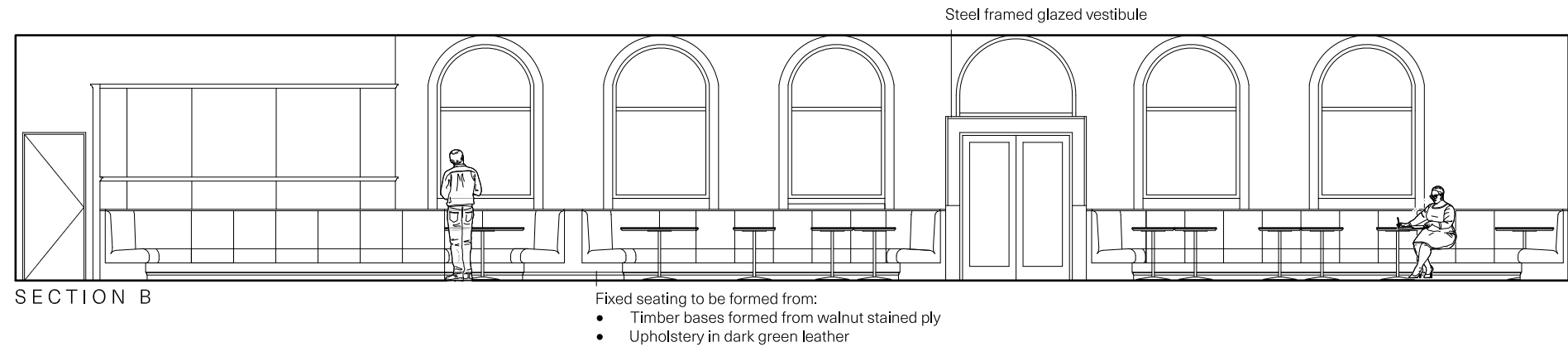
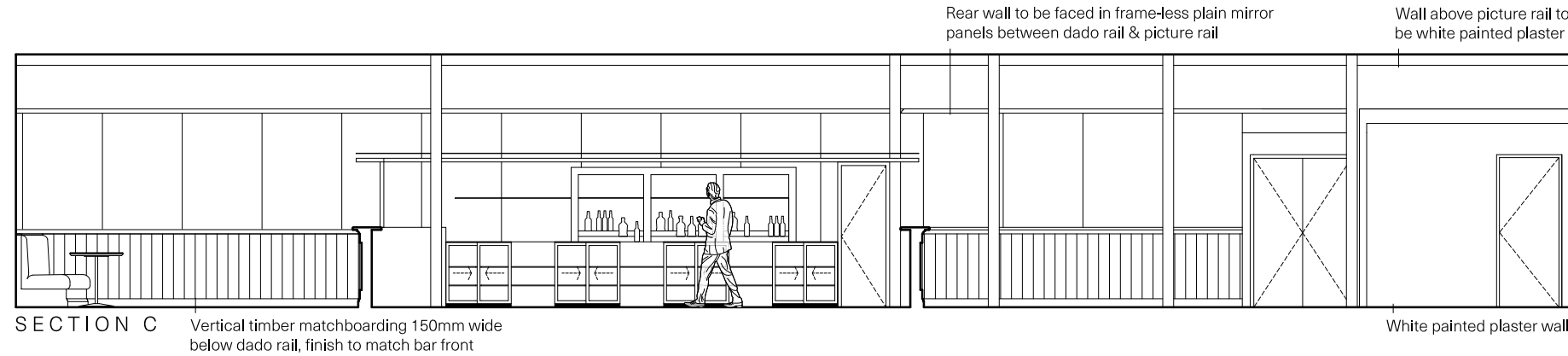
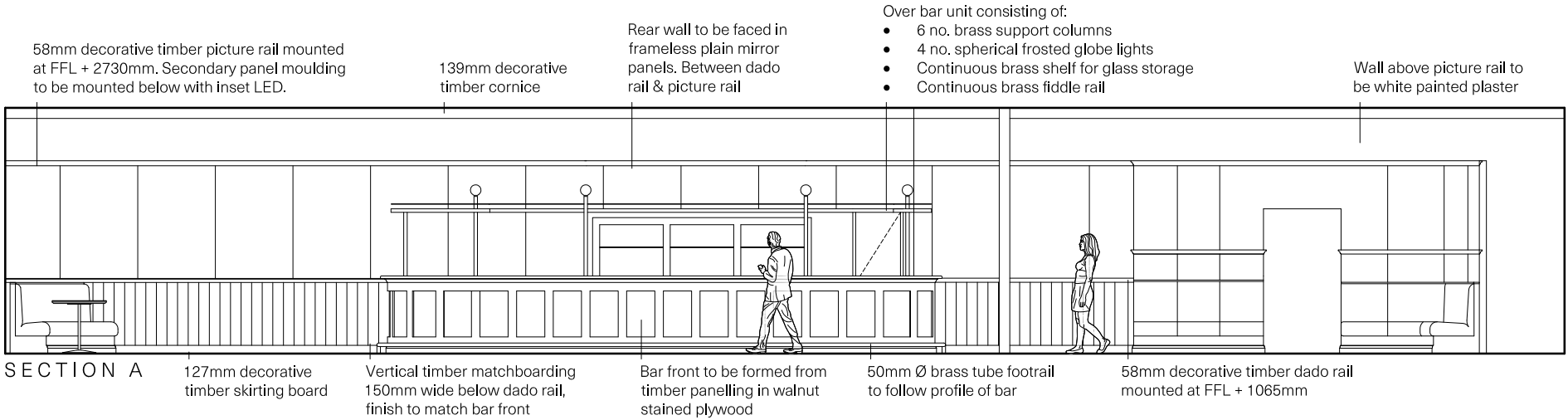
At North Westward Ho!, we have created a linear bar. There is therefore the opportunity to create long horizontal and unifying datums as described above. The space within the site is tall so an over-bar unit has been shown supported off the bar top. This has been achieved via metal supports which are combined with lighting elements, as are common more ornamentally, in traditional pubs. Precedent at The 'ned' in the City of London has been included to show this.

The over-bar unit at North Westward Ho! follows the shape of the bar, 'breaking' to allow a good view of the full height of the back bar and bottle display from the approach vista from the main entrance. This element gives the space the majority of its character.

The bar front is expressed as simple rectangular recessed panels with a linear skirting and footrail. The back bar extends up to picture rail height with timber shelving including a traditional optics rail.

3D diagrams: indicative only





Internal elevations

6.9 Materiality

In terms of general wall finishes, these are controlled in terms of height and proportion by the system of horizontal datums throughout the space.

Panelling

Below the bar counter level on the walls, we have adopted simple dark stained timber 'matchboarding' or wall panelling. The panelling is set below a timber moulding or a drinking shelf, integrated into the plan of the seating areas.

Mirrors

whilst there will be bespoke and decorative branded mirrors dotted throughout the space, we have adopted a system of frameless mirror panels that extend from bar counter height up to the level of the picture rail. these are mainly focussed behind the bar and to the 'rear' wall of the public area. This allows for the overall space to appear bigger, and to give sparkle to the back bar display. It allows for the existing windows and the 'heritage assets' of the space to be reflected and celebrated.

Within the snug, we have created a low level band of mirror panels set at seated eye level - this is inspired by the Black Horse at Preston (though there are other similar examples). it reduces the scale within the snug via the introduction of another low horizontal level and creates a more intimate and cosy feeling within the space.

Banquette seating

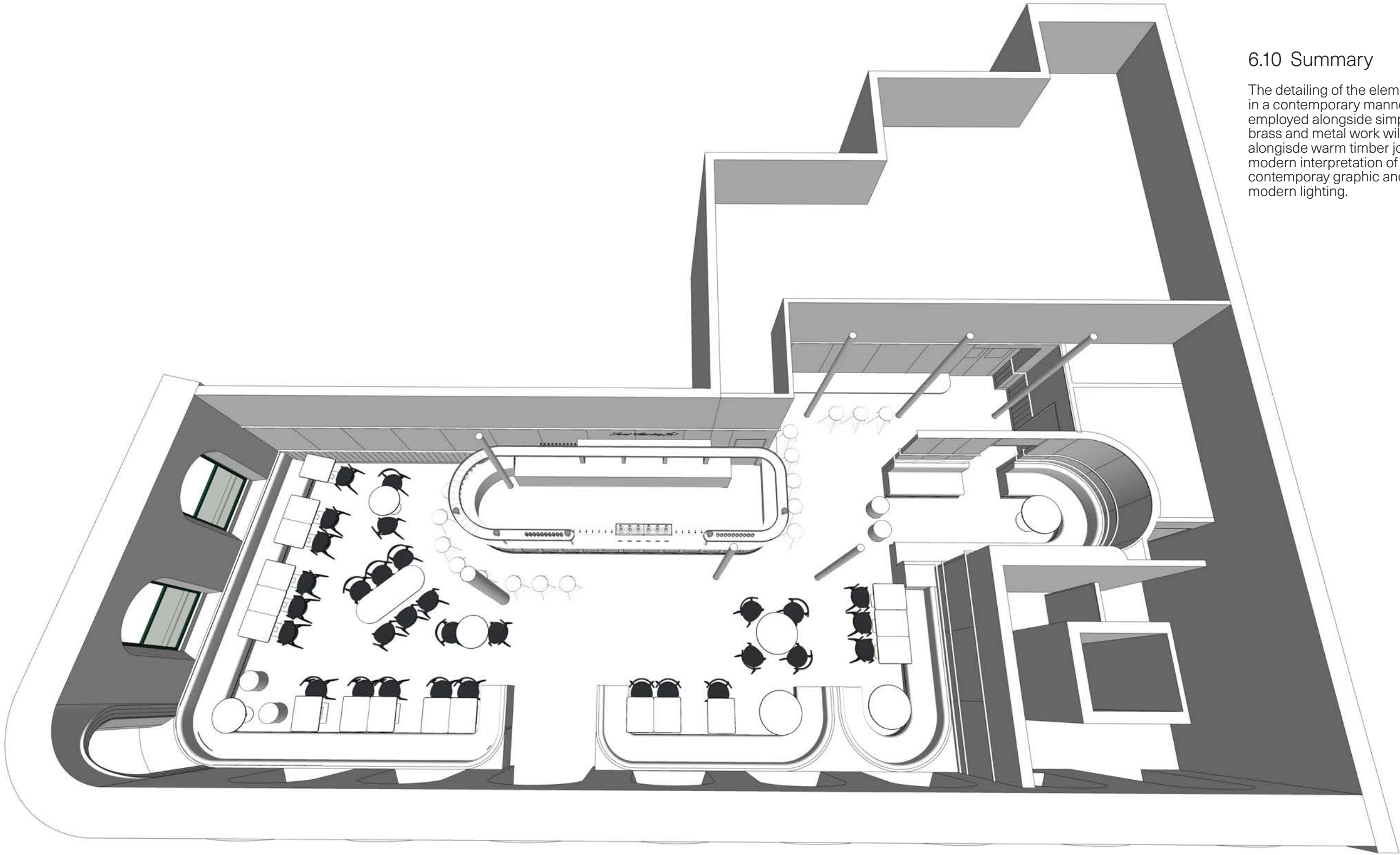
Fixed seating within traditional pubs is set below the bar counter level. we have emplyed this approach, positioning curvilinear booths and banquettes to the perimeter of the space - set below the existing semi-circular arched windows. This works with the existing cill level of the windows. the seating areas are complemented by 'desktop' style lighting standards. These are similar to the over-bar unit supports and are a modern interpretation of a traditional element.

Ceiling, upper walls and cornice

these elements will be painted in white or very pale grey to boost light levels generally. Darker and warmer materials and colours will sit below this level to reduce the scale and provide warmth.

Floor

The proposed floor within the public bar is generally dark timber in long floorboard format. There are dark grey non-slip hygenic vinyl floors set to the back bar and WC areas. Most of the character comes however from the juxtaposition of a tiled inset margin around the bar which extends through to the snug.



6.10 Summary

The detailing of the elements described above will be handled in a contemporary manner. traditional mouldings will be employed alongside simple crisp surfaces. Limited use of brass and metal work will be made in a controlled manner alongside warm timber joinery. The overall composition a modern interpretation of traditional elements enhanced via contemporay graphic and brand elements and dimmable modern lighting.

3D diagram: indicative only, refer to plan & elevations

6.1 Precedent: the Black Horse, Preston



The snug. 'Iconic' curved booth seating, with mirrors, stained glass & timber panels

6.2 Precedent: the Ned, City of London

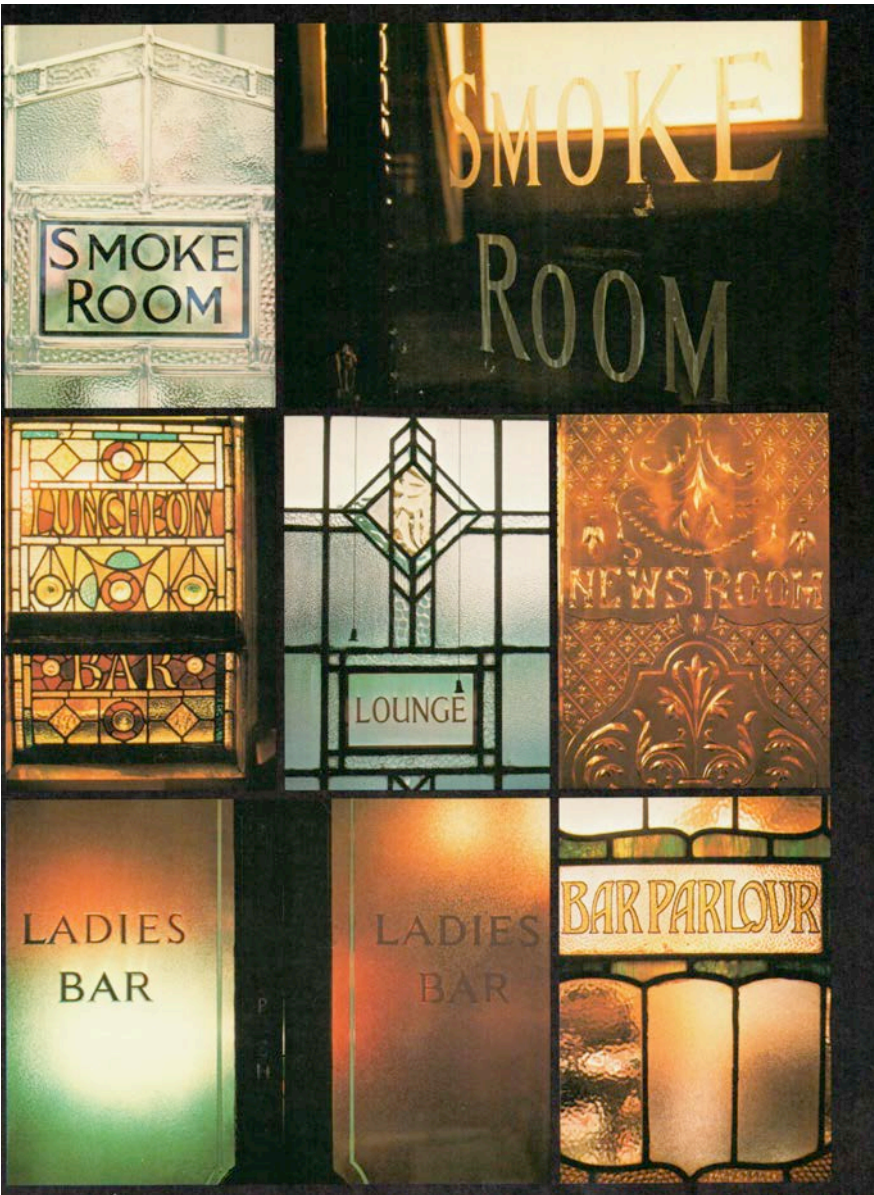


A curved bar within a tall space: stemware racks & storage supported via lighting columns

6.3 Precedent: mirrors, glass & narrative



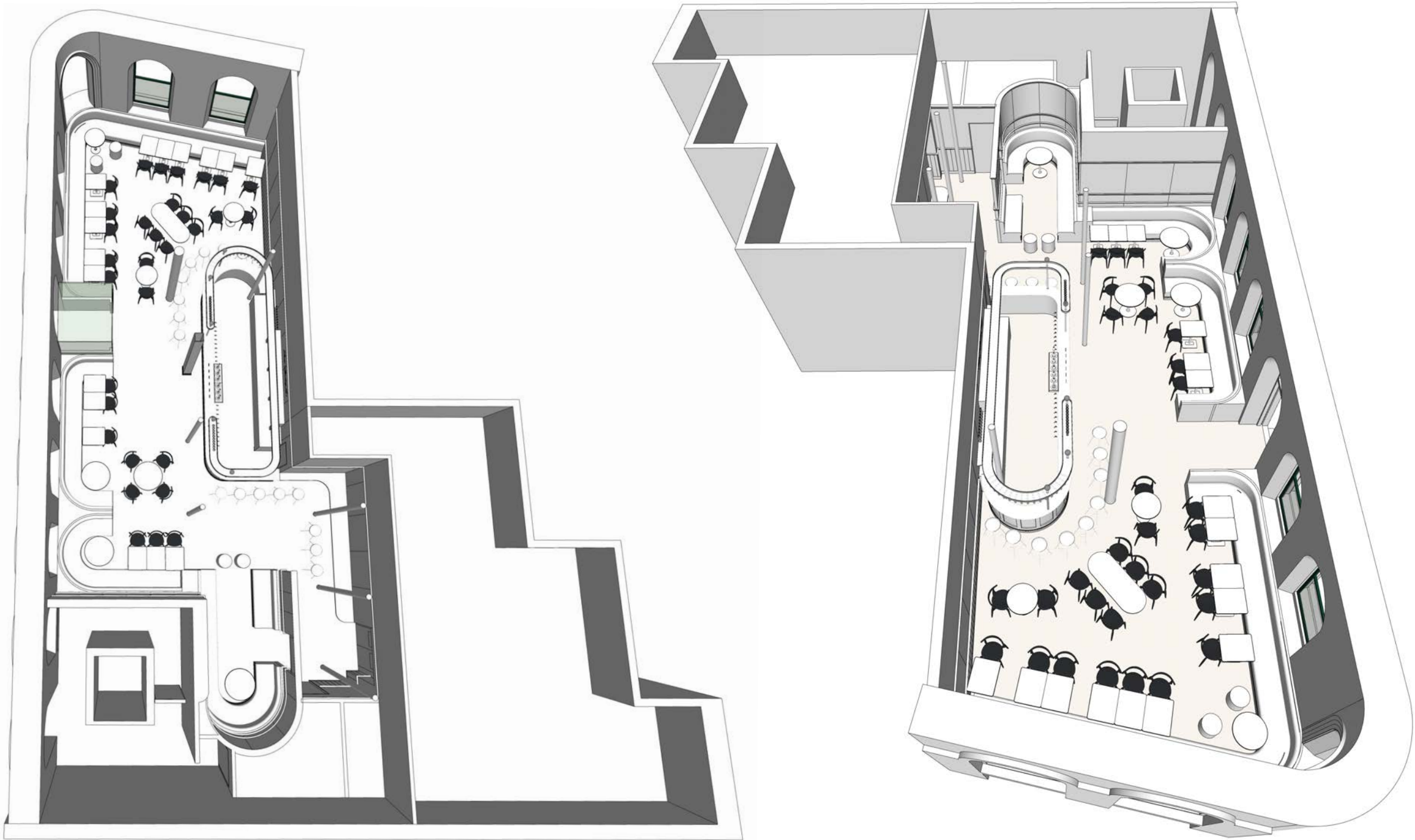
Opaque and clear glass. Ornamental silvering



Privacy screening, signage and identity



A tradition, open to modern interpretation.



3D diagrams: indicative only