
HERITAGE STATEMENT

**Listed Buildings and Advertisement Consent at 19 King Street,
Manchester, M2 6AW**

Prepared for: Innovate Signs
Prepared by: Fuse 3 Ltd

July 2021
Our Reference: 15922/280721/PG

1 Introduction

- 1.1 This planning Heritage Statement has been prepared to accompany the application for Listed Buildings Consent and Consent to Advertise at 19 King Street Manchester M2 6AW, and should be read in conjunction with:

15922 - Pretty Green - Manchester King St - Plans, which details: Existing Store Signage, Proposed Site Signage, Fascia Sign Specification, and includes the Location Block Plan.

2 Context

- 2.1 The application property extends over four storeys with a basement. The building is roughly rectangular in plan and perpendicular to King Street. The Shopfront spans approximately 6.7 metres with a fascia signage board approximately 3.2 metres from ground level. Located on King Street No. 19 is one of the smaller buildings on the street and has been Grade II Listed since 1994 and is within the St Ann's Square Conservation Area, where there are a number of other listed buildings of varying architectural styles.



2.2

Listed Building:
Historic England entry-
19 King Street is a Grade II listed building. The list description is as follows: Overview
Manchester
Heritage Category: Listed building grade II
List entry number: 1197935 Date first listed: 6th June 1994

Details:
SJ8398SE KING STREET 698-1/27/180 (North side) No.19
GV II
Shop. c.1880, altered. Yellow brick with sandstone dressings, slate roof. Rectangular plan at right- angles to street. Four storeys. C20 shop-front at ground floor; an arcaded range of 4-light windows on each upper floor: slim cast-iron columns at 1st floor with arched open-work brackets, round-headed windows to 2nd floor with set-in shafts, enriched imposts and linked

hoodmoulds with large mask key- stones (male and female alternately, all cheerful and stylish); shouldered windows to 3rd floor; parapet. Listing NGR: SJ8373898327

- 2.3 The appraisal of the St Ann's Square Conservation Area does not encourage historic copies, instead promoting high quality modern design which should not compete with or conceal architectural details of the buildings.



3 Development

- 3.1 The proposed advertisements at 19 King Street are to promote the branding of the shop and are to be related to that business. The advertisements cause no conflict with public safety and represent an enhancement to visual amenity.
- 3.2 The proposed fascia signage is to be minimalist in design with a simple black on white brand name/logo of the business, and will be appropriate in size and scale to the fascia and shopfront.
- 3.3 The proposal also includes a the brand logo replicated on to the existing projecting sign, again with a simple black on white treatment.
- 3.4 The proposed signage fixings will not be detrimental to the fabric of the building causing no conflict with the building as a heritage asset and represents a modern, high quality design as encouraged within the St Ann's Conservation Area.

4 Concluding Comment

- 4.1 The proposal accords with planning policy and the aims of the conservation appraisal, it will enhance the shopfront at 19 King Street, and will also enhance the visual amenity of the area.