

Heritage Statement

201 Deansgate, Manchester, M3 3DL

01 July 2021

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1 INTRODUCTION

- 1.1. This heritage statement has been prepared by SpaceInvader Design on behalf of Aviva PLC ("The Applicant"), and is submitted in support of an application for listed advertisement consent in relation to the office building located at 201 Deansgate ('The Site') within Manchester City Centre.
- 1.2. The proposals seek to install replacement external signage to the front elevation of the existing property.
- 1.3. The property in question is located within the designated Deansgate Conservation Area.
- 1.4. This application follows the withdrawal of application ref: 128693/AO/2020 in February 2021. The withdrawn application sought advertisement consent for the same signage as included within this submission. The application was marked invalid by Manchester City Council in November 2020, and this application seeks to provide the additional information requested.
- 1.5. This statement has been prepared in order to comply with the requirements set out in paragraph 128 of Section 12 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework (NPPF) and Article 2 of the Town and Country Planning (Development Management Procedure (England) Order 2015.

2 THE SITE AND IT'S HISTORIC SIGNIFICANCE

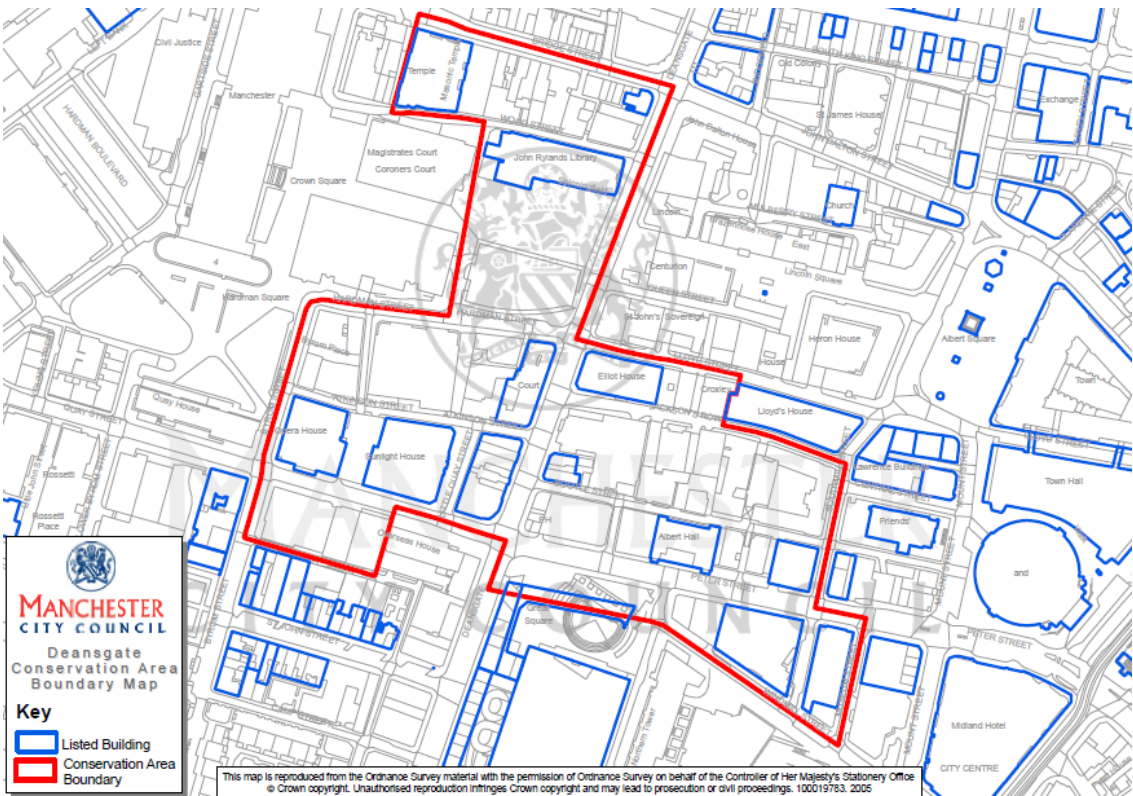
- 2.1. 201 Deansgate is located centrally on the A56- Deansgate within Manchester City Centre. The building is of a modern architectural style, with full height glazed frontage, flanked by red brick with stone dressings.

FIGURE 1: EXISTING ELEVATION IMAGE



- 2.2. The buildings surrounding the property are of a commercial nature and comprise of a variety of architectural styles. The continuity of materials within the conservation area (e.g. red brick, stone, etc), serve to provide some continuity and ensure the building have a positive relationship to one and other.
- 2.3. Whilst not listed itself, the property is located within the designated Deansgate Conservation area and is located close to a number of listed buildings. Directly adjacent the property lies the Grade II listed law courts, with several other statutory listed buildings located adjacent to the property.

FIGURE 2: CONSERVATION AREA MAP



2.4. The location of the property within a designated conservation area has been afforded due consideration throughout the development of the proposals.

3 RELEVANT POLICIES

3.1. The following documents and associated policies have been consulted in preparing the proposals which are the subject of this application:

- National Planning Policy Framework (2019) – Chapter 16 – Conservation and Enhancing the Historic Environment;
- Planning Practice Guidance – Conserving and Enhancing the Historic Environment;
- Manchester Core Strategy (2012-2027) with particular reference to policies: EN3 and CC9; and
- Extant policies of the Unitary Development Plan: DC15; DC18 and DC19. and
- Deansgate Conservation Area Documents.

4 THE PROPOSAL

- 4.1 As noted in section 1.0, the proposal seeks permission to install replacement external signage to the front elevation of the property.
- 4.2 In summary, the following items are proposed to be installed:
- 1no. 525mm high rear illuminated individual metal letters sign;
 - 1no. 685mm high non-illuminated metal entrance sign; and
 - 1no. 775mm high internally illuminated projecting sign.
- 4.3 The signage is proposed to be fabricated from high quality metal materials, with fully concealed junctions.
- 4.4 For the sake of clarity and completeness, a series of vinyl privacy manifestations are proposed to be installed to the ground floor glazing. Whilst applied internally and therefore considered to benefit from deemed consent, these items have been included on the drawing to provide a holistic view of the proposals.
- 4.5 Please refer to the following submitted supporting documentation for full details of the proposals:
- 6467-2 201 Deansgate Drawings- Issue 4 – Andesign UK Ltd;
 - 20002(90)200RevC1 – Existing External Signage Elevations – SpaceInvader Design; and
 - 20002(90)201RevC2 – Proposed External Signage Elevations – SpaceInvader Design.

5 ASSESSMENT OF PROPOSED DEVELOPMENT

- 4.1. The following section assesses the impact of the proposed development upon the historic significance of the surrounding conservation area, as well as a consideration of the visual impact, scale, design, materials and the associated possible harm and risk to the building.
- 4.2. The style of and prominent location of the building contributes positively to the street scene and the surrounding conservation area. It is an important building that adds to the quality of the streetscape within Deansgate Conservation Area.
- 4.3. The proposed advertising is minimal in nature and aims to provide a sympathetic and high quality signage solution for the property. Several alternate materials were considered for the signage. However the Applicant recognises the important role that the property has to play in upholding the heritage values of the surrounding conservation area, which resulted in high quality metal signage being chosen as the most appropriate option.
- 4.4. The proposed high level lettering would be rear 'halo' illuminated via LED's. 'Box' illumination has been avoided and the illumination aims to be subtle and provide a sophisticated solution to allow the signage to be visible in the evenings.
- 4.5. The proposed projecting sign features an acrylic face with gold dressings and trims. The face of the sign is proposed to be illuminated, however this is not considered excessive and is in line with the properties adjacent to the building.
- 4.6. Finally, the proposed entrance signage features high quality metal materials, and is proposed to be non-illuminated, in order to not provide excessive illumination to the property.

- 4.7. The historic significance of the surrounding conservation area was instrumental in designing the proposals. Thus, through an assessment of the impacts and significance, it is considered that the proposals would not negatively impact the appearance or historic significance of the surrounding Deansgate Conservation Area.

6 CONCLUSION

- 5.1. This statement considers the proposal for the installation of replacement signage at the existing building located at 201 Deansgate within Manchester City Centre.
- 5.2. The proposed signage is minimal and unobtrusive in nature. The materials chosen are of a high quality and aim to provide a sophisticated signage solution at the property.
- 5.3. The proposed development would not affect the significance the surrounding conservation area or any features of public amenity or public safety and will therefore not result in significant harm or impact.
- 5.4. As a result, the proposed development aligns to policy requirements and guidance relating to the local area. Thus, it is considered that there are no policy grounds or material considerations which should prevent advertisement consent from being granted for the proposed development and the proposal is respectfully recommended to the Council for approval.