



# HAD

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## HERITAGE STATEMENT



**Dahna Manchester**  
**310 Deansgate**  
**Manchester**  
**M3 4HE**

Prepared by HAD & Co.

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## 1 INTRODUCTION

This Heritage Statement will consider any effects to the Castlefield Conservation Area the proposed development at 310 Deansgate, Manchester may have. The proposal consists of a single storey roof top extension to provide partially external seating area for the purpose of socialising lounge bar (A4 Use Class) with smoking area (Sui Generis Use Class) associated with existing ground and first floor restaurant (A3 Use Class), including external alterations to existing façade.

The design process has considered the architecture of any significant neighbouring buildings as well as considered the practical feasibility of building the proposal on site. Consultations with other professionals such as structural engineers, planners, interior designers and acoustic engineers have all formed the result of the final proposed design. The Conservation Area status of this area has played a key role in the re-design of the building to ensure it has a positive affect on the heritage of Castlefield and blends well with the neighbouring building becoming an inclusive part of the street scene for this part of Deansgate.

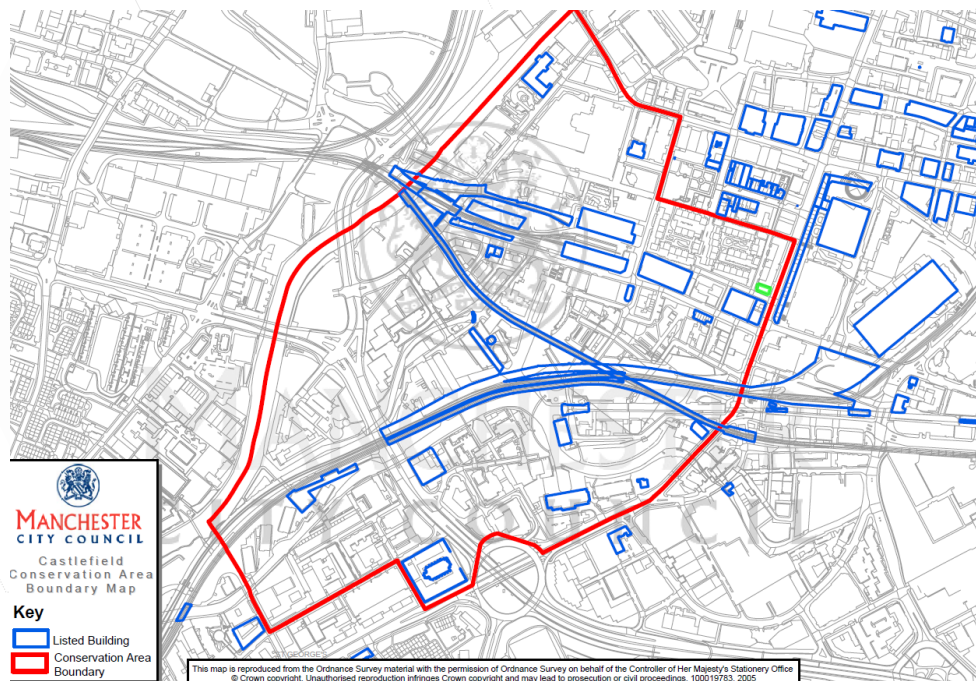
It is the applicants wish for the proposed changes to the building to correspond softly to the neighbouring properties considering the Heritage of the area and for 310 Deansgate to become an integral part of the surrounding community, thus enhancing its presence and adding to the positive leisure economy for Manchester.

## 2 CONSERVATION AREA

Located in the south west of Manchester City Centre, the Castlefield Conservation Area get its name from 'Castle in the field'; a reference to a historic Roman fort located at the boundary. The zone was created in October 1979 and was briefly upgraded to a status of an outstanding conservation area in January 1980. Although it has since lost the title it is still deemed to carry great conservational merit.

*"The conservation area's boundary follows that of the city along the River Irwell, New Quay Street, Quay Street, Lower Byrom Street, Culvercliff Walk, Camp Street, Deansgate, Bridgewater Viaduct, Chester Road, Arundel Street, Ellesmere Street, Egerton Street, Dawson Street and Regent Road. On 26th June 1985, the area was extended by the addition of land bounded by Ellesmere Street, Hulme Hall Road and the River Irwell."* – Conservation Area Appraisal, Manchester City Council.

There are many notable buildings in this conservation area such as the Grade II listed "Castlefield Information Centre" (322-330 Deansgate, Grade II listed), the "Former Market Hall" (Liverpool Road, Grade II listed), and the "Power Hall Museum of Science and Industry" (Liverpool Road, Grade II listed) are good examples of typical industrial buildings commonly found in the area. Many of these buildings have all served different uses in the past and have been renovated to fit new times. Castlefield Conservation Area states *"Warehouses have been converted to flats, offices, galleries and studios. The various buildings in the Liverpool Road Station complex have undergone extensive repair and modification to house the exhibits in the Museum of Science and Industry. The buildings are exhibits in themselves and provide an ideal setting for the smaller items within."*



Castlefield (Conservation Area, Manchester City Council, 2005). Site outlined in green.

### 3 HISTORY

The earliest history of the Castlefield area dates to 79AD. The location was selected as a strategic point to build a Fort called “Mamacium” which was constructed on top of rocks near the rivers Irwell and Medlock. This was the first definitive record of settlement in Manchester.

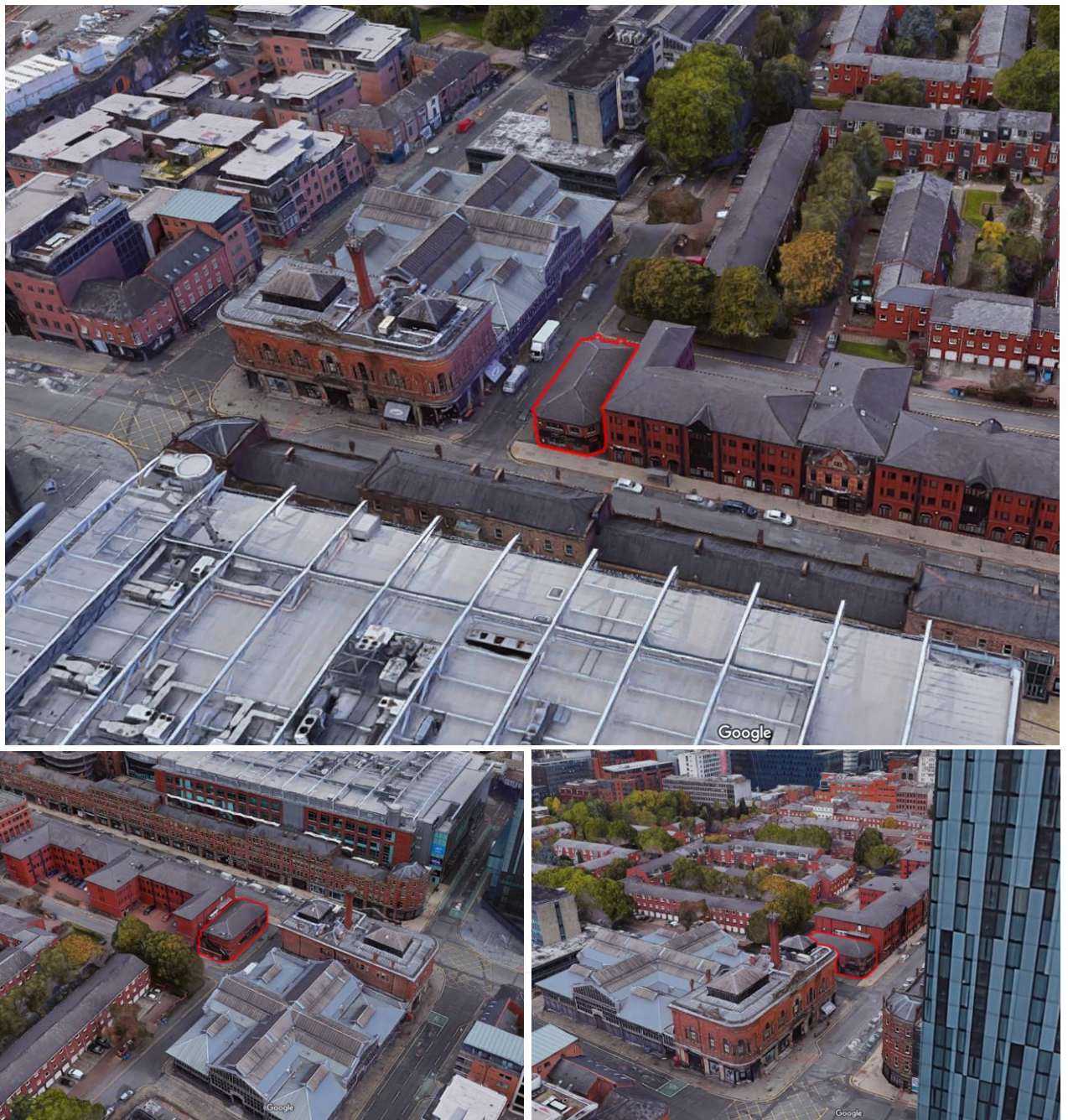
The castle that stood at the centre point of this fort was upgraded overtime being rebuilt several times until it was later abandoned in 410AD. The castle site was left abandoned for numerous years and gained the title ‘The Old Town’.

The area started to gain prosperity in the early 18th century when the River Irwell was connected to Liverpool by the River Mersey. A quay was then built between Deansgate and the River but by this time a Roman Fort was more of a “grass covered mound than a ruined castle”. The first canal in Britain was commissioned by the Duke of Bridgewater to connect the Dukes Mines to the rapidly developing Manchester. The venture was successful and opened the door for similar projects like the Rochdale canal which was opened in 1804 quickly making Castlefield “the hub of the canal network”.

Warehouses were some of the first buildings to quickly spread across the Castlefield area. As Manchester business grew, the need for places to store goods increased before they were transported. With the increase of demand globally and nationally, rail lines were constructed with the world’s first railway station being opened on Liverpool Road in 1830.

Railways became a pivotal part of the Castlefield identity with many goods crossings the four converging Castlefield viaducts which were built over the former site of the Roman Fort. In homage to the former Fort the design of the viaducts took inspiration from the Castle-like structure, and these viaducts remain to this day. They were further expanded into what would become the centre of the city, with Central Station serving the new rail lines opening in 1879.

After the Industrial Revolution and following World Wars, decline came to both the rail and canal industry meaning most of the buildings and warehouses built to serve them lost their commercial value. Subsequently the buildings ended up being used for various leisure uses. This continued until the area was sold to a conservation group and became a principle urban Heritage Park established in 1982. This came with the decision to also rebuild part of the former Roman Fort, the origin of Castlefield. The redevelopment trend continued and now Castlefield is known for “travel and leisure” and is described as “a thriving major attraction with frequent popular events”.



Some aerial images of the site and the surrounding areas. **Site shown in red outline.** Google Earth (2018)

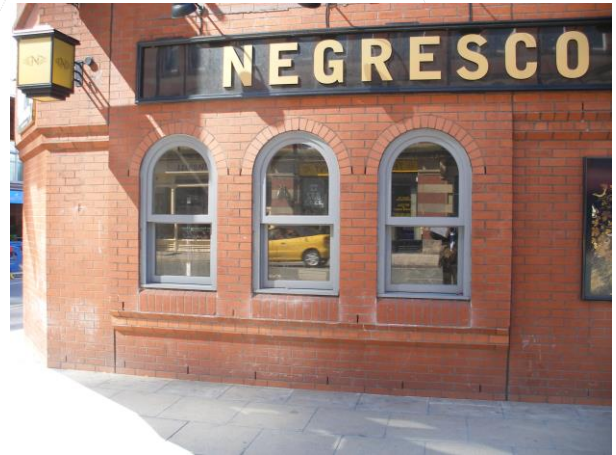
### 3.1 Site Planning History

- 02/10/2009** -091430/AO/2009/C1: Installation of 2 no. fascia signs consisting of individual letters, 1 no. logo sign and 2 no. menu boxes | 310 Deansgate Manchester M3 4HE- **Approved**
- 14/09/2009** -090120/FO/2009/C1: Proposed installation of new glazed entrance and windows with associated external alterations.310 Deansgate Manchester M3 4HE- **Approved**
- 09/05/2007** -082905/JO/2007/C1: Variation of condition 3 (hours restriction) of planning consent 081480/FO/2006/C1) to increase the hours of operation from 11.00am to 12.00 midnight daily to 10.30hr - 01.00hrs Sunday to Thursday and Friday to Saturday 10.30 hr- 02.30 hrs. Pig and Porcupine/Negresco 310 Deansgate Manchester M3 4HE- **Approved**
- 02/02/2007** -081480/FO/2006/C1: External alterations including roof top fume extraction, formation of new front entrance, fire escape stairs and service gate to rear yard in connection with use of building as restaurant (Class A3) Pig and Porcupine Public House 310, Deansgate Manchester, M3 4HE - **Approved**
- 29/09/2006** -080764/AO/2006/C1: 2 No. individual letter name signs, projecting swing sign (1 No.) and amenity board (1 No.) | Pig and Porcupine Public House 310 Deansgate Manchester M3 4HE - **Approved**
- 22/09/2005** - 075953/FO/2005/C1: External alterations including roof top fume extraction, formation of new front entrance, fire escape stairs and service gate to rear yard in connection with use of building as restaurant (Class A3) Pig and Porcupine Public House, 310 Deansgate, City - **Approved**

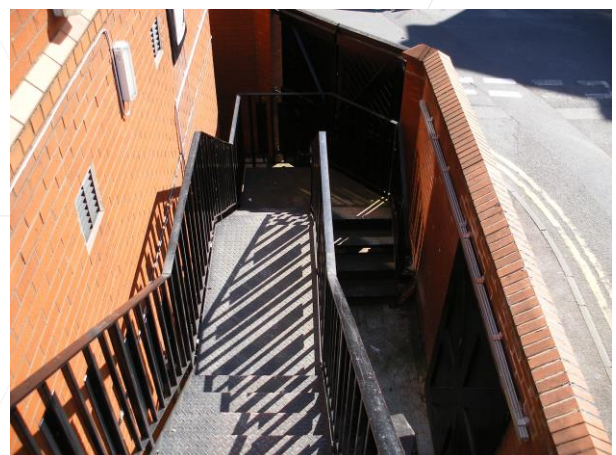
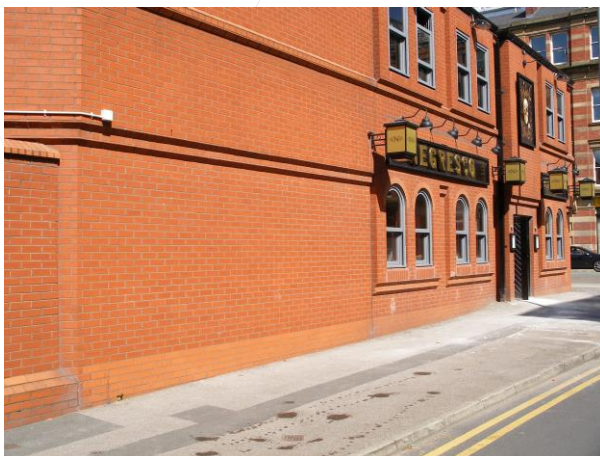
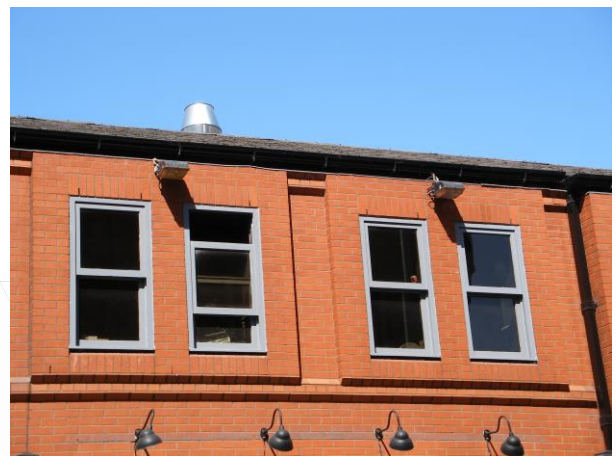
The property has seen a few alterations over the last 20 years with most of them focusing on improving the functionality of the building and its internal spaces. The applications submitted in 2007 and 2009 were changes that have resulted in the aesthetics of the building today. The following photos will illustrate the look of the building before this work was done to its façade.

*Please refer to each application online at Manchester City Council's planning database for further detailed information on the above planning history.*

### 3.2 Site Images 12/05/2009



These images are of the front of the site facing Deansgate. The building only had one row of 3 timber sash windows on each floor at the front resulting in poor levels of natural lighting inside. An extra row of windows was added to both floors on the back right side of the façade with a decorative brick surround matching the existing ones beside it.



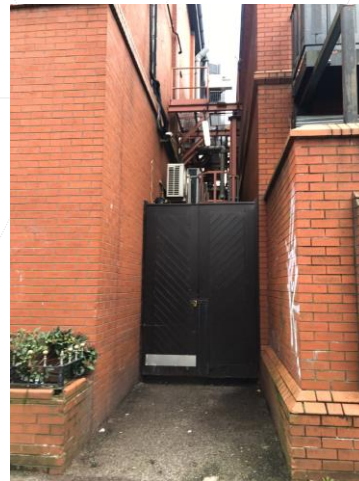
These images are of the side and rear of the building. The images show the original 3 rows of sash windows, the original dark wooden main entrance and the signboards illuminated by overhead swan-neck lighting. The windows on the side of the building were altered to replace the duo of windows for a longer, modern and secure glazing currently on the building. The decorative brick window surrounds have remained the same.



These images show the interior alterations taking place and the structure beneath the skin of the building. The first 3 images on this page show the current mezzanine floor in construction. The image centre-right shows the concrete floor level that was removed to create a higher ground floor space. The bottom left image shows the steel structural columns in the centre of the ground floor, and the exposed concrete upper ground floor level at the rear.

The last image is of the corner of the building where Tonman Street meets Deansgate. The wall was opened here to create the existing main customer entrance for the restaurant site with a matching corner window on the floor above.

### 3.3 Existing Site Images 11/02/2020



Images of the existing site. The building still maintains many of the decorative brick features and character of the original building with the addition of improved functionality and security. The window openings have been enlarged and modernised to allow more natural light into the space inside.

## 4 PROPOSAL

The proposal includes both internal and external changes. The main change will include a single storey roof top extension to create an additional floor which will be partially used as an outdoor rooftop space to serve as an external social lounge where smoking can be allowed. The extension will bring the property up to the same level of the neighbouring buildings and bring it in keeping with the rest of the street scene along prominent Deansgate. 310's current shallow hipped slate roof will be replicated with the perimeter over the external seating space to the front cut back by 1.5m to create an overhead shelter. The use of the space will be available throughout the year and with varying weather conditions as the parapet wall will be extended up to the new roof level which will also help to emphasize the vertical elements of the building.

In addition to the new floor, the facades of the building will undergo modernisation with the window openings extended with the introduction of double height frameless glazing, running from the ground floor to the first floor. This has been done to further promote a vertical emphasis on the aesthetics of the building, better matching the surrounding buildings on the street scenes and in the area. Additional matching window openings will also provide a stronger window pattern along the street elevations as well as greater natural light into the restaurant space.

The first floor's ceiling height will be increased to accommodate the new height of the building and internal arrangements for the access to the new roof-level will be incorporated into the interior changes. The other internal changes will consist of infilling the existing void above the stairs and changing the décor to meet the new restaurant branding and create a different atmosphere for each level to reflect the uses of each area.

The rear yard, currently secured by a 2.4m high wall, will also become fully enclosed by extending those walls to the new roof level. Perforations in the walls will allow fresh air and light to circulate the yard and external fire escape, these sections will also replicate the vertical window patterns featured on the other elevations.

To further enhance the external façade, the current blocks of bulky signage will be removed for a more desirable and delicate illuminated letter installation. The existing signage detracts from the architectural brick features such as the window surrounds and alternating bonding patterns. The proposed signage scheme will not only offer a less intrusive design but allow the brickwork to hold more status as the main architectural features of the building that is resonate in other buildings along Deansgate and the Conservation Area. Lighting of the lettering will be low level, with just a faint glow enough for the viewer to read the signage during darker hours: approx. brightness of 200cd/m.



### Proposed Tonman Street Elevation

### Proposed Deansgate Elevation

## 5 SIGNIFICANCES

Using the 'Conservation Principles Policies and Guidance' provided by English Heritage, we have listed the significances of 310 Deansgate and its relationship with the Castlefield Conservation Area. The changes proposed will be examined against these heritage principles to discuss how it will affect the significance of the area, which will enable us to justify the approval for the proposed development.

Although the building itself has no Grade Listed status or specialist historical architectural merit- the prominent corner location where Tonman Street meets Deansgate means it is an integral part of the street scene and is included within the Castlefield Conservation Area boundary. This corner plot is an exceptional location for a bar and restaurant in this area of Manchester; already earmarked by the City Council to welcome these types of uses. The mixed-use nature of Deansgate and historical evolution of building uses has already been discussed in the History of the area- this proposal too follows this pattern through its additional use for the new roof-top extension and creation of the new floor to be used as a bar-lounge area.

The building is currently flanked by larger and taller structures, which leaves the existing 2-storey structure dwarfed in comparison and comes across as an even more insignificant building within the Conservation Area. The proposed building changes hope to rectify this by enhancing its architectural features and overall scale of the property to blend in better to the street scene and reflect the heritage features of its neighbours to become a positive contribution to the Conservation Area.

### 5.1 WHO VALUES THE PLACE AND WHY?

Deansgate and the surrounding community value the Castlefield Conservation Area. The buildings in this location show evidence of a rich history dating back to the establishment of Manchester as an industrial city. Its variety of buildings and their ever-changing evolution demonstrates how the city is constantly adapting to the demand of the population. Warehouses, factories, civil buildings, connecting structures and terraced mixed-use units that are commonly found in this area would have once been at the forefront of innovation and transport links to the city. Deansgate is one of Manchester's primary routes to and from the canal docks and railyards, which were crucial for trade throughout Castlefield's history. People from around the city and further afield travel to this area for tourism and leisure with the area boasting attractions such as The Museum of Science and industry and the Roman Fort Mamucium.

Many of the buildings that lay dormant after the decline in industry uses for the area, have been redeveloped to meet the needs of the growing working population. According to Manchester City Council “The recent revival of interest in Castlefield is having a significant impact on the refurbishment of buildings. Warehouses have been converted to flats, offices, galleries and studios.” This can be deemed significantly beneficial to the community, workers, students and the general city population keeping the buildings in use and finding a new identity for this historical and well-known area of Manchester.

The buildings in this area also showcase different architectural styles with many of the buildings being either built in a different era or altered to fit the current architectural style at the time of alteration. Architectural styles such as Romanesque, Victorian and Modern are evident on the Deansgate, Liverpool Road, and the surrounding areas for this Conservation Area.



*Deansgate view showing site, neighbouring buildings, and their various architectural styles. Site in red outline. Google Street (2019)*

Although some of the buildings that are neighbouring the application site may have been built and renovated in the past few decades, there is a gentle mix of modern architectural design elements that blend in to enhance the historical buildings that are still standing. The new vertical window features and height increase of the building brings it in line with the neighbours and solidifies the street pattern of brick work and window openings. These new features also enable the property to be modernised and at the same time mimic the architectural features of the historical buildings within this area of Deansgate and the Castlefield Conservation Area. This aesthetic pattern gives those visiting the area an instant visual recognition of which part of Manchester they are in, adding to the area’s identity physically.

## 5.2 HOW DO THESE VALUES RELATE TO THE FABRIC OF THE PLACE?

The Conservation Area of Castlefield enables the heritage of the buildings to remain as close to their originality as possible and keep the area's past physically evident. The origins and the historical significance of the buildings provide distinctiveness, meaning and continuity. These strong values have meant that the area is still recognised as an industrial and historic centre serving a diverse and growing community. As a result, a lot of investment to retain, improve and maintain valuable assets have been made with a push to serve as leisure. Manchester City Council has said that "present uses in Castlefield are mainly directed towards tourism and recreation, and this is likely to remain the case for the foreseeable future".

Much of the architecture in the conservation area displays consistency, contributing to the character of the area. "Mixed use buildings along Deansgate are a characterful medley of two storey period terraces, which provide a continuous historic commercial streetscape". (*Castlefield Conservation Area, Manchester City Council, 2020*)

The changes to 310 Deansgate enhance this fabric by continuing the pattern for the street elevations, also offering a mix of uses associated with tourism and leisure. The addition of the new roof-top level, providing a bar and lounge space also offers a unique outdoor social space connected to it giving this area of Manchester an alternative location for relaxing and meeting with others which can be seen to add to the value of the place and its heritage keeping it populated as a destination for locals and visitors alike.

## 5.3 THE RELATIVE IMPORTANCE OF THESE VALUES

The areas in Castlefield have seen a lot of changes throughout their history. Deansgate being a main route through to the city centre has meant that it has always been of importance to the people of the surrounding area. Deansgate as a street developed in its early history, people were said to have started selling goods from their ground floor front rooms and shops rapidly began to form the street. This history of being at the heart of innovation and industrialism has meant many of the abandoned buildings had been repurposed as museums to pay homage to their significance.

Deansgate acting as a cultural and commercial hub to the local and surrounding areas is a vital part of the Castlefield Conservation Area's success. The area boasts high quality facilities geared at attracting people for a wide variety of uses ranging from commercial to leisure. Deansgate is a highly popular and well-known street not just to those who live in Manchester but Nationwide.

The proposed development at 310 Deansgate will be a welcome addition to the Conservation Area as the proposed changes will help the building be brought up to the standard of the surrounding neighbours. The prominent corner site is currently overshadowed by both its neighbours along Deansgate; the extra height from the extension will help the building become part of the street scene and take ownership of this remarkable corner location.

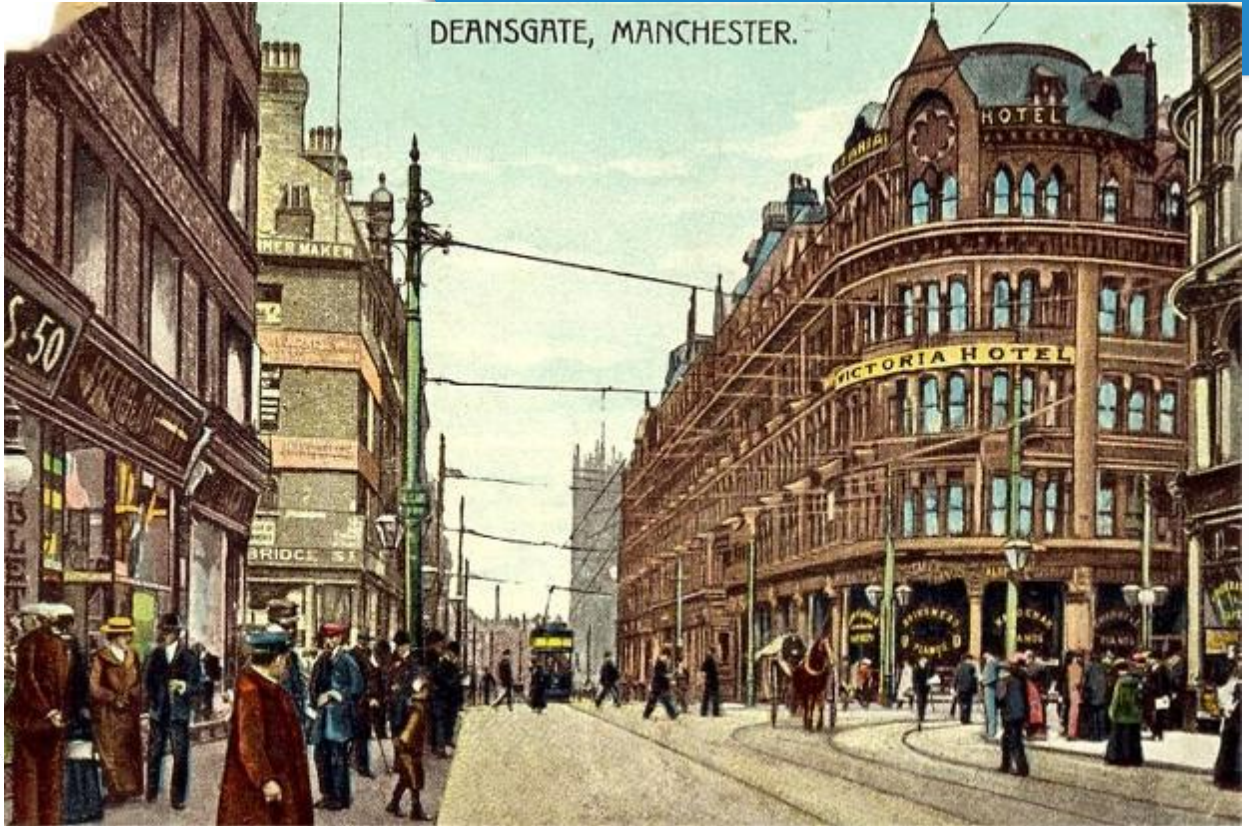
#### 5.4 DO ASSOCIATED OBJECTS CONTRIBUTE TO THEM?

Many other buildings in the area can be seen to have more historical significance due to their listed status and age of construction. The cultural history associated with the area has influenced the architecture of the buildings here that included dictating their size and scale. The existing building at 310 Deansgate tries to compliment those surrounding it that also share a similar history; however, it is dominated by these and only the use of similar materials gives it familiarity.

These buildings mostly serve mixed use purposes with their ground floors usually catered towards commercial use, helping form the fabric that created the famous street historically. This has resulted in positively sustaining the historical importance of the area and also extends to other parts of Castlefield Conservation Area.



*Historic illustration of Deansgate in 1907. (Manchesterhistory.net, 2020)*



*Historic illustration of Deansgate in 1907. (Manchesterhistory.net, 2020)*

### 5.5 WHAT CONTRIBUTION IS MADE BY THE SETTING AND THE CONTEXT OF THE PLACE?

The buildings along Deansgate act as a direct route through to the city centre, coming from waterways and railways that were the trading and connection points for Manchester to the rest of the world. The multi-purpose units line the highway and are integral to the street scene of the Conservation Area. Their conservation helps to identify the town as such and is a reminder of its origins from Roman times to the 18th and 19th centuries.

Number 310 Deansgate has retained much of the original material it was built from and keeps with the typical original A3 restaurant arrangement found on some of the buildings that line this street. The architectural brick features are replicated in a gentle modern-simplified manner on the existing façade of the property as a nod to the Conservation Area and will be replicated again in the extension works and enhanced as a prominent feature for the property. The corner location also keeps the chamfered edges which reflect the curved façade of the retail block across Tonman Street. The new height of the building will also continue the street scene pattern by bringing 310 in line with the scale of the rest of the street.

## 5.6 HOW THE PLACE COMPARES WITH OTHERS SHARING SIMILAR VALUES?

Through this understanding of the significance of 310 Deansgate and its situation within the Castlefield Conservation Area, the values held are:

- **Communal**; sharing both commemorative and social values for local people and visitors
- **Aesthetic**; seeping with architectural evidence and features giving Deansgate an identity

To compare, we can look at the other buildings within the Castlefield Conservation Area boundary and the values they hold and compare them with those for this site.

There are many sites and buildings that hold these similar values, and many more that hold even more heritage values as their significance is far greater. Although 310 Deansgate itself is not Grade Listed or considered a vital part of the history and beginnings of Manchester, the surrounding buildings form part of the Castlefield Conservation Area and it must be included in the wider context of the place. Other buildings hold other values such as evidential, historical and symbolic values due to their direct connection with the history of the city and their previous uses.

The nearest neighbours adjacent and across from the property have been directly considered when looking into the design of the extension to positively affect the street scene and enhance its position with the Conservation Area. Certain prominent features have been purposefully included to give this building some inclusivity as a part of Deansgate and this part of the street. It can be seen that the proposed changes help 310 Deansgate to positively enhance the Castlefield Conservation Area giving reflection to its more significant neighbours through its additional floor and use for this space, as well as expanding the physical identity of Deansgate as a heritage asset through the façade changes. As it currently sits, the building could be viewed as having a negative affect on the Heritage of the Conservation Area with an insignificant design scheme and dwarfed presence amongst its neighbours.

Although many of the buildings have been built in different styles and finishes, the mixed used buildings mostly all share similar proportions, finishes and detailing. The similarity in scale but variety in architecture creates a unique streetscape that shows evidence of the diverse history of the Deansgate and The Castlefield area.

## 6 CONCLUSION

The proposed construction of a new floor level is the most significant change to the site. Although such major changes to a building in a Conservation Area could sometimes have a negative impact, the outlined proposal in this statement, historic analysis and design justifications aim to meet requirements of the Conservation design guidance of Manchester City Council to help this building enhance the street scene and have a positive impact on Castlefield Conservation Area.

The main alterations on the façade are restricted to the window bays and brick work features to showcase the heritage-inspired architectural features, it will also include a more sympathetic signage scheme which removes the existing large block panels and opts for a simplified soft-illuminated lettering design. There are no changes proposed to the footprint of the site and instead it is extending upwards to meet the existing scale of the neighbouring properties, therefore enhancing the street scene and sustainably not taking up any more city floor space.

Furthermore, by complying with design guidance set out by the Local Planning Authority the mixed-use proposal will add to the growing variety of facilities in the Conservation Area, helping the economy and further reinforcing the foundations of its innovative and dynamic character. The additional use to the property could be seen to serve as a homage to the street's history as a culturally diverse market street, offering a variety of goods and services to the neighbouring residences and as well as attracting customers from further afield.

We believe that the proposed development will also address these aims articulated by the 'English Heritage Conservation Policies and Guidance':

**'140 - The proposal would not materially harm the values of the place, which, where appropriate, would be reinforced or further revealed'**

As evident in the history of alteration work that has been done to this site, many of the heritage-inspired characteristics found on the building will be retained especially the unique decorative brick elements. Its hierarchy on the street will also remain similar but will acquire the benefit of an extra floor aiming to bring cohesion with the surrounding 3 storey buildings on the Deansgate street scene. The proposed mixed used site will still maintain its use as an A3 restaurant on the lower levels with the interior of the space only subject to minor cosmetic changes.

**‘154 - Benefits to the place’** The addition of the extra space means the building and business can perform to varying demands required by its customers, an accessible lift has been proposed to better cater for disabled customers and it provides an additional destination for locals and visitors that come to this area of Manchester.

**‘155 - Benefits to the wider community or society as a whole’** The planned Sui Generis proposal for the new floor will facilitate a service not commonly available in this part of Manchester also boasting a unique roof-top external space usable all year round. The business venture hopes to provide more variety and social inclusion in the area through its fine dining and luxury internal finishes.

The proposal will mean that the building will now serve as both A3 and A4/Sui Generis, be extended to match the scale of the street scene and have façade improvements to enhance the architectural features and heritage of the area. This will be a positive contribution to Deansgate and the Castlefield Conservation Area; it will mean that the local residents and professional personnel have better access to a range of high-end amenities and attract people from further afield to this leisure and tourist focused area of Manchester.

*Please refer to the full plans, accompanying statements and documents for further info on the planning application.*