

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007**

**PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS)
ACT 1990**

APPLICATION : YORKSHIRE BUILDING SOCIETY

**SITE : YORKSHIRE BUILDING SOCIETY (FORMERLY TSB PREMISES) ,
36 CROSS STREET, MANCHESTER M2 7AQ**

**MANCHESTER CC ref : (advert) 128511/AO/2020 (plus LB
application)**

DESIGN, ACCESS AND HERITAGE STATEMENT

This statement combines both the Design and Access Statement and the Heritage Statement. Separate statements would involve considerable duplication. The statements are required because the site is a listed building within a conservation area.

1.0 Access and Archaeology

- 1.1 Since the application involves only advertisements affixed to a building, there are no access or archaeology issues.

2.0 Design and Heritage

- 2.1 We have read and understand the underlying purpose for these documents, as outlined in the NPPF and in CABE's publication. CABE's recommendation is that any statement should be short and to the point. We therefore offer the following.

3.0 The Proposal and its impact on the Conservation Area and the Listed Building

- 3.1 The application is for the display of a new signs to indicate that the Yorkshire Building Society now operates from these premises.
- 3.2 The signs would be simple replacements for the existing TSB signage, which, it is assumed, was approved by the Council. On the Cross Street frontage are three bays. On the left-hand bay fascia would be internally illuminated, individually mounted "squircles" between the existing ventilation grilles. The central bay fascia would be blank (apart from the existing ventilation grille). The

right-hand bay fascia would have individually mounted, internally illuminated lettering "Yorkshire Building Society" with a "squircles" logo. Very small lettering on a vinyl strip to the top right corner would identify the proper address and tenant. A "squircles" logo would be set in the "fanlight" above the corner entrance door; and the return bay fascia in St Ann Street would have an identical display to that in the Cross Street right-hand bay. All the fascia backing panels would be painted a medium brown to compliment/contrast the sandstone ashlar of the building (much as the former TSB). The letters would be built-up with polished stainless steel returns. Each letter would be faced in dark green/grey Perspex with the light source concealed within. There would be no extraneous wires, spotlights, brackets, fixings etc.

- 3.3 The building is Grade II listed with Group Value. A copy of the extract from the statutory list is attached. The application premises are within a much larger building called National House which includes 36-46 Cross Street and the return into St Ann Street where the building's upper floors' main entrance lies. It is built in the baroque style and full details are given in the list extract. The ground floor is described only as "now shops at ground floor". This is so. Presently, there are some six separate trading units in the Cross Street and St Ann Street elevations (and, with further subdivision, this could potentially increase to 10-12 separate units). Each unit has its own distinct form of shopfront and signage. The only unifying feature of the building at street level is the massive banded columns/pilasters dividing or subdividing separate units. The shopfronts differ in all respects. The fascias differ in length and depth, the arrangement of windows/doors/framing differs, as do the heights of the stall risers, the materials etc etc. Effectively, within the overall frames of the pilasters and the entablature/cornice, each unit is distinct.
- 3.4 **There are no proposed building works or alterations which would affect the fabric of the building as described in the statutory list.** The minor alterations proposed will have no impact whatsoever on the architectural integrity, character and appearance of the building as a whole.
- 3.5 As to the impact of the replacement signage on the surrounding conservation areas, this is wholly acceptable. Whilst both sides of Cross Street are in conservation areas (west, including the application site, in St Ann's Square: east in Upper King Street) and are fronted by numerous listed buildings (including nos 28-34, 62-68 on the west and 33-37 opposite, as well as the

massive Royal Exchange shopping mall to the north), the street level is dominated by commercial uses resulting in street scenes of shops, banks, cafés etc. The proposed replacement signage would integrate easily into the street scene of both Cross Street and St Ann Street. Curiously, little is said of Cross Street in either of the Conservation Area appraisals. But it is a wide thoroughfare (including tramlines) within the commercial centre of the City. Policy C1 of the Core Strategy refers to this area as the "focus for retail". More telling is the SPD "Guide to Development in Manchester and Planning Guidance". Paragraph 12.4 points out that for the economic prosperity of the city to be sustainable, it is important to accommodate the requirements of business, investors, visitors and residents. Paragraph 12.6 acknowledges that small details (such as shopfronts and signage) also have a part to play in the perception of the quality of the environment. We consider that the small detailed changes we now propose are entirely in accord with the planning policies for the City centre and indeed in the actuality of the street views in the site's surroundings. The replacement signs would at the minimum preserve, and in our view enhance, the character and appearance of the street and wider area.

- 3.6 Our client has given careful thought and consideration to this scheme. We propose only the simple and minimal alterations essential to secure the success of this business within the commercial and financial core of the City. We consider that our proposals respect the listed status of the building and its location within and adjacent to conservation areas. We hope that the Council will consider it favourably.