HUNTAR HAUS
Planning & Design

23 Peter Street, Manchester, M2 5QR

Planning Support Document

Prepared for: Mr J. Sinclair, Applicant
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EXECUTIVE SUMMARY

Objective

This Planning Support Statement has been prepared by Huntar Haus on behalf of Mr J. Sinclair in support of an application for the consent to display advertisement at no.23 Peter Street, Manchester.

Site Description

The site is in the Deansgate Conservation Area in the city centre of Manchester and sits at the end of a row of commercial properties north of Peter Street. LA describe the site as the following;

"The area is predominantly one of commercial buildings, but it also contains a significant number of places of assembly, such as a church, theatre, concert hall, opera house, synagogue and Masonic temple....
Many other buildings of architectural interest lie within the conservation area, most of them being offices, and Bridge Street in particular is a well preserved example of a Victorian and Edwardian shopping street. The completeness of the 'street wall' with individual buildings of architectural quality, e.g. Wood Street Mission, creates a memorable piece of urban design."

Opposite the street is the Great Northern Square. North of the site across Bootle Street is the rear car park to the Manchester Reform Synagogue and part rear of 201 Deansgate. To the West across Jerusalem Place is the Bruntwood South Central office building 11 Peter Street. Attached to the site is the Albert Memorial Hall 27 Peter Street which was a Weslyan Chapel and is now a music hall and is Grade II listed. A comprehensive Listed Building Appraisal have been forwarded within the supporting Heritage Statement provided at the time of submission.

The area is in a mix of commercial uses which also includes flats especially those in the Great Northern Tower and places of worship. The uses close to the site are retail, offices, hotels, restaurants and bars.

The building is two storey with a basement. It is loadbearing brick walls with a pitched slate roof behind a parapet wall to Peter Street and a hipped roof to Bootle Street. On the Peter Street elevation there is an outside terrace on the ground floor which spans almost all of the elevation with rendered columns covering the steel frame supporting the brick above. The brick wall is punctured with niches which have timber panel surrounds and the parapet is topped with a stone coping. A glass canopy is over the main entrance. The brick walling turns the corner to Jerusalem Street and goes on for 4m only. The remaining elevation is rendered and painted as is Bootle Street.

Design

The building sits to the back of pavement with its neighbours and forms a corner on Jerusalem Place. It is much lower than the two flanking buildings and quite plain compared to the detailing of Albert Hall and no.11 Peter Street. The brick detailing is also quite plain apart from a red stone quoin band on the corner edges. The brick does not match the red of no.11 and the cream paint on the terrace columns is alien to the street scene. The niche panels do not follow the spacing of the columns below and in general the elevations are in a poor state of repair. However it does form the 'street wall' but is unique as the ground floor is set back to a terrace which will be re-used and gives a semi-public / private space similar to the arches of the Radisson Hotel.

The proposal seeks to remove existing signage and replace with more sensitively designed signage that enhances the street scene within the wider context & character of the area.

Whilst the proposal is fundamentally part of a consent to display advertisement and therefore not strictly a comprehensive overhaul of the property. The proposed design seeks to soften the 'street wall' grain of Peter Street.

The proposed signage in part seeks to replicate the form of period window surrounds and thus more sensitively reflect the grandeur and architectural form of the surrounding buildings (notably Albert Memorial Hall).

Previous Applications and Planning Consultation

The application represents a resubmission of a previous consent to display advertisement with a few nominal alterations proposed.

Through the previous application, the site benefitted from direct consultation with Manchester City Council (Planning Officer Christopher Smith & Paul Mason; Principal, Urban Design & Conservation Team) who kindly offered tacit / verbal agreement with the development in principle. The notable alteration is the positioning of the central fascia sign, which has been lowered to more suitably reflect the lower level “street” signage exhibited on adjacent properties.

The key items identified at the time were as follows:

- Application seen as an opportunity to enhance the aesthetic of a building considered to be against the development grain and improve the street scene.
- Restrict the over-use of hoarding advertisement and create “visual overload”.
- Whilst reinstating the blocked up windows / niches isn’t possible given the internal arrangement, steps have been agreed with MPA to introduce covering signs that replicate the form and appearance of “period” window apertures to further enrich and support the character of the area.

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