APPLICATION TO DISPLAY ONE PROJECTING LOGO AT A HEIGHT OF 2.69 METRES AT 62 BRIDGE STREET, MANCHESTER, M3 3BW

GRINDSMITH LTD

62 BRIDGE STREET, MANCHESTER, M3 3BW

(Planning Application No: 121660/AO/2018)

HERITAGE STATEMENT

We are instructed by Grindsmith Ltd ("the Applicant") to prepare this Heritage Statement in support of its application for planning permission to display one projecting logo at a height of 2.69 metres outside their premises at 62 Bridge Street, Manchester, M3 3BW ("the Premises"). The Premises is not a Listed Building, but is situated within the Deansgate Conservation Area.

The Proposal

The proposal is for a small projecting sign bearing the Grindsmith logo ("the Logo") to be displayed at the front of the Premises. The Logo measures 450mm by 450mm (18" x 18") and will be affixed by a metal bracket which will project 100mm (4") from the wall.

The Logo will be brass finished (and the bracket black iron) and is intended to be in keeping with the historic character of the Conservation Area and nearby buildings, particularly the heavy solid materials and colours which are predominant throughout.

There is no modern lighting, fluorescence or other feature of the Logo which is likely to cause particular harm to any designated heritage asset or the character of the area.

The Applicant is establishing a new business type within the Premises (coffee shop) and the Logo is the minimum display deemed necessary for people passing along Bridge Street to be able to recognise and identify the location of the Applicant's business.

The Conservation Area

The Deansgate Conservation Area contains a number of historic buildings and Bridge Street, on which the Premises is situated, is given the following description; *'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'.*

The exterior of the premises forms a part of the shopping street and 'street wall' but does not have any other notable historic significance. The addition of the Logo will not prejudice this situation.

There are various Listed Buildings, with individual historical significance, located within the Deansgate Conservation Area, in particular the Masonic Temple, the Sawyers Arms and the John Rylands Library (Grade I Listed). However, the Logo will not be visible from any of these buildings, and will therefore have no direct effect upon their historic significance or their setting. In any event, the Logo will have no adverse effects as its design is in keeping with the historic character of the Conservation Area.

There are a number of projecting signs/logos affixed at a similar height to the frontages of neighbouring buildings within the Conservation Area. Examples include 'Gas Lamp' at 50A Bridge Street, 'AcuSpa' at 50 Bridge Street and 'Nomad Travel Clinic & Travel Store' at 66-68 Bridge Street. The Logo, being brass finished, is more consistent with the identified historic character of the Conservation Area than any of these existing signs/logos.

If it is decided that the Logo should be removed from the Premises in the future, the building will be returned to its present appearance.

No mitigation measures are proposed as there is no negative effect on heritage and mitigation would therefore be unnecessary.

Conclusion

The Premises is an unlisted building situated within the Deansgate Conservation Area and in the general vicinity of a number of Listed Buildings. By virtue of being within a Conservation Area the Premises is classified as a Designated Heritage Asset.

However, for the reasons set out above it is concluded that there will be no adverse effect upon the historic significance of the Premises or any of the nearby Listed Buildings and that the proposal is in keeping with the historic character of the Conservation Area.