STYLES&WOOD LTD

DESIGN & ACCESS, HERITAGE STATEMENT

Boots Manchester Piccadilly

PP-05375905
S&W – D0751 002

Date: 19th September 2016
Author: JL
Version: 1.0

Contents

1.	Introduction	3
2.	Site and surroundings	4
3.	Proposed development	4
4.	Planning policy context	5
5.	Heritage	7
6.	Conclusion	8

1 .Introduction

1.1 This Planning, Design and Heritage statement has been prepared by S&W on behalf of Boots, (the Applicant) and is submitted in support of a an application for Full planning & display of advertisements ref: PP-05375905.

1.2 The proposal includes:

1.2.1 Alterations to the shop front
1.2.2 Installation of new shop front signage to the front elevation of the building

1.2.3 This application includes a series of plans and this statement should be read in conjunction with them. The following chapters seek to summarise the compliance of the proposed development against the main planning policy requirements, especially in light of the conservation area. The statement is structured as follows:

Section 2, Site & surrounds: description of the site location and its immediate surrounds;

Section 3, Proposed development: details of the signage proposed;

Section 4, Planning policy context: providing an account of relevant planning policies;

Section 5, Heritage: analysis of the potential impact of the proposed development; and

Section 6, Conclusion: summarises the contents of this statement and confirms the acceptability of the proposal.

2. Site and surrounds

Site location

2.1 The site is numbers 11-13 Piccadilly, Manchester, M1 1LY and the building is currently occupied by Boots, the chemist. The site is located at grid reference Easting 384350, Northing 398369.

2.2 The property is located within Piccadilly on the boundary of the Smithfield Conservation area.

2.3 The site is at the heart of the retail and commercial district facing Piccadilly gardens which is surrounded by a mix of commercial and retail uses are located around the site. Piccadilly Gardens is a green space in Manchester city centre, England, between Market Street and the edge of the Northern Quarter. Piccadilly runs eastwards from the junction of Market Street with Mosley Street to the junction of London Road with Ducie Street; to the south are the gardens and paved areas. The area was reconfigured in 2002 with a water feature and concrete pavilion by Japanese architect Tadao Ando.

2.4 In terms of the wider context of the site, various uses of commercial and retail are located in the area. The immediate surrounding of the site predominantly comprises of retail and further away residential.

3. Proposed development

Rationale for development

3.1 Boots proposed to refurbish the front elevation of their premises at 11 – 13 Piccadilly and this includes new signage and amendments to the existing shop front.

3.2 Previous Planning Applications

Installation of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting cross sign
Boots Pharmacy 11-13 Piccadilly Manchester M1 1LY
Ref. No: 112676/AO/2016 | Validated: Thu 30 Jun 2016 | Status: Decided

The change of use of the public footpath highway to create an outside seating area comprising of 4 tables and 8 chairs.
11-13 Piccadilly Manchester M1 1LY
Ref. No: 111737/FO/2016/C2 | Validated: Tue 26 Apr 2016 | Status: Decided

Installation of replacement fascia signage and 1 no. projecting sign
Unit 1 11-13 Piccadilly Manchester M1 1LY
Ref. No: 080429/AO/2006/C1 | Validated: Wed 16 Jan 2008 | Status: Decided

1 x individually lettered externally illuminated fascia sign, 1 x projecting sign and 1 x menu board
11-13, Piccadilly, City
Ref. No: 066745/AO/CITY1/02 | Validated: Fri 16 May 2003 | Status: Decided

Erection of 1 x illuminated shop fascia sign and 1 x illuminated projecting sign
11-13, Piccadilly, City
Ref. No: 061593/AO/CITY1/01 | Validated: Tue 13 Mar 2001 | Status: Decided

Installation of new shop-front to include 5no.folding windows and entrance door
11-13, Piccadilly City
Ref. No: 061594/FO/CITY1/01 | Validated: Tue 13 Mar 2001 | Status: Decided

Illuminated fascia name sign
11-13, Piccadilly, City CENTRAL
Ref. No: 041506 | Validated: Tue 12 May 1992 | Status: Decided

a) Illuminated fascia name sign b) Illuminated double-sided projecting box sign
11-13, Piccadilly, City CENTRAL
Ref. No: 039301 | Validated: Thu 16 May 1991 | Status: Decided
Construction of new shop front

11-13, Piccadilly, City CENTRAL
Ref. No: 039316 | Validated: Thu 16 May 1991 | Status: Decided

Illuminated fascia name sign
unit 2, 11-13, Piccadilly, City CENTRAL
Ref. No: 038207 | Validated: Mon 26 Nov 1990 | Status: Decided

4. Planning policy context

National Policy

4.1 The Planning Practice Guidance (PPG), adopted in March 2014, states that decisions relating to the historic environment should consider the 'significance' of the heritage asset. When assessing the acceptability of a proposal affecting a heritage asset, the following should be understood: 'the nature, extent and importance of the significance of a heritage asset and the contribution of its setting…' (PPG, para. 18a-009-20140306).

4.2 The PPG states that an assessment of harm should consider whether the proposals will affect key elements of the asset's special architectural or historic interest. Although it is recognised within the PPG that minor works have potential to cause harm, the guidance does state that works which are minor or moderate in scale are likely to cause less than substantial harm or no harm at all (PPG, para. 18a-017-20140306).

4.3 Potential harm should be assessed alongside benefits which may arise as a result of the development (National Planning Policy Framework, 2012, para. 134). In terms of public benefits arising from a proposed development affecting a heritage asset, the PPG states that means of securing the optimum use for a heritage asset can be considered as a public benefit. (PPG, para. 18a-020-20140306).

4.4 Section 5 of this statement applies the Planning Practice Guidance, referred to above, in order to assess the potential harm and possible benefits associated with the proposed development.

4.5.Boots have responded to the points raised in this chapter by thoroughly considering the historic setting and the features of the property in its proposal and has formulated a proposal which meets the requirements to not distract pedestrians from the historical features of the surrounding area.

Local Policy

4.6 18. CONSERVATION AREAS DC18.1 The Council will give particularly careful consideration to development proposals within Conservation Areas. a. The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues: i) the relationship of new structures to neighbouring buildings and spaces; ii) the effect of major changes to the appearance of existing buildings; iii) the desirability of retaining existing features, such as boundary walls, gardens, trees, (including street trees); iv) the effect of signs and advertisements; v) any further guidance on specific areas which has been approved by the Council. b. The Council will not normally grant outline planning permission for development within Conservation Areas. c. Consent to

demolish a building in a conservation area will be granted only where it can be shown that it is wholly beyond repair, incapable of reasonably beneficial use, or where its removal or replacement would benefit the appearance of character of the area. d. Where demolition is to be followed by redevelopment, demolition will be permitted only where there are approved detailed plans for that redevelopment and where the Council has been furnished with evidence that the development will be undertaken. e. Development proposals adjacent to Conservation Areas will be granted only where it can be shown that they will not harm the appearance or character of the area. This will include the protection of views into and out of Conservation Areas. Reasons :- The Council is to pursue the above policies to encourage and help ensure the protection, preservation and enhancement of its Conservation Areas, which are areas of special character representing the rise and development of the world's first industrial city. The protection of such areas helps stimulate local pride and encourages both tourism and further investment. The policy gives effect to the obligation placed on the Council by statue to give particular attention to the quality of developments within conservation areas, and reflects the general policy objectives set out in policy E3.8 in this plan.

4.7 14.SHOP FRONTS AND RELATED SIGNS This policy applies to all retail premises and to other commercial premises which have similar physical characteristics e.g. betting shops, banks, building society offices, opticians premises etc. DC14.1 In determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located. DC14.2 Shopfronts should allow full access for people whose mobility is impaired. The only exceptions which the Council will normally permit are where the cost is unreasonably high or where there are particularly difficult physical constraints, or where the architectural character of a listed building would be damaged. DC14.3 Externally mounted security grilles or shutters will not normally be permitted if they are of solid construction. DC14.4 In cases where externally mounted security grilles or shutters are considered acceptable, the boxes housing the grille or shutter should wherever possible be located behind the fascia. DC14.5 The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies: A. In the interests of amenity, a. signs should not normally be positioned other than at fascia level; b. signs should respect the architectural form of buildings and shop frontages; c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows; d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted; e. the Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs; f. fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening; g. long canopies which ignore the architectural form of frontages will not normally be permitted. B. In the interests of public safety, h. any sign which is detrimental to the safety of pedestrians or motorists will be refused; i. all canopies, blinds and awnings should provide a minimum clearance of 2.3 metres above the footpath. Reasons :- The Council wishes to ensure that the designs of shop fronts and associated signs respect the characteristics of the building on which they are located, and the character of the generat area. The Council accepts that

what is or is not "good design" is a matter of personal taste and judgment, and that planning control in this respect has to be exercised with particular care. Nonetheless, some general principles are involved which the Council considers it reasonable to have regard to, and these are set out in the policy. So far as policy DC14.3 is concerned, the Council is aware of the need for greater security for commercial premises in many parts of the City, but takes the view that only in exceptional circumstances would it be necessary to resort to designs which present wholly solid exteriors to the street. These are usually unattractive, provide targets for graffiti and can add to a sense of intimidation and degeneration in the wider area.

5. Heritage impact

5.1 The following section assesses the impact of the proposed development upon the conservation area.

The proposed development has responded to the need to preserve the character and setting of location and site of the building at 11-13 Piccadill. The location of the proposed works has been designed to ensure that the impact of the proposed development on the building frontage is minimised.

5.2 The historic significance of the building and wider area was instrumental in choosing the proposed alterations, primarily to minimise the signage and improvements impact on the prominent elevation. The option to install the signage to the interior of the building along with the proposed shop front improvements were chosen to limit the harm caused to the building and its setting.

5.5 Lighting. N/A

6. Conclusion

6.1 This statement considers the proposal for new signage and shop front improvements to 11-13 Piccadilly, Manchester.

6.2 This statement has considered the site and surroundings, the details of the proposal (materials, specification, scale, location) and the planning policy relating to the conservation area and also the surrounding area, on both a national and local scale.

6.3 The size and scale of the proposed alterations do not, in any way, stand out as an inappropriate or unduly feature. Instead aiming to be sympathetic to the surroundings and preserve and enhance the special character of the site.

6.4 The proposals maintain the building in good repair and promote an attractive appearance promoting high street vitality.

6.8 The materials to be used will be on a like for like basis thus respecting the character of the existing facade.

6.9 Through the assessment of impact and significance it is considered that the proposed development will not affect the features of the conservation area status and will therefore

not result in significant harm. As a result, the proposed development is in alignment with policy requirements at both a National and Local scale.

6.10 The proposed development will not affect the features of public amenity and public safety and will therefore not result in significant harm. As a result, the proposed development adheres to policy requirements and is in line with guidance relating to the local area.

6.11 Therefore, it is considered that there are no policy grounds or material considerations which should prevent planning permission and from being granted for the proposed development.

[End of document]

