**HERITAGE ASSET STATEMENT FOR SHOP REFURBISHMENT WORKS TO GREGGS, 10 OXFORD ROAD, MANCHESTER, M1 5QA**



Image 001: Existing front elevation

This Heritage Statement has been written by Greggs plc, having regard to paragraph 18 of the NPPF and Planning Policy Statement Note 5 'Planning for the Historic Environment', Policy H6, and Section 5 of the PPS5 Practice Guide.

**CHARACTER**
Dancehouse Theatre, including nos. 6-14a
GV II

Also Known As: Regal Twins, including nos. 6-14a, 6-14A, OXFORD ROAD, Manchester Former cinema, built 1929-30 by Pendleton and Dickenson of Manchester for Emmanuel Nove. Faience clad facade, with stock brick rear elevations, on steel frame; flat roof with gable ends and flat-pitched sides. Original plan of two double-height auditoria set over first-floor restaurant and waiting halls, and ground-floor foyer and shops.

EXTERIOR: Long, four-storey principal facade in classical style, clad in white faience, the ends curving into the return walls. The facade is divided into nine bays, filled with shop units at ground level, except for the central bay which forms the entrance to the theatre, with a canopy above to attract attention. At first and second floor levels the bays are separated by giant pilasters with stylised yellow faience Ionic capitals. The cornice is ornamented with miniature arches. Each bay contains six windows. All the bays, excepting the one over the entrance, have subsidiary pilasters on the first floor and consoles on the second floor to support the cornice. The windows over the entrance are separated by giant pilasters surmounted by capitals in the form of lion masks. The third floor is set back behind a balcony, which has a simple metal balustrade in the form of cross-members and verticals. The bay over the entrance rises to form an arched portico, with a volute keystone and a shaped pediment. On the top left corner of this appear the letters EN (for Emmanuel Nove) with the date, 1930, on the top right corner. The metal balustrade also continues across the bottom of the portico. The central pilasters of the quadrant ends have capitals in the form of embellished oval cartouches. The second floor quadrant central windows have faience balustraded balconies. All the windows have six light

mullion and transom glazing. The last bay on the returns is treated differently, the furthest half of each being blind and the nearest half of the left hand one only having a window at second floor level. The rear elevation has large horizontal first-floor windows and a scattering of smaller windows to light the main stairwell, hallways and lavatories. Flat roof with gable ends and flat-pitched sides. Art Deco folding metal gates at the entrance to the theatre are not original, but were added in an appropriate style in 1992.

INTERIOR: Foyer retains a little original ceiling decoration, and was refurbished in the Art Deco style in 1992, with wall decoration inspired by that elsewhere in the building. Staircase rises through the centre of the building, with a metal balustrade with rising sun and Greek fret decoration; some of this is original, more has been renewed to the same pattern. At rear an escape stair set around 1930s metal lift cage and lift. The surviving cinema auditorium is at the second and third floor levels and has much fine Art Deco plaster decoration on the walls, a little renewed. This has an undulating profile with attenuated fluted pilasters and broader ones in the form of cascades or of the zig-zag Moderne type. Flat barrel ceiling divided into fields with plaster cruciform ventilation grilles. The other cinema auditorium and the first-floor spaces (parts of which were originally a restaurant and waiting halls) have now been converted to offices and rehearsal rooms; while the wall decoration here has gone, the Art Deco cruciform plaster ventilation grilles have survived. The windows and interiors of the shops are not of special interest; the shops' significance is only as part of the formal composition of the facade.

ANALYSIS: The cinema was built as a speculative suite of halls by Emmanuel Nove, who was a housing estate developer. After his project failed, it opened as the Regal Twins (operated by the Manchester Piccadilly Picture Theatre), closing as the Cannon in 1986, to become the Dancehouse Theatre in 1992. The Regal Twins represents an early example of a multiple cinema complex, a type which only became common some forty years later with the decline in film attendances. The exterior is a particularly handsome faience composition. Internally there is much high quality Art Deco plaster decoration to the surviving auditorium, in a surprisingly rich Art Deco idiom rare in Britain.

SOURCES:
Dennis Sharp, The Picture Palace, London, Hugh Evelyn, 1969, p.211
William Shenton, unpublished gazetteer of Manchester cinemas
The building is Grade II listed, and lies within a Conservation Area. Our proposed development will improve the appearance of the retail shop and generally be more in keeping with area.

**1. <u>AMOUNT OF DEVELOPMENT</u>**

The proposal retains the existing floor space of the building and no additional development is proposed.

The proposal involves the installation of a new fascia sign, new projecting sign, internal refurbishment works and installation of two new air conditioning condenser units.

The existing glazed shopfront to be retained as existing.

The new fascia sign to be a suspended slimline internally illuminated badge box sign constructed from 10g aluminium, stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal Perspex. Quattro dots fret cut Perspex to Pantone 1235c. Letters and Quattro dots illuminated only. This sign is installed behind the glass, ie within the shop.

The new projecting box sign constructed from 10g aluminium stove enamelled slate grey to RAL 7015. Centre panel stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal Perspex. Quattro dots fret cut Perspex to Pantone 1235c. Letters and Quattro dots illuminated only.

It is proposed to install two internal window graphic posters on suspended Tagi system, depicting photographic images of Greggs' products and seasonal offers.

Internal works include new floor and wall finishes, electrics, lighting, plumbing and air conditioning. We propose to rearrange the interior layout, including new partition walls, ensuring the protection of the historical features that remain in the building. No structural works are taking place.



Image 002: Original historic ceiling details



Image 003: Historic details above false ceiling

On the rear elevation we propose retaining the existing cold room condenser unit and installing two new air conditioning condenser units and connecting the ground floor extract system to one of the existing extract grilles. The basement WC extract grille is to remain as existing.

**2. LAYOUT**

The building is an existing retail unit within the Dancehouse Theatre complex on Oxford Road, Manchester, trading as Greggs on the ground floor and basement. The front area of the ground floor is used for retail sales to the general public with the remainder of the building used for ancillary uses, ie preparation, staff room, toilets etc.

**3. APPEARANCE**

The appearance will not alter significantly.

**4. ACCESS**

The entrance will be retained, which is level with the pavement with manual sliding doors locked open during trading hours that provides adequate provision for access for the disabled. As we have an Open-Door trading policy, there will be unrestricted access at all times.

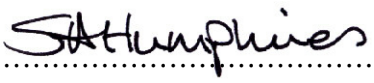
We have an inclusive service policy which is available on request.

The circulation areas around the site, bus routes, and pedestrian routes are all well established facilities over which we have no influence.

**5. SPECIAL HISTORIC AND ARCHITECTURAL IMPORTANCE OF LISTED BUILDINGS**

The building is Grade II listed and lies within a Conservation Area.

Signed applicant



…….. Date 28 July 2016