Hallam Land Management

1 Albert Square, Manchester

Listed Building Application for Additional Signage

# Combined Heritage and Design and Access Statement

1.1 1 Albert Square is a Grade II listed building which sits within the Albert Square Conservation Area. The official listing description is as follows:

"*Bank or office. c.1900, by Percy Worthington. Portland stone (roof concealed). Narrow, slightly tapered plan on end of block site, with narrow semicircular front. Classical style. Four storeys; 3-window convex semicircular facade with ground floor treated as a rustic and containing a chamfered round-headed doorway with keystone; giant Corinthian pilasters to the upper floors framing 3 curved bays with 12-pane sashed windows, those at 1st floor with moulded architraves and cornices, and all with wrought-iron balconies; entablature, plain frieze, dentilled cornice with modillions; high parapet with balustrades. Five-bay north side wall (to John Dalton Street) with round-headed windows at ground floor, windows at 1st floor with moulded architraves, the 3 in the centre with pediments and the others with cornices. Interior not inspected.*"

1.2 This listed building application seeks consent for the erection of one 304.8mm x 152.4mm brass plate with the Hallam Land Management logo in-filled in blue and green. The plate would be attached to the ground floor façade of the building at four corners using non-ferrous fixtures. The sign would sit flush to the curvature of the building and would protract minimally from the façade.

1.3 There are a number of existing brass signage plates currently affixed to the ground floor frontage of the building. On the right hand side of the door is a 304.8mm x 152.4mm brass plate sign with "Henry Boot Developments" in-filled in blue. The proposed signage would match the existing Henry Boot sign in every aspect apart from the in-filled areas. The proposed sign would be positioned below the existing.

1.4 Policy CC9 of the Manchester City Council Core Strategy states that:

"Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified including listed buildings, conservation areas and scheduled ancient monuments"

1.5 Extant Unitary Development Plan Policy DC19 states that:

"the Council will not permit any external or internal alteration or addition to a Listed building where, in its opinion, there would be an adverse effect on its architectural or historic character."

1.6 It is considered that the proposed signage would preserve the listed building as a heritage asset and would not have an adverse effect on its architectural or historic character. The proposed sign would be discreet and in-keeping with the overall appearance of the building. As there are existing brass plates of the same specifications currently affixed to the building it is considered that the proposed sign would have little or no impact on the appearance of the façade.