184 – 186 Deansgate, Manchester



Heritage Impact Statement

(Flag Display)

Prepared for :

NJL Consulting

14 November 2013

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TITLE OF PROJECT: 184 – 186 Deansgate, Manchester - Heritage Statement – Display of Flag Advert.

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CONTENTS

1. Introduction
- 1.1 Context for the Heritage Statement
- 1.2 Purpose of the report
- 1.3 Authorship

2. Policy Context
- 2.1 Planning (Listed Buildings and Conservation Areas) Act 1990
- 2.2 National Planning Policy Framework
- 2.3 Manchester City Council – Saved UDP

3. The site
- 3.1 Location and context

4. Significance summary
- 4.1 Introduction
- 4.2 Historic development – summary.
- 4.3 Exterior architectural significance (aesthetic value)
- 4.4 Existing contribution to the character and appearance of the Conservation Area

5. Impact assessment – additional alterations
- 5.1 Scope of potential impact
- 5.2 Methodology
- 5.3 Erection of Flag Display
- 5.4 Comparative examples.

6. Conclusions.

1 INTRODUCTION

1.1 Context for the Heritage Statement

(i) This report accompanies an application for Advertisement Consent (reference 103968/AOH/2013) and Listed Building Consent for works which impact on the grade-II listed property, 184-186 Deansgate, Manchester. The site is located in the Deansgate/Peter Street Conservation Area.

(ii) The building has an extant flag-pole which predates the currently on-going redevelopment works. It appears that this was erected in 1982 as a CROWN DEVELOPMENT to fly the personal standard of the Vice Chancellor, of the Lord Chancellors Department (Manchester Planning Reference: F/AD03766).

(iii) The building is coming to the conclusion of a lengthy and extensive programme of conversion and refurbishment designed to facilitate new uses. The current proposal seeks consent for minor works to advertise one of the newly located uses which will occupy the building once the main works have finally completed. These were granted consent on 22nd March 2012, *(referenced 098412/LO/2012/C1 and 098411/FO/2012/C1)*. The above consents were fully informed by supporting information which included a Design and Access Statement, Volume 2 (Document ref: M7105.4.1.DAS Vol 2), dated September 2010, prepared by Hurd Rolland Architects.

(iv) The DAS incorporated a comprehensive 'Heritage Appraisal' prepared by Heritage Architecture Ltd. This current report is, therefore, essentially an ADDENDUM to those reports, designed to provide the justification for an advertisement.

(v) In accordance with the requirements of the NPPF (para.131), the overall development objective is to secure the long-term conservation of the designated heritage asset by facilitating its optimum viable use. This includes the use of the upper-floor space. The erection and display of the flag will help facilitate the occupation at first-floor level by *The Oddfellows*, an organisation described as, *"a friendship group open to everybody"* which has a long history in Manchester and which provides advice services, benefits and welfare support for those in need.

(vi) This report, therefore, focuses on the display of The Oddfellows Flag as a contribution to the partial use of the building, examining the impact on its significance. The report tests the impact of the flag advertisement against development policies and the NPPF and where necessary identifies mitigation measures to address any adverse effects.

1.2 Purpose of the report

(i) The purpose of this Heritage Statement is:

a) to summarise the significance of the heritage asset as a basis to test the visual impact of the flag.

b) to formulate a justification statement which examines the impact of the proposed flag advertisement in accordance with both the NPPF and local plan policy.

(ii) This Heritage Statement should be read in conjunction with the proposed drawings produced by Hurd Rolland Architects, along with other Advertisement and Listed Building Consent application documents prepared by NJL Consulting.

(iii) It will be noted that the NPPF (para.128) requires a proportional assessment of significance of heritage assets, sufficient to understand the potential impact of the proposal on the historic building. The following information, and historic / significance appraisal meets this requirement.

1.3 Authorship

(i) The heritage appraisal has been prepared by Stephen Levrant Heritage Architecture Ltd., a practice of architects and historic building consultants, which specialises in the historic cultural environment.

(ii) The author was Nick Grimshaw, Senior Associate [BA(Hons); BPL; MA; RICS.PgDipBldgCons; MRTPI; IHBC].

2 POLICY CONTEXT

2.1 The Planning (Listed Building and Conservation Areas) Act 1990.

(i) The current FLAG Display proposals will have no impact on the fabric of the listed building (as the flagpole has consent – see above para.1.1(ii) above) but will affect the appearance of the 184-186 Deansgate and by extension the streetscape of the Deansgate/Peter Street Conservation Area. It will, therefore, need to be considered in the context of the requirements of the National Planning Policy Framework, March 2012, as well as the extant Planning (Listed Buildings and Conservation Areas) Act 1990.

(ii) Fundamentally, the proposed development will need to demonstrate that it:

- maintains any features of *"special architectural or historic interest which the building possesses,"* in accordance with Section 66(1) of the 1990 Act, and
- ensures the preservation of the *"character or appearance"* of the Deansgate/Peter Street Conservation Area, in accord with Section 72 (1) of the 1990 Act.

(iii) The diverse Deansgate/Peter Street Conservation Area (CA) was designated by the City Council on 26 June 1985. It is bounded by contiguous Conservation Areas forming part of the Victorian City Centre. Hence the need to examine the specific works in the context of the impact on the amenity of the building's historic fabric and the Deansgate streetscape.

(iv) The above act is supplemented by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007: circular 03/2007 which emphasises that planning authorities should interpret *'amenity'* as the effect upon visual character of the heritage asset or the wider neighbourhood. Therefore, in considering the current proposal the planning authority should evaluate the impact on the amenity of 184-186 Deansgate and the conservation area. The circular advises that this should include the impact on, *"scenic, historic,* [or] *architectural"* characteristics, particularly whether the proposed Flag Display is in, *"scale and in keeping with these features"*. This Heritage Statement addresses these issues.

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2.2 National Planning Policy Framework (NPPF) (2012).

(i) It will be clear that the overall development (outlined in para.1.1 (iii) above) focuses on finding a sustainable use for the designated heritage asset and, therefore, accords with the NPPF's definition of sustainable development (NPPF, para.7).

(ii) The focus of the Government's planning policy guidance is to ensure that account is always taken of the desirability of sustaining and enhancing the significance of heritage assets. The current proposal for the Flag Display seeks to positively address this policy requirement by demonstrating that the proposed Flag has no substantial impact on the significance of the heritage asset.

(iii) It will be evident that the cumulative impact of the regeneration of 184–186 Deansgate will secure the architectural integrity and the significant fabric of the former Inland Revenue and High Court Registry building. The consented scheme has been carefully considered to ensure that it has a beneficial impact on the authenticity and architectural integrity of 184–186 Deansgate and thereby the wider conservation area. The current Flag Display proposal maintains this key objective and demonstrably causes no substantial harm to the listed building.

(iv) It is contended that the current Flag Display proposals will cause no substantial 'harm' to the significance of the listed building. It is pertinent to note that the NPPF requires that proposals which impact on listed buildings in a manner which cause *"less than substantial harm"* should be, *"weighed against the public benefits of the proposal."* Such benefits include securing the 'optimum viable use' of the heritage asset (NPPF paragraph 134). The overarching purpose of the proposed mixed-use development of 184–186 Deansgate is to deliver such a use to secure its conservation. In these terms it will be clear that the proposed Flag Display will help facilitate the sustainable use of the building, while avoiding any harm to its architectural fabric or integrity.

(v) This report seeks to provide the necessary evidence to demonstrate that the proposed Flag Display will avoid any *"harm"* in terms of its physical or visual impact. The impact of the necessary Advertisement should, therefore, be evaluated (in accordance with the requirements of NPPF paragraph 134) against the substantial public benefit of securing a sustainable future for this prominent heritage asset.

(vi) Therefore, this report thus contends that the Flag Display proposal sustains the significance of the heritage asset and accords with the national planning policy requirements.

2.3 Manchester Unitary Development Plan.

(i) The UDP Saved Policies remain the basis for Development Management within the city affecting listed buildings. It sets out a clear strategy, of direct relevance to the re-development of 184–186 Deansgate.

(ii) Thus, the key objective of the adopted Manchester UDP, City-wide Development Control Policy relating to Listed Buildings (DC19.1) is to have special regard to the impact of development on buildings of special architectural or historic interest. This includes the control advertisements which are also subject to the requirements of policy DC15.2.

(iii) ***Policy DC15.2*** expands upon the Advertisement Regulations 2007 (see 2.1 (iv) above). Thus it stresses that in determining applications the Council will assess the interests of amenity and safety, taking into account the following criteria:

a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
   - *This Heritage Statement demonstrates compliance with this requirement.*

b. they should be in scale with the locality and relate properly to the site on which they stand;
   - *This Heritage Statement and the submitted drawing and illustrations demonstrate compliance with this requirement.*

(iv) ***Policy DC19.1*** focuses on the need to avoid changes to listed buildings which would have a substantial adverse or cumulative detrimental effect on the character or appearance of the heritage asset or its setting. In terms of the proposed Flag Display The most relevant policy requirements are set out in DC19.1 paragraphs **c,** and **f**. These state that the Council will :

c. 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.
   - *It is demonstrated below that the Flag Display will have negligible impact on the character and appearance of 184–186 Deansgate and is necessary to facilitate the re-use of the heritage asset.*

f. not permit alterations to a listed building which would prevent the future use of any part of the building, in particular upper floors or basements, or where poor maintenance is likely to result.
   - *It will be clear that the Flag Display is specifically designed to ensure the full use of the upper-floors of the previously underused and vacant building. The proposals will thus help maximise the use of the heritage asset and thereby its long-term conservation.*

(v) Consequently, it will be clear that the proposed Flag Display for 184-186 Deansgate will fully accord with the City Council's local planning policies, in particular those controlling advertisements and alterations to listed buildings.

3 THE SITE

3.1 Location and context

(i) 184 – 186 Deansgate is prominently located along one of Manchester's most historic streets. The road formed the route between two river crossings during the Roman occupation, linking the fords of the River Medlock to the south and the River Irwell to the north. It remains of fundamental importance to the city, hence its inclusion within the Deansgate/Peter Street Conservation Area. Despite substantial modern re-development (not least that of the adjacent Spinningfields) the general character and plan form of the Deansgate part of the Conservation Area remains a product of the medium-rise Victorian and Edwardian office buildings, with shops and bars on their ground floors. The former Inland Revenue Office and High Court Registry at 184 – 186 Deansgate makes a positive contribution to this C19th group.

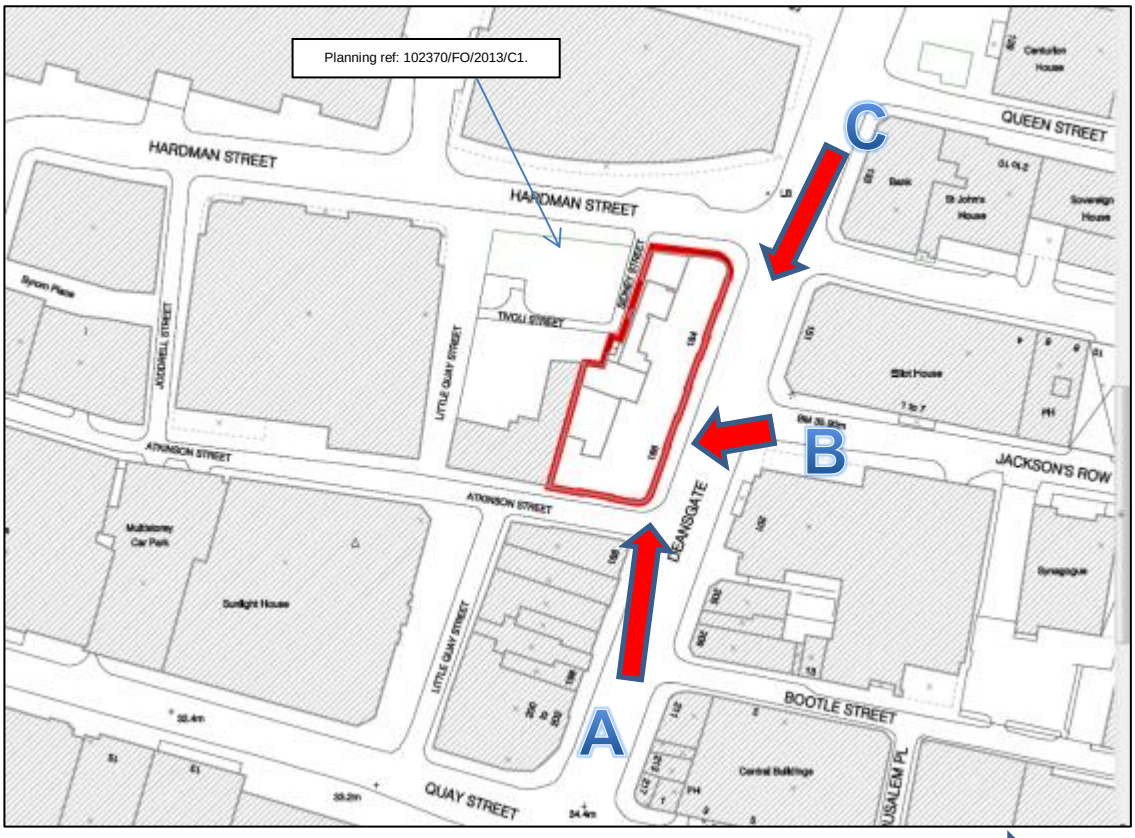


Fig. 1 Site location and direction of key views considered below in section 5 .

(ii) The street-frontage elevation of 184–186 Deansgate conforms to the use of prevalent materials in the street. It includes robust, sandstone elevations on the street-frontage and lesser quality brick and modest decoration to the side streets and rear along Sidney Street. The redevelopment of the adjacent site (west of Deansgate) which will re-enclose its rear elevation was approved by Manchester City Council on 02 July 2013 (planning reference: 102370/FO/2013/C1).

(iii) The heritage asset thus encloses the entrance to the new commercial area of Spinningfields, along Hardman Street. Spinningfields breaks from the historic grid

pattern creating new open spaces and squares such as Crown Square and Hardman Square which are flanked by modern, medium rise offices and restaurants, with extensive associated signage and advertisements.

(iv) The main townscape impact of the Flag Display on 184–186 Deansgate is on the elevation to Deansgate (view **A** Fig.1 above). The proposed Flag Display will have a limited impact on the views into Atkinson Street, and a negligible impact on the return into Hardman Street (view **C** Fig.1 above). The location of the Flag Display will be visible from the side street of Jackson's Row (view **B** Fig.1 above) .

(v) The massing and articulation of the principal Deansgate elevation represents an important survival of the era in which the building was erected, and at which time the general height and massing of buildings along Deansgate was consistent. This has now been eroded by later developments. A number of buildings facing 184–186 Deansgate are statutorily listed, but it has been previously established that the overall development will have no substantial impact on their settings. The currently Flag Display will have no impact on their special interest.

(vi) The street elevation to 184-186 Deansgate, is thus of the highest significance and, therefore, the impact of the Flag Display on this façade is subject to the impact evaluation below.

4 SIGNIFICANCE

4.1 Introduction

(i) In order to understand the significance of the building it is necessary to understand its relative heritage values. The summary appraisal that follows is the result of site inspections which were conducted by Heritage Architecture Ltd, during 2009 – 2013 in order to inform the relative significance of 184–186 Deansgate. The previous heritage appraisal established that the building's significance as being primarily derived from its aesthetic, architectural values and to a lesser degree its historic interest.

(ii) The significance appraisal accords with the requirements of the NPPF and uses English Heritage's methodology outlined in its 2008 document, *"Conservation Principles, Policies and Guidance"*. Consequently, the cumulative value of the former Tax and Court house's significance has been determined by an analysis in relation to the relevant aspects of the following :

- *Evidential value* – this is relevant to the potential of the place to yield primary evidence about past human activity. This largely relates to the archaeological potential of the site and is not of relevance to the current Flag Display proposal.
- *Historical value* – this is relevant to ways in which the present can be connected through a place to past people, events and aspects of life. This was established as of low significance in the previous heritage appraisal, and is therefore afforded similar status in the analysis of the Flag Display.
- *Aesthetic value* – focusing on the ways in which sensory and intellectual stimulation is derived from the place (in terms of the exterior and interior) and including its setting. The Flag Display proposal is clearly of most relevance to this value and thus the focus has been on evaluating its impact in these terms.
- *Communal Value* – relating to the meaning that the former Inland Revenue and Court buildings has for the people of Manchester, including the collective experience (or memories) they hold relating to its part in the city's development. This value is again considered to be of no relevance to the Flag Display proposal.

(iii) The following analysis of the significance of 184–186 Deansgate has been used to inform and justify its capacity for adaptation and change. As the key to securing a sustainable future for the heritage asset is to secure a new use, there will inevitably be a degree of adaptation of the historic building. Therefore, the focus is on providing a *proportional* amount of information, in order to support the necessary Advertisement Consent and Listed Building Consent proposals.

(iv) The particular significance of the building has been established in the main development so the following simply summarises the previously submitted appraisal.

4.2 Historic development – summary.

(i) This section of the report analyses and interprets primary and secondary information in order to provide a sound evidence base. It is not intended to be a comprehensive analysis of the site's development.

(ii) The building occupies the width of a block fronting Deansgate between Hardman Street and Atkinson Street. It was constructed in in 1895/96, to the designs of an unknown architect of the Office of Woods and Forests (Ministry of Works). It was designed to be constructed in a single contract but was strictly divided as two separate buildings, comprising the Inland Revenue Office (No. 184) and the High Court Registry (No. 186). The Flag Display is located above the street entrance to 186 Deansgate (see Fig 2 below).

(iii) The Inland Revenue expanded their occupation to be accommodated in a substantially larger area than that of the High Court Registry, thus resulting in an asymmetrical arrangement of plan and elevations. The building was converted to become the County Court in 1974.

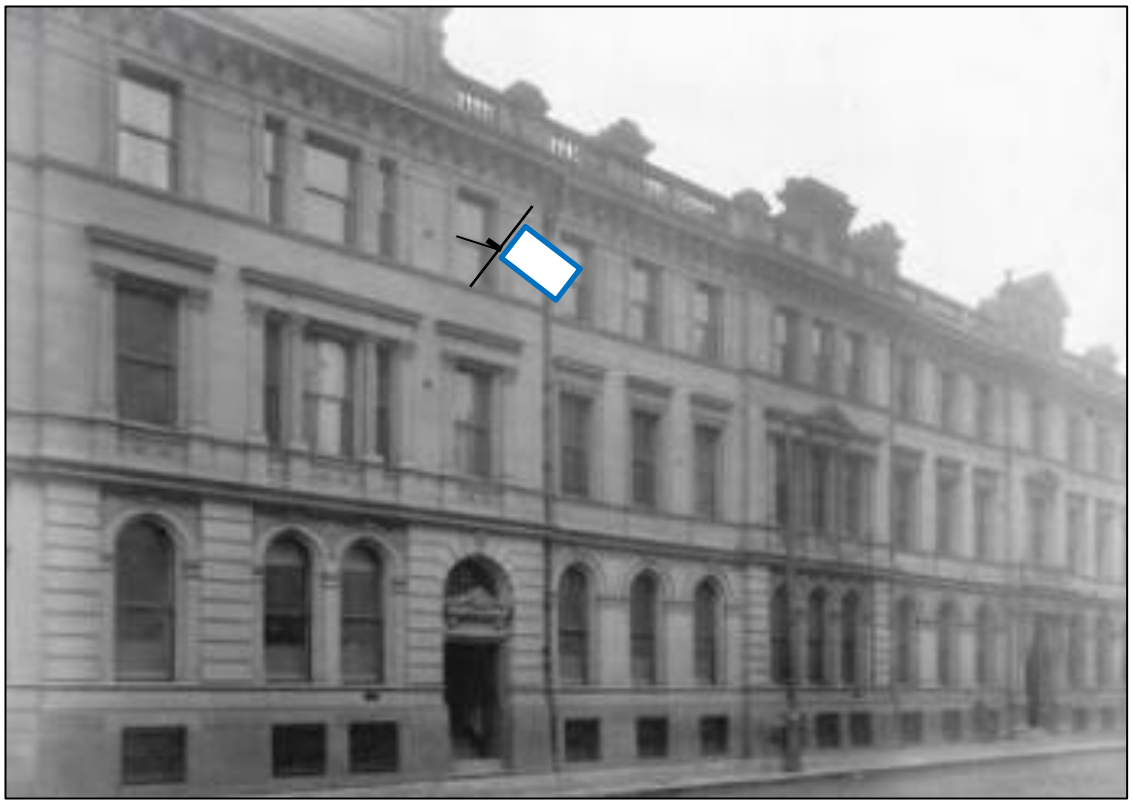


Fig.2. The High Court Registry and the Inland Revenue Offices, as seen from Deansgate (1901), showing the indicative location of the proposed Flag Display (not to scale).

(v) Despite its presence on Deansgate, the building was described by the Manchester Guardian in 1895 as "*an utterly commonplace design of no interest whatever*". Notwithstanding the above, the building was statutorily listed in October 1974, primarily for the contribution the building makes to the Deansgate streetscape. Recent observers seem to accord with the views of the Manchester Guardian, despite its listed status. Clare Hartwell writing in the *'Manchester'* edition of Pevsner's Architectural Guide, states that the late C19th comment was made *"with some justice"*.

4.3 Exterior architectural significance (aesthetic value).

(i) As noted above the Deansgate street-frontage is the most prominent and architecturally significant component of the building. The elevation is divided into seven irregular bays which share common architectural features, and is visually tied by a strong series of bands at the first floor, second floor and cornice level. The latter is a robust and vigorous composition with stepped, moulded consoles beneath a balustrade parapet, which effectively masks the roof pitch (see Fig 3).



Fig.3.
The Inland Revenue & High Court Registry from the Deansgate/Hardman Street junction c1960.

(ii) The larger Inland Revenue building elevation is symmetrical in its own right, although together the pair present an asymmetric composition to Deansgate. The former Inland Revenue building has triangular pediments to the two ranges of tripartite windows at first floor that define its extent and another pediment in the protruding bay that marks the entrance doorway with its bracketed pilasters. These support a small balcony, and the entire bay is crowned by a coat of arms beneath another pediment. The Ground floor has mostly arch-headed windows throughout, with rustications at the extreme north and south where they return into radius corners. The High Court Registry entrance is understated, with a clerestory spanned by a broken pediment and lintel.

(iii) It is evident that the aesthetic or architectural treatment of the Deansgate frontage is the focus of the aesthetic heritage value of 184–186 Deansgate. The robust elevation is considered to be capable of accommodating the Flag Display without detriment. The impact on this component of the building's significance is discussed below.





Fig 4 Views of the restoration work nearing completion (Nov.13) showing the extant Flag pole and approximate Flag Display (NOT TO SCALE).

4.4 Existing contribution to the character and appearance of the Conservation Area.

(i) Having determined the aesthetic value of the existing building it is important to consider the contribution it makes to the enclosing heritage assets (i.e the designated Conservation Area)

(ii) English Heritage's (EH) guidance on Understanding Place: Conservation Area Designation, Appraisal and Management (2011), states: *"buildings in a conservation area will help to shape its character. The extent to which their contribution is considered as positive depends not just on their street elevations, but also on their integrity as historic structures and the impact they have in three dimensions, perhaps in an interesting roofscape, or skyline"*.

(iii) The robust solidity of the facade of 184-186 Deansgate makes a positive contribution to the streetscape, while neither dominating it, nor acting as a particularly prominent landmark. The former Crown building presents an unassuming and essentially modest façade to Deansgate, expressing its architectural integrity without being the focus of key views along the street.

(iv) Consequently, the former Inland Revenue & Court Registry building makes a positive, if unremarkable visual contribution to the Peter Street/Deansgate Conservation Area. The street-level elevation is relatively enclosed by means of high-level windows and lacks direct connection to the street, as perhaps befits a former Government office.

(v) The proposed Flag Display will add a modest degree of animation to the façade, drawing views towards the upper-floors of the building, thereby emphasising the architectural expression of the frontage. However, the Flag Display will retain the quiet architectural contribution of the building to the streetscape, while helping facilitate the restoration of its active use.

5 IMPACT ASSESSMENT – ADDITIONAL ALTERATIONS

5.1 Scope of potential impact

(i) This assessment of the Heritage Impact is intended to support the Advertisement Consent and Listed Building Consent applications for the Flag Display of 184 – 186 Deansgate. The aim is to demonstrate the impact of the proposed Flag Display on significant views and the character of the heritage asset.

(ii) The assessment is informed by the outline heritage significance outlined above and the previously submitted Heritage Appraisal (see Planning *references 098412/LO/2012/C1 and 098411/FO/2012/C1).* The fundamental purpose of the impact assessment is to ensure that the Flag Display has no detrimental impact on the heritage values of the listed building.

5.2 Methodology

(i) There is no standard methodology for the evaluation of development impact on listed buildings. The methodology used below is a synthesis of the guidance set out in English Heritage's 2008 guidance on *"Conservation Principles"* and the 2011 guidance on *"Seeing the History in the view."* As there will be no physical impact on the building (because the Flag Pole has already has consent) the assessment only considers the visual impact of the Flag Display.

(ii) The *overall effect* of proposed Flag Display on the key views and the architectural integrity of the former tax and court building may be measured as: adverse; neutral; or beneficial.

(iii) The *scale of the overall impact* of the proposed Flag Display on the significance of the heritage asset (as an alteration to its character and appearance) has been evaluated according to the following impact range:

- ***Negligible impact***. These are normally considered to be alterations where the impact will cause no material change to the significance of the heritage asset;
- ***Minor impact***. These are defined as changes that would make a *small difference* to the ability to understand and appreciate the former tax and court offices. Such changes could be either adverse or beneficial and would usually impact on components which are of low or modest significance which are exposed to change of a slight to minor magnitude. As the impact is on the elevation with the highest significance the Flag Display has not been considered in these terms.
- ***Moderate impact***. These are defined as changes that make an *appreciable difference* to the ability to understand the heritage asset. Such changes could be either adverse or beneficial, and will impact on components of low or modest significance and sensitivity which are exposed to alteration of a large magnitude. Alternatively, they may relate to components of considerable or high significance

(such as the Deansgate elevation) which are exposed to change of a minor magnitude.

- ***Substantial impact***. These are defined as *fundamental changes* to the appreciation of the heritage asset or its setting, and may either adverse or beneficial. A substantial impact may be defined as the result of components of low, modest, considerable or high significance exposed to change of a large magnitude. The Flag Display is not considered in these terms.

(iv) The specific impact on the listed building is considered below.

5.3 Erection of a Flag Display *(refer to Hurd Rolland Architects Drg. No: L(03)80).*

(i) The Deansgate elevation of the building is considered to be of *high significance*, as the most prominent section of the C19th Inland Revenue and Court Registry. The proposed Flag Display measures 1500mm x 900mm and has been carefully proportioned to ensure that it fits the existing Flag Pole and thereby is proportionate to the asymmetric façade.

(ii) The Flag Display is clearly designed to be draw attention to itself as an advertisement but its projection from the building at second-floor level avoids obscuring any key architectural features on the elevation. The mass, scale, architectural vibrancy and visual strength of the Deansgate elevation means that the erection of the Flag Display will be read as an insignificant change to the façade. The Flag Display will utilise an existing, consented structure and will thus have only modest impact on the façade.

(iii) Consequently, the Flag Display is considered to have a *moderate impact*, as it will make an appreciable difference to the elevation and impact on the most highly significant and sensitive component. However, the Flag Display will complement the building (by utilising the existing Flag pole structure). Thus the change resulting from the Flag Display will cause no '*harm'* to the appreciation of the elevation and is evidently balanced by the additional animation of the façade (helping focus views on the street-scape frontage as a whole). It will also help deliver the important benefit of facilitating the holistic use of the building.

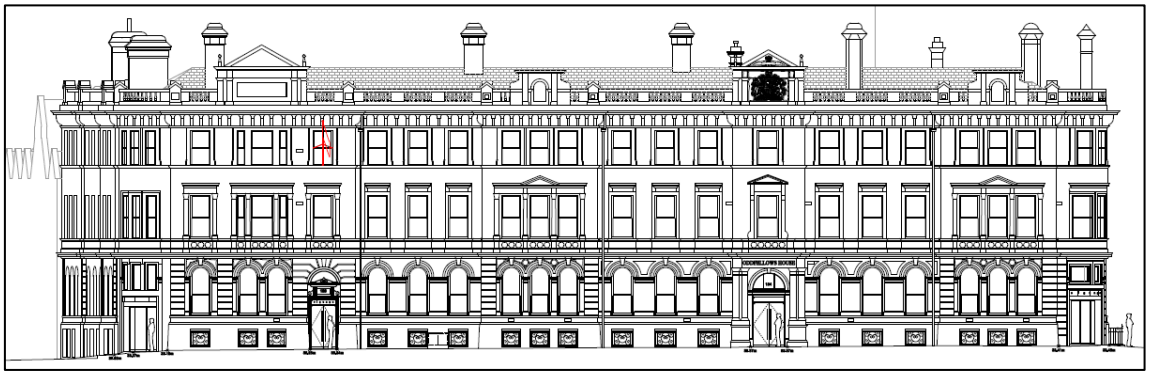


Fig. 5 Extract from Hurd Rolland Architects Drg.no.: L(03) 80, which shows the richness of the Deansgate elevation which is able to accommodate the minor change to erect the Flag Display without harm or disruption to its architectural integrity.



Fig 6. Extract from Hurd Rolland Architects drg. L(03) 80 which shows an oblique view along Deansgate and indicates the relative scale of the Flag Display as a minor addition to the façade's composition.

(iv) The modest visual impact of the Flag Display, as a component of the Deansgate elevation is described below relating to views A, B, C (see Fig 1).

(v) **Viewpoints A** and **C** are locally experienced, kinetic views, along Deansgate. The view is flanked by C20th and C21st buildings of limited significance and dominated by the traffic movements within the street. The only impacted heritage asset is 184–186 Deansgate. Views north and south along Deansgate are important within the city centre, defining the commercial character of the street, although the contribution made by 184-186 Deansgate is primarily as an 'edge' of the visual corridor, rather than a substantial landmark.

(vi) Consequently, the splayed view of 184–186 Deansgate is of relatively modest value within the city centre. The streetscape reveals a series of landmark designated heritage assets as one moves along Deansgate. However, in terms of the wider heritage character of the city (and the methodology of English Heritage's guidance *"Seeing the History in the View"*) vistas along Deansgate are generally considered to be a *medium value*.

(vii) The impact of the development on viewpoints **A** and **C** is considered to be modest. The proposed development will be a minor change to the busy elevation without unduly dominating the composition. The proposed Flag Display, therefore, has a *moderate impact* on the appearance of the heritage asset and does not disrupt the view of the building in the streetscape as a whole.



Fig 7. Viewpoint A (NOT TO SCALE) indicates the minor visual impact that the Flag Display will have on the Deansgate elevation, and consequently the interest of the building or conservation area when travelling north. The overall impact is thus **moderate.**



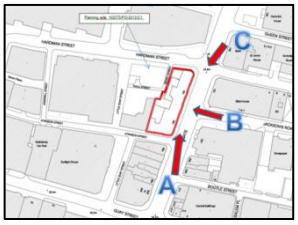


Fig 8. Viewpoint B (NOT TO SCALE) looking west from Jackson's Row. This is a secondary streetscape view, looking along the narrow street towards the Deansgate elevation.

The Flag Display helps focus the streetscape view on the entrance to the building and raises views towards the upper-floors of the building. The visual impact is thus minimised and balanced by the enhanced legibility.



Fig 10. **Viewpoint C** again indicates the modest visual impact that the Flag Display will have on the Deansgate elevation, with the streetscape dominated by the return into Hardman Street and the rhythm of the elevation unaffected. The overall impact will be minor .

(viii) Viewpoint B is another locally experienced view which leads directly to the junction of Deansgate, facing the proposed new access. Jackson's Row is an important but secondary connecting street, rather than a main through-route like Deansgate. The view of 184–186 Deansgate is thus experienced more directly and at a more measured pace, with the extent of its Deansgate frontage being presented in elevation form.

(ix) As a consequence the view from Jackson's Row enables the breadth and complexity of the elevation to be appreciated, the key aspect of which is the rhythm of the fenestration (mainly derived from the coherence of the window heads). This is not affected by the Flag Display, which does not disrupt the architectural rhythm of the elevation.

(x) Therefore, while the Flag Display will clearly be visible on the elevation, the minor visual impact will be absorbed within the elevation detail and balanced by the enhanced legibility of the building.

5.4 Comparative examples.

(i) While it is understood that every development proposal should be considered on its merits, it is considered appropriate to assess the impact of existing Flag Displays on other city centre listed buildings, for comparative purposes. The following consequently illustrates the modest impact that Flag Displays have on designated heritage assets in Manchester.

(ii) It is important to note that all the following examples are prominently located. They are also all reversible without causing any harm to the fabric of the designated heritage asset. They do not create an uncontrollable precedent *(as all require LBC and Advertisement Consent)* and add a modest degree of animation to the elevations.

(iii) *47 Spring Gardens, Grade–II listed.*



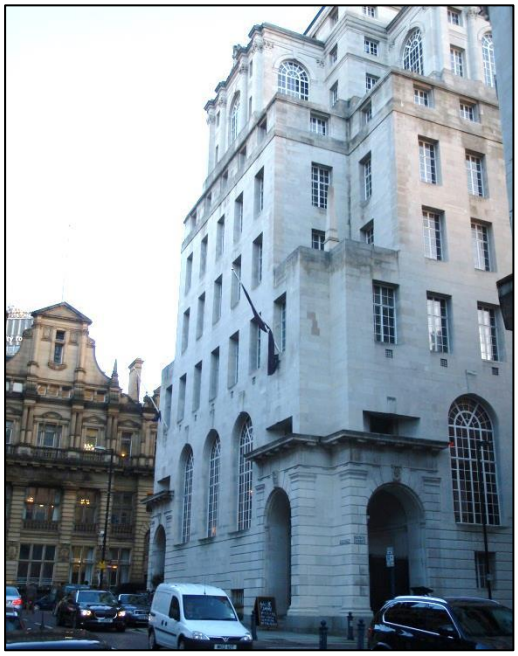
Designed in a baroque-style and built as insurance company offices in 1881, by Charles Heathcote and Sons, for the Commercial Union Assurance Company.

The building is now in a mixed commercial use. The sandstone ashlar building, slate roof Triangular plan on acutely-angled end-of-block site, with a curved south end.

Similar in form, use and prominence to 184-186 Deansgate and also considered to elegantly occupy an awkward site, forming a focus to the junction of several streets.

The Flag-pole and Flag Display are considered to complement the prominent elevation.

(iv) *100 King Street – Grade II* listed*



Former Midland Bank built in 1929 to designs by Sir Edwin Lutyens, with Whinney, Son and Austen Hall.One of the most important buildings by the architect in the country.

The Portland stone buildng is now in use as a restaurant with consent for a hotel above ground floor.

The main elevation includes a pair of substantial Flags which advertise the restaurant and are considered to cause no harm to the architectural integrity of the main elevation.

(v) *Memorial Hall, Albert Square – Grade-II* listed*

Designed as meeting rooms and hall for the Unitarian Church in 1864-6, by noted local architect, Thomas Worthington. The Venetian Gothic style building is now in use as a restaurant and hotel. The building is nationally important as a memorial to the 2,000 nonconformist clergy who seceded from the Church of England in 1662 as a result of the Act of Uniformity.

A pair of flags is prominently displayed on the busy main façade, which faces intro Albert Square. The strength of the architectural composition means that the Flag Display has no detrimental impact on this main elevation.



(vi) *Ship Canal House, King Street. Grade-II listed*

Prominent office building built in 1927 by Harry S.Fairhurst. The Portland stone features and unusual giant colonnaded screen to the 5th and 6th floors consisting of paired fluted Tuscan columns in antis, with a plain frieze and prominent mutuled cornice, parapet surmounted by figure of Neptune flanked by Tritons.

The Flag pole and Flag Display marks the main entrance and help draw the eye up toward the higher level architectural features.



6 CONCLUSIONS

(i) It is clear that the proposed Flag Display will have a minor impact on the main elevation of 184–186 Deansgate. The proposed addition to the exterior is minor in nature and has the positive public benefit of facilitating the viable new use of the building.

(ii) The proposed Flag Display has been demonstrated to have limited visual impact and no physical impact. The works are clearly fully reversible and will help secure a new use for the upper-floors of the previously vacant and underused heritage asset.

(iii) The erection of the Flag Display will not cause any uncontrollable precedent due to the particular circumstance of the extant Flag Pole and the need for both Advertisement and Listed Building Consent.

(iv) Consequently, the proposed cumulative impact of the Flag Display (even as an additional component of the on-going redevelopment) is considered to cause no *harm* to the significance of the building. The modest visual impact would be balanced by the considerable public benefits of bringing the building back into use. Thus the proposals clearly meet the requirements of the NPPF, paragraph 134.

(v) The beneficial results of the overall development *(restoring the architectural integrity and use of the building while injecting vitality to this part Deansgate)* will have a broad impact on the fabric of both the individual heritage asset and the wider conservation area historic environment. The impact of the proposed Flag Display, therefore causes no harm to the designated heritage asset and should be granted Advertisement and Listed Building Consent.



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