# Heritage Statement

**MANCHESTER**

**SJ8498SE NEWTON STREET 698-1/29/248 (South East side) Nos.14 AND 16**

**GV II**

**Includes: No.36 DALE STREET. Manufacturers' warehouses and agents' offices, now shops, etc. Late C19, altered. Red brick in Flemish bond (part painted white), with sandstone ashlar plinth and dressings, slate roof. Trapezoidal plan with rounded corner to Dale Street. Basement, 4 storeys and attic, No.14 having a narrow 4-window facade treated as one wide bay, and No.16 to the left a wider 6-window facade in 3 bays; with a high plinth (interrupted by basement openings), cornice to ground floor, string courses to the upper floors, a moulded stone cornice over the top floor on thin brick brackets, and a parapet with chimneys over 2 piers of No.16. Doorways adjacent to the junction, tall, with panelled doors, square overlights, and cornices on elongated consoles; No.14 to the right has 3 sashed windows at ground floor and 4 on each of the next 2 floors, with continuous stone lintels; No.16 to the left has altered windows at ground floor, sashed windows on the next 2 floors with stone lintels to each pair; both have coupled sashed windows at 4th floor and square dormers in a mansard roof. The fenestration of No.16 carries round the curved corner and continues in the 5-bay side to Dale Street, with chimneys over 4 piers, and 2 dormers. Interior not inspected. History: occupied c.1905-13 by various manufacturers' agents, No.14 by Horrocks Crewdson & Co.**

**Listing NGR: SJ8460698288**

This site lies within the Stevenson Square Conservation Area which has a mixture of offices and retail space within its historic buildings. It has some notable buildings within the conservation area with one diagonally opposite the site at 35 Dale Street which is "*a particularly fine example constructed in buff terracotta and orange-red brick, with numerous pinnacles and pediments forming an interesting skyline"*.

Within the conservation area appraisal is states; "*Development control in Stevenson Square is aimed at encouraging development and activity which enhances the prosperity of the area, whilst paying attention to its special architectural and visual qualities"*. Our design, with its thoughtful scaling and signage location, relative lack of illumination and high-quality materials, ties in with these principles.

The appraisal also states that "*urban design context is vital in conservation areas"*. Our proposal is more reserved that you would see in other conservation areas in Manchester where more modern and low-quality materials are permitted due to the wider range of shopfronts and businesses with them.

The appraisal also states that "*Signs and canopies should be carefully designed so as not to compete with, or conceal, the architectural details of buildings"*. Again, our design has been carefully thought through to avoid any instances of the host building's architecture being obscured.

Overall, we feel that the proposed signage scheme is in keeping with both the Conservation Area Appraisal and the Shopfront & Signage Design Guide and will enhance the host building along with the wider street scene and will also enable the new business to attract customers and thrive, which can only be of benefit to the area as a whole.