

Heritage Statement

Application No: 143211/LO/2025

Description: Listed Building Consent for retention of 2no fascia signs and 1no menu board sign

Location: Basement, George House, 48 George Street, Manchester, M1 4HF

1. Introduction

This Heritage Statement has been prepared in support of a Listed Building Consent application for the retention of three signs installed at the frontage of Basement 48 George Street, Manchester M1 4HE. The signage consists of two fascia signs and one menu board. This statement addresses the significance of the heritage asset, assesses the impact of the signage on the listed building, and sets out justification for the proposal.

2. Site Context and Heritage Designation

48 George Street is a Grade II listed building located in Manchester City Centre, within the designated conservation area. The building forms part of a historic terrace and contributes to the character and appearance of the area due to its architectural style, materials, and townscape value. The premises occupy the basement level of the building and operate as a restaurant.

3. Description of the Proposed Works

The proposal seeks consent to retain:

- **Signage 01:** A 30mm thick wooden fascia sign, surface-fixed, non-illuminated.
- **Signage 02:** A 70mm thick metal frame sign with a fabric front, surface-fixed, non-illuminated.
- **Signage 03:** A 17mm thick aluminium frame sign with a glass front, surface-fixed, non-illuminated.

All signs are fixed using concealed mounting systems and are proportionate to the shopfront's architectural detailing. The signage is white text on a black background and features the business name, logo, and menu.

4. Assessment of Significance

The primary heritage significance of 48 George Street lies in its 19th-century architectural detailing, including its traditional fenestration, masonry, and proportion. Its contribution to the street scene and conservation area is part of a wider ensemble of listed buildings of similar style.

The basement level of the building is visually subservient to the upper floors. Historically, this level would have been utilitarian or secondary in function, and it has since been adapted for commercial use.

5. Impact Assessment

The retained signage is considered to have a neutral to low-level impact on the heritage significance of the building due to the following factors:

- The signs are discreet in size, non-illuminated, and fixed using non-invasive methods.
- The design respects the traditional shopfront proportions and avoids obscuring architectural features.
- The materials used are compatible with commercial use and allow for reversibility.
- The signage contributes positively to the continued viable use of the building, which is essential to its long-term conservation.

There is no loss of historic fabric as a result of the installation.

6. Justification

The signage is necessary to identify the business operating from the basement level, which has no natural street presence apart from the shopfront. The discreet design ensures that the visual character of the listed building is preserved while enabling continued commercial use, in line with Paragraphs 200–202 of the *National Planning Policy Framework (NPPF)*, which support sustainable uses of heritage assets that contribute to their conservation.

7. Conclusion

The signage retained at 48 George Street is modest, appropriately designed, and sensitively positioned in a way that preserves the special interest of the listed building. The proposal is compliant with national and local heritage policies, causes no harm to the significance of the heritage asset, and supports the building's continued beneficial use.

We respectfully request that the Council support this application and grant Listed Building Consent accordingly.