

Forward thinking.
Straight talking.

Supplemental Statement

33 George Street
Manchester
M1 4HQ



1. INTRODUCTION

1.1. Introduction

1.1.1. This document has been prepared further to the contents discussing heritage within the Design and Access statement has been prepared by Gateley Vinden in support of the planning application at 33 George Street for alterations to the existing façade at ground floor and lower ground floor (basement).

1.1.2. It is recommend both documents are considered together.

1.2. Purpose of this Statement

1.2.1. This supporting statement accompanies the submitted Design and Access Statement for 33 George Street, Manchester. It sets out how the proposed works respond to the relevant provisions of Section 16 of the National Planning Policy Framework (NPPF) (2023), which addresses the conservation and enhancement of the historic environment.

1.2.2. The proposals aim to improve the building's contribution to the George Street Conservation Area by removing visually intrusive later additions, reinstating traditional features, and introducing a viable new use at basement level.

1.3. Heritage Context and Significance (NPPF Paragraphs 202, 207, 208)

1.3.1. The site, while not a listed building, lies within a designated Conservation Area and is therefore considered a heritage asset for planning purposes.

1.3.2. The proposed removal of the later timber canopy and branded signage is intended to reveal and restore elements of the original façade.

1.3.3. The reinstatement of former openings (including street-level lightwells and a side entrance) and the use of traditional materials such as timber and sandstone are designed to respect the building's original architectural language.

- 1.3.4. Importantly, should the removal of the canopy uncover any original elements of the façade — such as brickwork or sandstone detailing — these will be retained, and the proposed works revised as necessary in agreement with the local planning authority and the City of Manchester Conservation Officer. This precautionary approach supports the objectives of NPPF Paragraphs 207–208, ensuring that the significance of the heritage asset is understood and appropriately conserved as works progress.

1.4. Character of the Conservation Area (NPPF Paragraphs 203, 219, 220)

- 1.4.1. Importantly, should the removal of the canopy uncover any original elements of the façade — such as brickwork or sandstone detailing — these will be retained, and the proposed works revised as necessary in agreement with the local planning authority and the City of Manchester Conservation Officer. This precautionary approach supports the objectives of NPPF Paragraphs 207–208, ensuring that the significance of the heritage asset is understood and appropriately conserved as works progress.
- 1.4.2. The George Street Conservation Area comprises a variety of 19th-century commercial buildings and warehouse conversions. The current façade treatments — particularly the projecting canopy and extensive branding — do not positively contribute to the character of the street.
- 1.4.3. The scheme is intended to:
- Enhance the building’s visual alignment with neighbouring heritage buildings
 - Improve architectural symmetry,
 - Restore lost architectural features using appropriate materials and detailing.
- 1.4.4. These proposals reflect the aspirations of Paragraphs 219–220 of the NPPF, which encourage development that enhances the character and appearance of Conservation Areas.

1.5. Sustainable Reuse and Viability (NPPF Paragraphs 203, 221)

1.5.1. The change of use proposed for the lower ground floor (from Sui Generis to Class E) will bring an unoccupied and deteriorated area of the building back into functional use. This supports the long-term conservation of the property by promoting active, viable occupation, which is in line with Paragraph 203.

1.5.2. While not a formal enabling development case, the project shares key characteristics described under NPPF Paragraph 221, where modest interventions serve a broader conservation outcome by facilitating use and upkeep.

1.6. Public Benefits and Proportionality (NPPF Paragraphs 214, 215)

1.6.1. There is no substantial harm identified to the heritage significance of the site. Any minor changes to the appearance of the building that could be considered less-than-substantial in effect would be outweighed by:

- Removal of intrusive later additions,
- The sensitive restoration of previously lost detailing,
- The public benefit arising from improved visual coherence and activation of the street frontage.

1.6.2. In accordance with NPPF Paragraph 215, these benefits are relevant to the planning balance.

1.7. Conclusion

- 1.7.1. The proposals reflect a proportionate and responsive design approach grounded in national policy principles. Care has been taken to ensure all changes contribute positively to the Conservation Area's character and the long-term conservation and viability of the building.
- 1.7.2. Provision is made for the retention of any original architectural features revealed during works, with collaboration and agreement sought with the local authority where needed. This approach is consistent with the aims of NPPF Section 16 and supports the responsible management of the historic environment.



gateleyvinden.com