



72 Bloomesbury Avenue

Design & Access Statement and Heritage Impact Assessment

Prepared on Behalf of: Tasleem Hirani and Billy Singh

Prepared by: EOHMA LIMITED

April 2025

Proposal number: 1980

72 BLOOMESBURY AVENUE

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Structure of Statement

The Design & Access Statement and Heritage Impact Statement is structured as follows:

Section 1: Introduction

- Outlines the purpose of the document and clearly shows the extent of the works for which permission is sought in drawn form

Section 2: The application property and surrounding area

- Considers the site and its surroundings in terms of the physical, social, economic and planning context

Section 3: Overview of proposed works

- Identifies the proposed works to the property

Section 4: The heritage planning context

- Outlines the heritage of the property and the planning context

Section 5: Historic background

- Presents the historic context of the site

Section 6: Significance of assets

- Sets out the proposed character areas, access arrangements

Section 7: Assessment of impact of the proposed scheme on heritage assets

- An assessment of the relative historical and architectural significance of the application site.

Section 8: Conclusion

- Offers our recommendations for the proposal

NB. This statement is not intended to be a full or complete record of the site

1.0 INTRODUCTION

1.1 Objective

This Design & Access Statement also incorporates the Heritage Impact Assessment required by the NPPF for proposals which affect the significance of heritage assets. The document has been prepared in support of a Householder Application for Planning Permission for works or extension to a dwelling, and for relevant demolition of an unlisted building in a conservation area, addressing works proposed at 72 Bloomesbury Avenue. The scheme includes a loft conversion, side extensions, an outbuilding, and other internal modifications. The proposed works are detailed on the application drawings prepared by EOHMA Ltd and aim to sensitively enhance the property's function while respecting the setting of the St. James Conservation Area and adjacent listed buildings.

1.2 Statement Of Need

Billy Singh and Tasleem Hirani are the applicants and owners of 72 Bloomesbury Avenue, having lived at the property since 2018. Since their purchase, the family has expanded, with changing needs including additional bedrooms for their children, dedicated space for elderly parents requiring daily care, and new workspace requirements following post-pandemic shifts towards home-working. Although a single-storey side extension was approved and constructed in 2019 (Ref: 122516/FH/2019), this has proven insufficient in meeting their current living requirements. Our clients have become an active part of the Bloomesbury Avenue community of residents, including those on The Grove, which directly borders the applicant site. As their children are settled in local schools and they have formed lasting relationships within the area, combined with the current high property prices making it extremely difficult to find a comparable home and plot nearby at an affordable level, their only realistic option is to remain in

their current home and seek to develop the property to meet their ongoing needs.

A subsequent planning application (Ref: 137729-FH-2023) proposing double-storey side extensions, dormer loft conversions, an outbuilding, rooflights, and boundary alterations was submitted in 2023 but was refused due to concerns over the proposed scale, design, massing, and the potential impact on the character and appearance of the St James Conservation Area and nearby listed buildings.

Following this feedback, a detailed Pre-Application process was undertaken by EOHMA Ltd (*See Appendix*), the applicants now propose revised works carefully designed to sensitively integrate with the property's context, maintaining the character and visual harmony of the area, while effectively addressing their spatial and functional needs. The proposals directly respond to advice received from the council and heritage specialists and aim to provide enhanced accommodation suitable for multigenerational living and improved flexibility for the future, whilst respecting conservation requirements and neighbour amenities.

The proposed works involve:

1. Erection of first-floor side extensions within the existing property footprint to create additional bedroom space and improve circulation within the home.
2. Loft conversion with the addition of skylights to provide two additional bedrooms and a bathroom, improving multi-generational living.
3. Internal reconfiguration and upgrades, including the master bedroom suite, ensuite and first-floor utility provision.
4. Construction of a reduced-scale, single-storey garden outbuilding for use as an ancillary home office/gym space.
5. Improvements to boundary treatments and landscaping including a new automated gate ensuring sensitive integration with the streetscape and existing vegetation.

NB: The previously approved single-storey side extension (Ref: 122516/FH/2019) was accepted due to its positioning which maintained separation from listed buildings and visual permeability. The current changes similarly enhance the home's usability and amenity space whilst aligning with the scale and character of works previously approved by the Local Authority within the conservation area. Comparable developments—such as side extensions, loft conversions, boundary treatments, and garden improvements—have been permitted nearby, establishing a local precedent: Former MMU Didsbury Campus (Ref: 116882/MO/2017 and Outline application Ref:108541/OO/2015/S2), 1 and 7 Heritage Gardens (Ref: 090463/FH/2009/S2) / (Ref: 082793/FH/2007/S2), 93 Dalston Drive -140688/FH/2024, 406 Parrs Wood Road- Ref: 140181/FH/2024 and 1 Bloomesbury Avenue (Ref: 136116/FH/2023).

The following pages detail the proposed external and internal alterations, followed by a report assessing context, heritage value, and policy compliance. The proposals address past planning officer feedback and reflect local development patterns.

- First-floor side extensions have been scaled down to reduce visibility and remain subservient to listed buildings. Glazing has been reduced and sensitively designed for coherence with the area's historic character.
- Extensions remain within the existing footprint, preserving garden spacing along Wilmslow Road and the conservation area's greenery.
- Plans clarify alignment between ground and first floors, ensuring cohesive massing. Internally, layout revisions minimise intrusive obscure glazing, enhancing visual amenity.
- Comprehensive elevations illustrate the sensitive integration of the proposals into the streetscape, with appropriate detailing.



- elevations
- This drawing is for statutory approval only.
- All works to be carried out in accordance with the Building Regulations and all other statutory legislation to the satisfaction of the authority inspector. All materials and workmanship is to comply with the appropriate codes of practice and British Standards.
 - All works to be coordinated and checked by contractor. These drawings are provided as an indicative outline from which the builder can provide a detailed quote following site visit and assessment of the works. Where any additional work not included in this outline the contractor is to advise the homeowner of costs.
 - The contractor MUST check all dimensions and particulars prior to commencement of work. All Structural Elements (Walls, Linings, Foundations ETC.) affected by new work are to be exposed by the contractor and checked on site by the Local Authority prior to start to confirm ability to sustain new loads.
 - CONSTRUCTION, DESIGN AND MANAGEMENT REGULATIONS 2015. Contractor to plan, manage and monitor construction work under their control so it is carried out without risk to health and safety. For projects involving more than one contractor, coordinate their activities with others in the project team - in particular, comply with directions given to them by the principal designer or principal contractor. For single contractor projects, prepare a construction phase plan.
 - All new skirting/architraves to match existing, unless stated otherwise by the client.
 - All electrical installations to the standards required by PART P of the Building Regulations. Cables insulation to be Gas Safety (Installation and use) Regulations. Electrical layout indicative. Electricals to confirm final specifications, position and control with client prior to installation.
 - PARTY WALL ACT: where there is encroachment on neighbours property or building within 3m or 6m of the adjacent Property, then permission MUST be obtained under the act. All proposed brickwork and roof tiles to match existing.
 - All proposed brickwork/rendering and roof tiles to match existing.
 - Any existing Load Bearing Walls to be altered will be done so according to the Building Regulations.

This drawing is for illustrative only and is not to be used for construction. Contractor to confirm all dimensions on site and satisfy themselves of all existing drainage, gas and electrical runs prior to commencing work on site.

All works are to be agreed with client prior to construction and clear costs are to be made available to client for the works.

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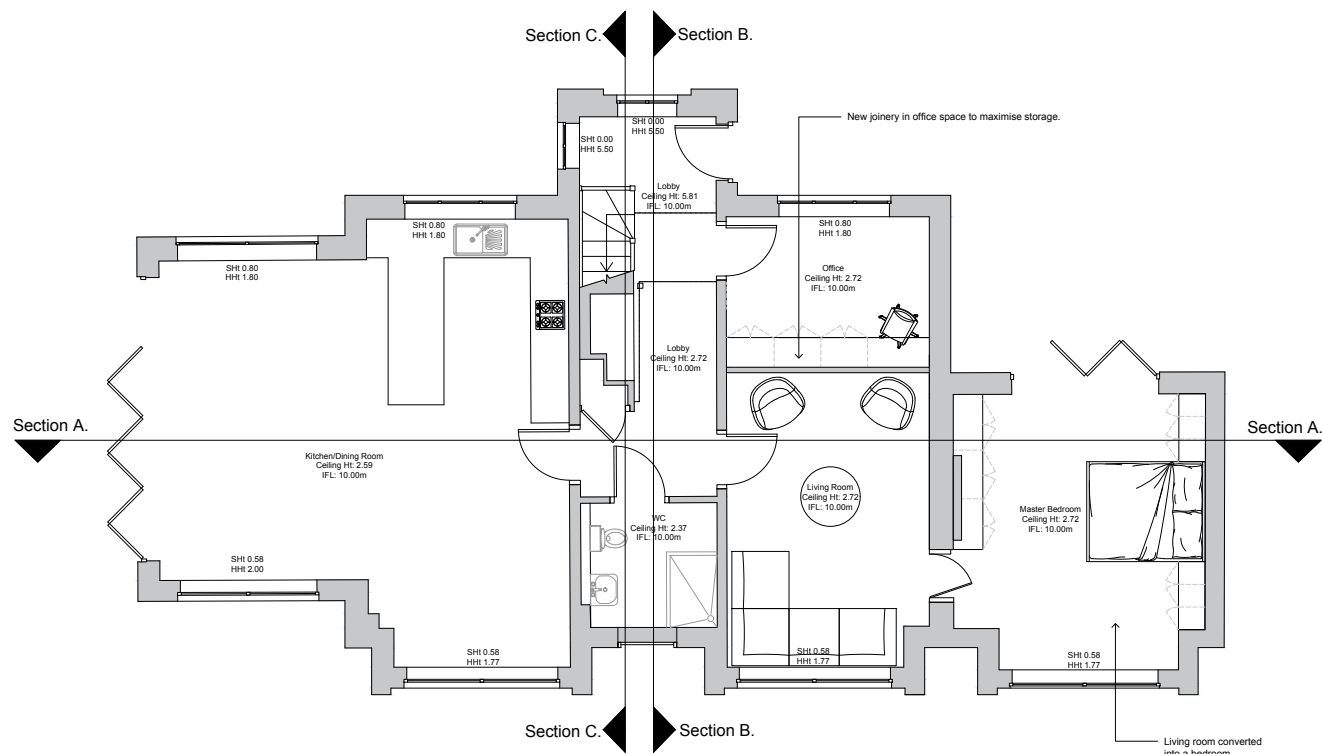
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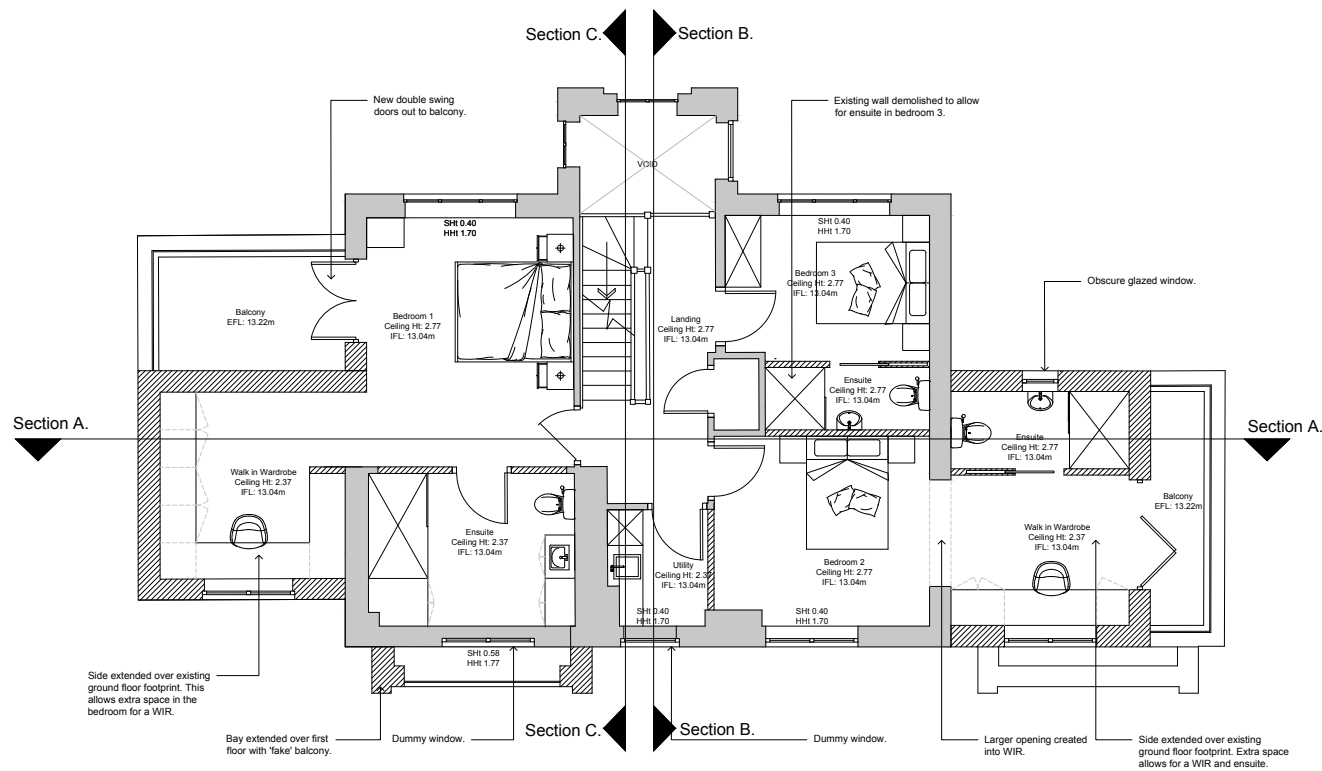
EXTERNAL IMPROVEMENTS

PROPOSAL: ERECTION OF FIRST-FLOOR SIDE EXTENSIONS; CONSTRUCT REDUCED-SCALE GARDEN OUTBUILDING.

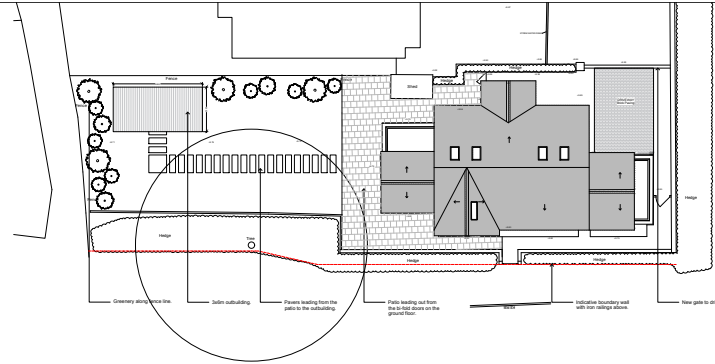
REASON: ADDITIONAL FAMILY ACCOMMODATION AND ANCILLARY SPACE.



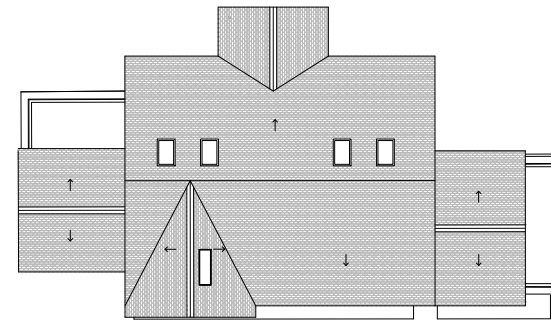
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PROPOSED FIRST FLOOR (1:50)



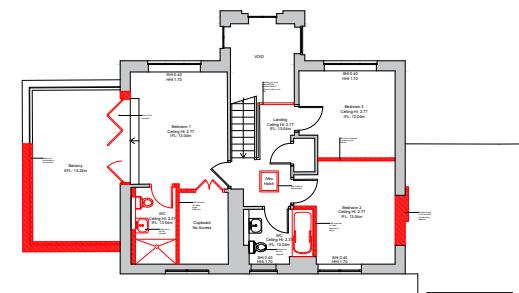
PROPOSED SITE PLAN (1:200)



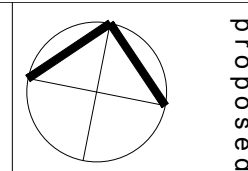
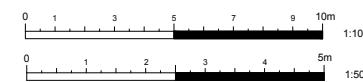
PROPOSED ROOF PLAN (1:100)



EXISTING FIRST FLOOR PLAN (1:100)



FIRST FLOOR ALT PLAN (1:100)



proposed

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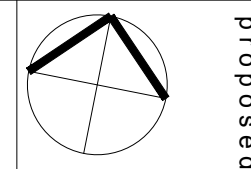
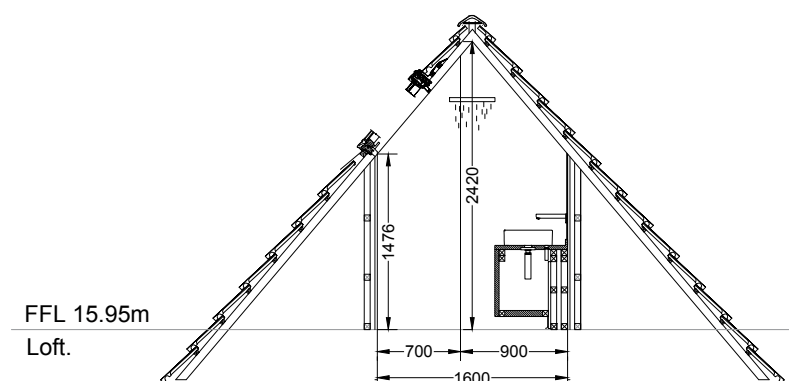
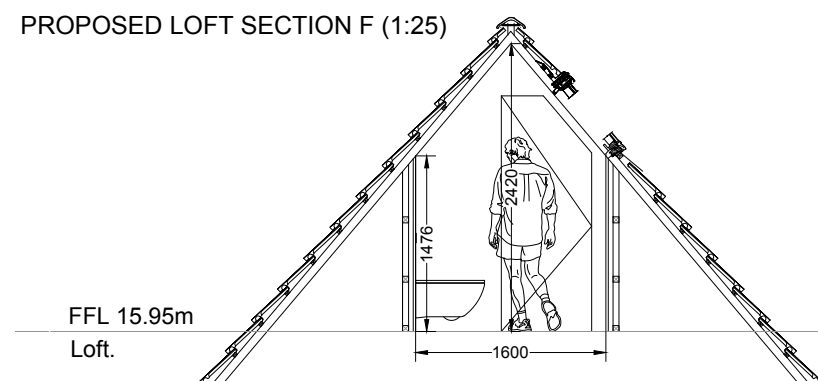
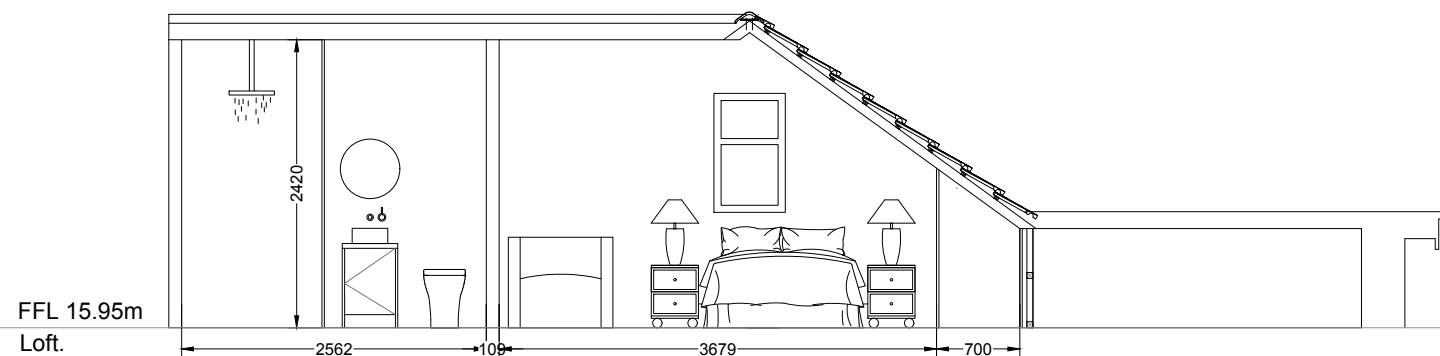
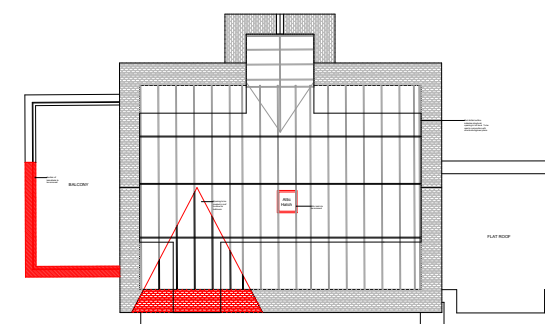
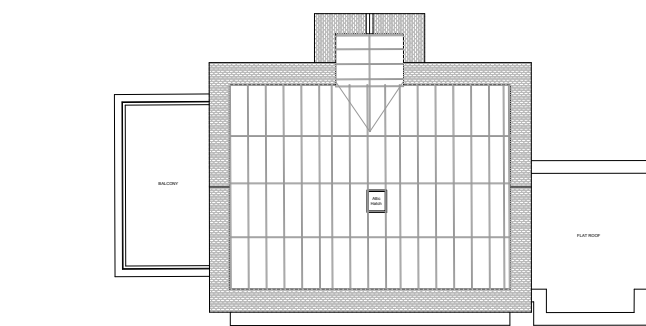
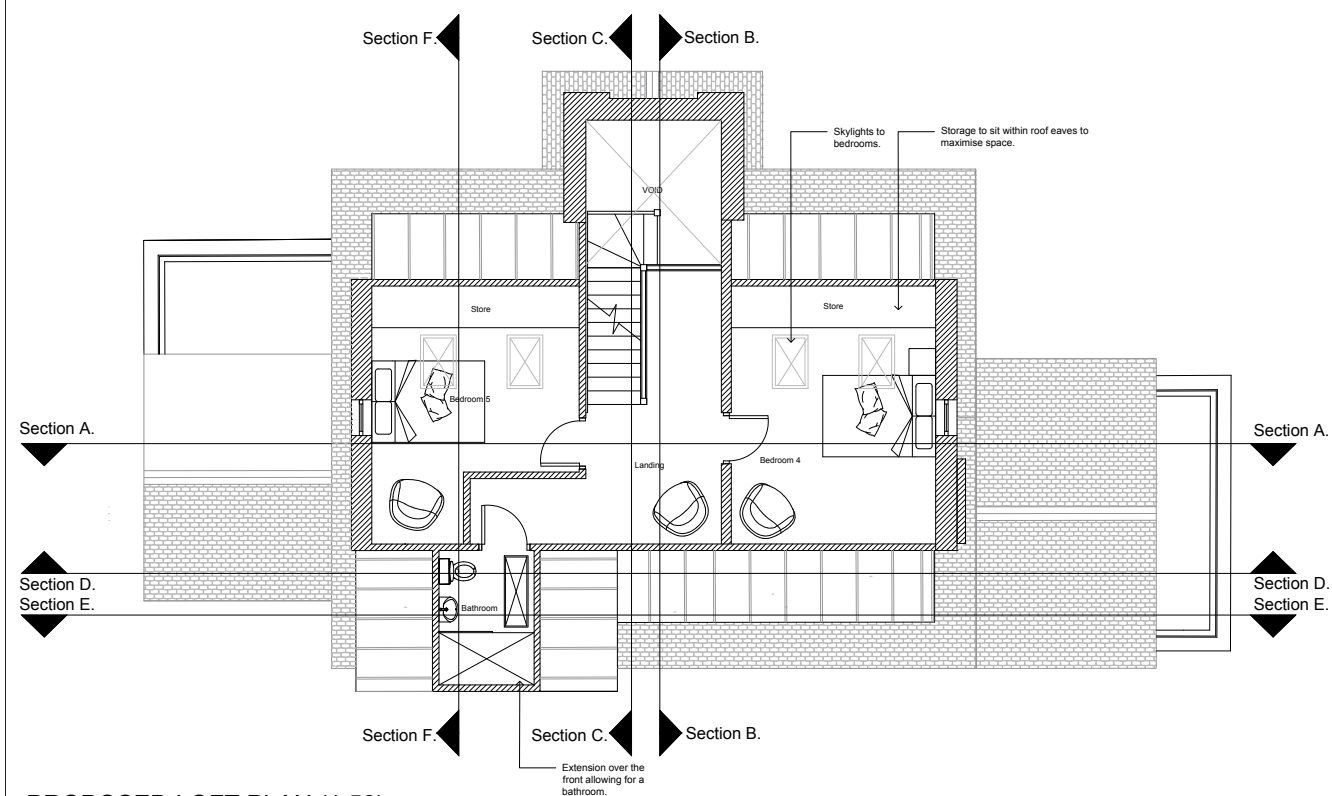
INTERNAL IMPROVEMENTS

PROPOSAL:

A – EXTENSION AND RECONFIGURATION OF MASTER BEDROOM SUITES AND ADDITION OF ENSUITE'S.

B – CREATION OF FIRST-FLOOR UTILITY ROOM.

REASON: IMPROVED FAMILY ACCOMMODATION AND LIVING AMENITY.



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1. All works to be carried out in accordance with the Building Regulations and all other statutory legislation to the satisfaction of the Building Inspector. All work must be carried out in accordance with the Building Regulations and all other statutory legislation to comply with the appropriate codes of practice and British Standards.
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3. The contractor MUST check all dimensions and particulars of the existing structure to be altered and must refer to the Building Regulations, Part 1 (structure), Part 2 (fire), Part 3 (foundations etc.) affected by new work to be added. In accordance with the contract conditions the contractor is to obtain a Certificate of Suitability to ensure new work is to be approved.
4. CONSTRUCTION, DESIGN AND MANAGEMENT REGULATIONS 2015. Contractor to plan, manage and monitor the work under their control so it is carried out without risks to health and safety. For projects involving more than one person the contractor must ensure that the contractor and all team in - particular, comply with directions given to them by the project manager or principal contractor. For single contractor projects, prepare a construction phase plan.
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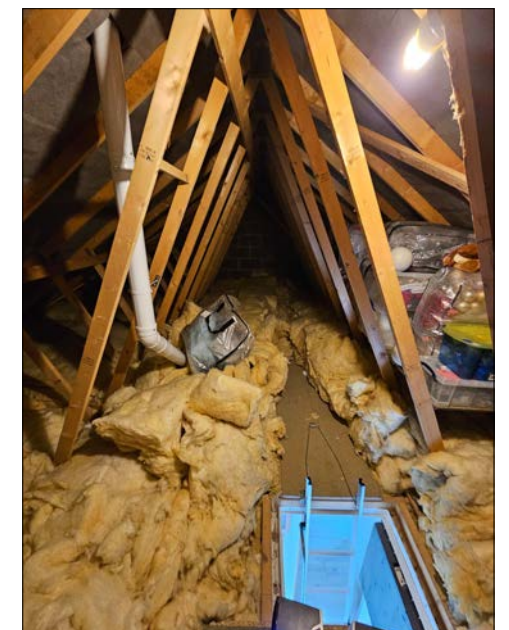
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PLANNING

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INTERNAL IMPROVEMENTS

PROPOSAL:

D - LOFT CONVERSION WITH TWO BEDROOMS AND BATHROOM, INCLUDING SKYLIGHTS.

REASON: ENHANCED MULTI-GENERATIONAL FAMILY LIVING SPACE.



2.0 THE APPLICATION PROPERTY AND SURROUNDING AREA

2.1 The Property, Feature and Context

72 Bloomesbury Avenue is a contemporary detached dwelling, built in the late 2010s as part of a larger residential scheme by PJ Livesey. It occupies a prominent position, visually concluding Bloomesbury Avenue and addressing Wilmslow Road directly. While not a listed building, the property sits within the Didsbury St James Conservation Area and is directly adjacent to listed buildings, notably 809 Wilmslow Road.

Architecturally, the property is contemporary in style with projecting ground-floor bays and modern detailing, carefully designed to appear visually subservient and complementary to the adjacent historic properties. The setting includes Grade II listed buildings, specifically 801 to 809 Wilmslow Road to the west and Park House (813A Wilmslow Road) to the east, which positively contribute to the character of the conservation area (*See Appendix for listing references*).

Recent development and modifications within the locality have altered the original street context, prompting careful consideration of any proposed alterations to maintain harmony with existing historic structures. The proposed enhancements aim to sensitively integrate additional space and amenity improvements while respecting the area's distinctive conservation values.

2.2 Size

The site is approximately 0.13 acres and the existing building has a footprint of 144.3 sqm.



Image: Views of 72 Bloomesbury Avenue. Wilmslow Road Rear Elevation (Above) / Bloomesbury Avenue Front Elevation (Right)

2.3 Character

72 Bloomesbury Avenue is a two-storey contemporary detached dwelling situated within a flat, primarily residential area in the Didsbury St James Conservation Area. The property fronts onto Wilmslow Road, positioned strategically to visually conclude Bloomesbury Avenue. Though modern in style and construction, the dwelling is intentionally subservient, respecting the historic character and setting of adjacent Grade II listed buildings (notably 801-809 Wilmslow Road).

Its contemporary architectural language, characterised by projecting ground-floor bay windows and simple modern detailing, ensures that it complements rather than competes with its historic neighbours. The existing Wilmslow Road façade includes a mix of obscure glazing and faux windows/doors (*See Drawing 10 - Proposed Windows*), which were approved as part of the original development. These elements contribute to the building's subservient character within the conservation setting. Recent modifications to the locality, including residential developments and boundary alterations, have influenced the property's visual context, requiring sensitive and respectful design responses to preserve and enhance the area's distinctive heritage character.



Street Scene Views (See Appendix for full study)



2.4 Access and Circulation

Pedestrian access to 72 Bloomesbury Avenue is primarily from Wilmslow Road (A5145), a heavily trafficked route connecting Parrs Wood, Didsbury, Withington, and Fallowfield. This corridor provides excellent public transport links, although the property itself has no direct parking provision on Wilmslow Road due to enforced parking restrictions marked by double yellow lines. Parking for residents is available within Bloomesbury Avenue and adjacent local streets.

The property occupies a prominent corner position, visually concluding Bloomesbury Avenue. It features a modest landscaped frontage, surfaced with a mix of paving and planted areas, serving as a buffer from the main road. The rear garden area is enclosed by mature landscaping and fencing, providing a secluded, high-quality amenity space surfaced with grass and paved patio areas.

Primary pedestrian access into the dwelling is via a centrally placed door from Bloomesbury Avenue, leading into a main hallway and staircase facilitating horizontal and vertical circulation. Internal circulation at ground-floor level accommodates primary living spaces including lounge, kitchen, and dining areas, which have direct access to external paved garden areas. The first floor contains bedrooms and bathrooms, arranged on a single circulation level.

Proposed internal adjustments will significantly enhance circulation by reconfiguring first-floor layouts and providing efficient access to the converted loft area. Externally, planned improvements to boundary treatments, including enhanced hedging and updated pathways, will facilitate improved horizontal circulation, flow, and secure access around the property.



Image: Aerial View of 72 Bloomesbury Avenue showing flat roof to both sides of the property creating an elongated base out of character with the context.

These surface finishes and boundary enhancements aim to sensitively integrate with the streetscape, improving both functionality and aesthetic harmony within the conservation area.

The access to and from 72 Bloomesbury Avenue will not be materially altered by the proposed improvements. The site benefits from a highly sustainable location, well served by frequent public transport services and within convenient walking distance of local amenities, including shops, restaurants, and community facilities. The proposed enhancements are consistent with sustainable development principles, supporting the long-term viability and adaptability of the property as a comfortable, modern family home within this accessible and conservation-sensitive context.

2.5 Boundaries

72 Bloomesbury Avenue occupies a prominent corner position within the Didsbury St James Conservation Area, directly adjacent to the Grade II listed buildings at 801-809 Wilmslow Road. The property boundaries are clearly defined, contributing significantly to its setting and streetscape.

The boundary along Wilmslow Road and Bloomesbury Avenue features mature hedging combined with low-level stonework and fencing, creating an effective visual buffer and enhancing privacy from the busy road. The rear garden boundaries include mature landscaping, timber fencing, and planting, providing seclusion and amenity value to occupants.

The western boundary directly adjoins 809 Wilmslow Road, requiring careful consideration due to its proximity to the listed building (*See Listed Building Consent Planning Application Ref: 134081/LO/2022 for detailed assessment of heritage asset*). Proposed boundary improvements involve sensitive landscaping enhancements, aiming to integrate visually with the historic surroundings. These proposals will enhance the visual coherence and character of the conservation area, respecting and reinforcing the established boundary treatments typical of adjacent historic properties.

2.6 Garden Area and Landscape Improvements

The garden area of 72 Bloomesbury Avenue currently comprises a modest rear space enclosed by mature hedging and fencing, offering limited visual and functional connection to the property interior. The existing landscape layout provides basic amenity but does not fully optimise the available space or facilitate seamless outdoor living.

Proposed garden enhancements involve sensitive landscaping improvements, including upgraded boundary planting and pathways to improve the visual and physical connection between the home and garden. Specifically, the proposed works include reconfiguring the garden layout to provide clearer sight lines and greater visual integration from key internal spaces such as the kitchen and living areas.

Upgrades will involve refining existing pathways, additional planting, and selective boundary adjustments to enhance both functionality and safety, particularly to better monitor outdoor activities of children and pets. These improvements will significantly enhance the overall usability, visual appeal, and amenity value of the garden area, ensuring the outdoor spaces complement the architectural context of the property and conservation area.

2.7 Surface Treatment and Carriageways

Wilmslow Road (A5145), adjacent to 72 Bloomesbury Avenue, features a tarmacadam surface, defined pedestrian footways, clear road markings, and various street furniture including bus stops, street lighting, and signage. This main thoroughfare provides convenient pedestrian routes to local amenities and services.

Bloomesbury Avenue itself is a gated residential community characterised by shared surface treatments, primarily to promote pedestrian priority and traffic calming. Pedestrian pavements and mature landscaped verges enhance the residential ambience. Street lighting within Bloomesbury Avenue ensures adequate visibility and safe pedestrian movement during nighttime hours.

3.0 OVERVIEW TO THE WORKS IN THIS APPLICATION

The proposed enhancements at 72 Bloomesbury Avenue involve several carefully considered elements, designed following a detailed assessment of their potential impact on the conservation area and the adjacent listed buildings. These proposals aim to improve the property sensitively, ensuring compatibility with local heritage values and addressing family living requirements.

The proposals will not negatively impact the existing pedestrian or vehicular access arrangements, preserving established routes and ensuring continued sustainable connectivity to local services and amenities. The planned enhancements focus on internal circulation improvements, external amenity upgrades, and sensitive expansion of living space.

The proposed works include:

3.1 First-Floor Side Extensions Erection of side extensions within the existing footprint to create additional bedroom space and improve circulation within the home.

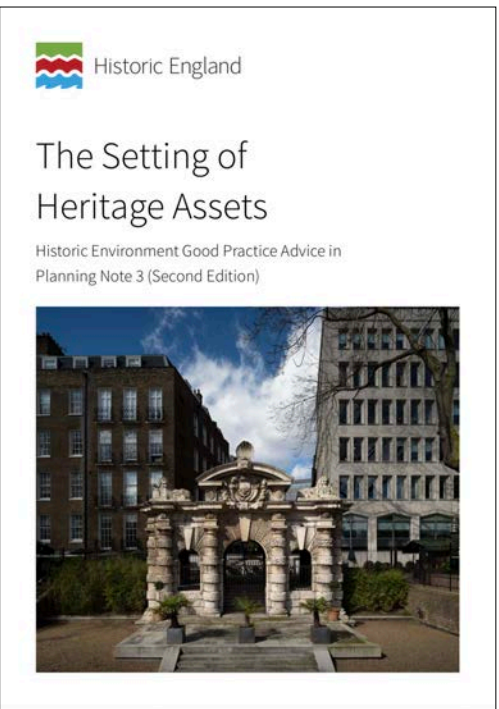
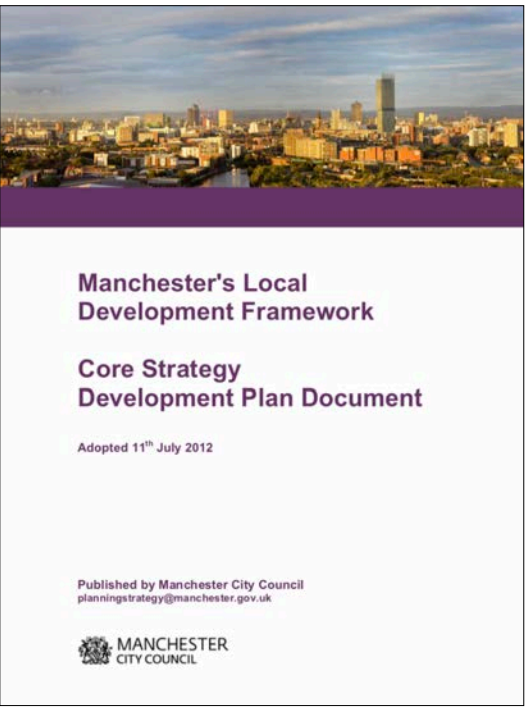
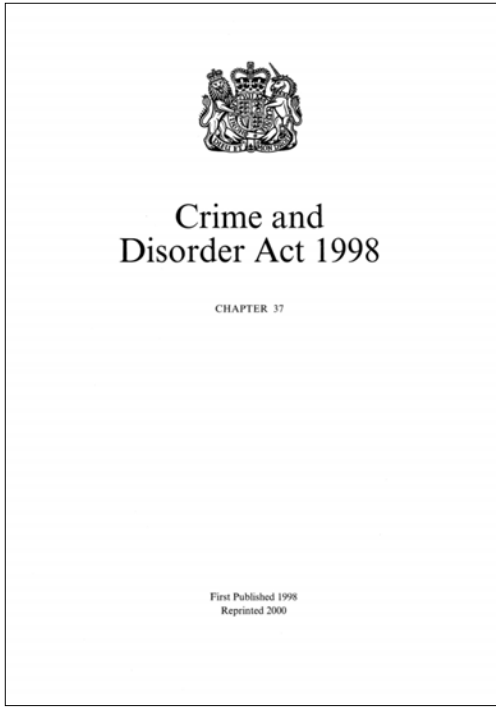
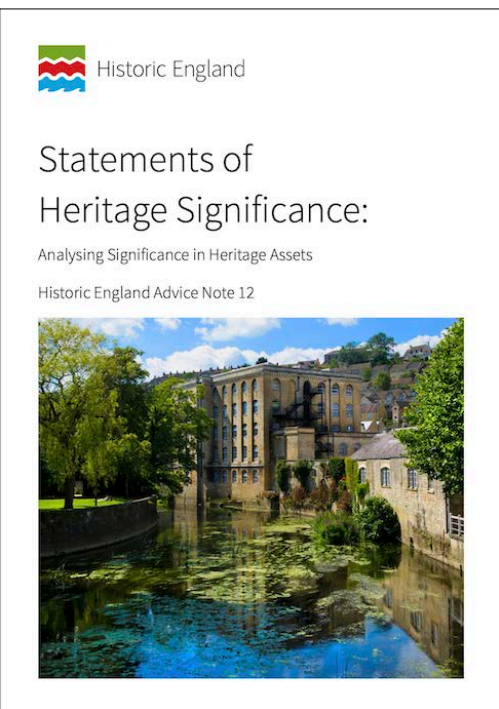
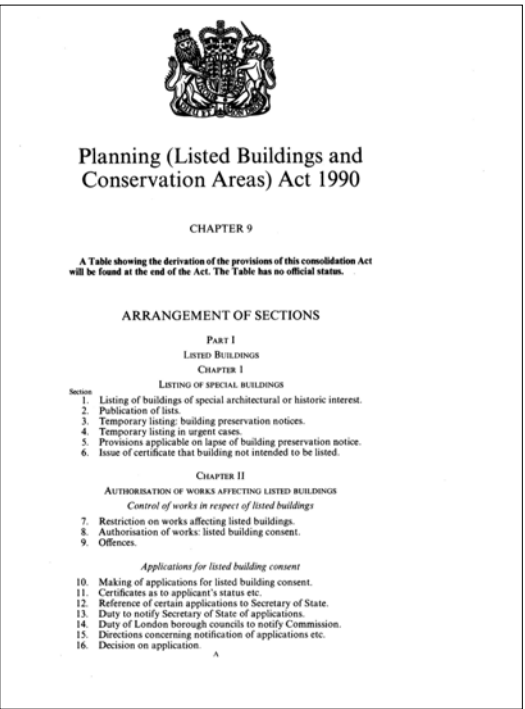
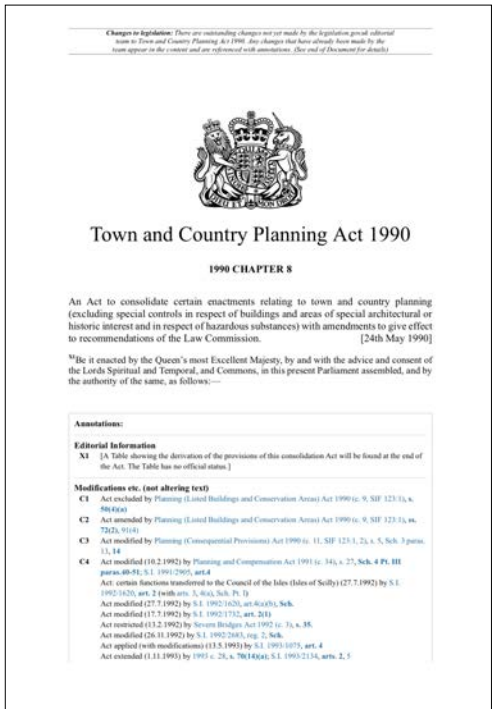
3.2 Loft Conversion Conversion of loft space into two additional bedrooms and a bathroom, including the addition of sensitively positioned skylights.

3.3 Internal Modifications Reconfiguration of the master bedroom suite, creation of a first-floor utility area, and improvements to existing ensuite provisions.

3.4 Garden Outbuilding Construction of a single-storey outbuilding for ancillary use as a home office and gym, carefully scaled to minimise visual impact.

3.5 Landscaping and Boundary Treatments

Addition of a new automated gate to Bloomesbury Avenue front elevation, improvements to boundary landscaping, planting, and pathways to enhance garden amenity, visual coherence, and safety.



4.0 HERITAGE PLANNING CONTEXT

The proposals for 72 Bloomesbury Avenue have been carefully developed considering relevant heritage planning policies, particularly regarding their proximity to the Grade II listed properties at 801-809 Wilmslow Road and their position within the Didsbury St James Conservation Area.

In line with national policy, the National Planning Policy Framework (NPPF) emphasises that developments within conservation areas and adjacent to listed buildings must preserve or enhance their historic significance and setting. Similarly, local policies, including Manchester Core Strategy and UDP saved policies DC18 and DC19, underscore the importance of ensuring new works positively contribute to their heritage contexts.

The proposals specifically respond to local heritage policy by maintaining visual subservience and respecting established streetscape patterns. They avoid any detrimental alteration to significant views or the setting of adjacent listed buildings. Proposed extensions, loft conversion, and garden enhancements have been sensitively scaled and detailed to complement, rather than dominate, the surrounding historic environment.

This approach aligns with Historic England guidance on managing change to heritage assets, ensuring proposals enhance long-term sustainability and functionality without compromising historic character.

National Planning Policy Guidance

4.1 Town and Country Planning Act 1990

Section 38(6) of the Planning Act states that the determination of planning applications must be made in accordance with the Development Plan, unless other material considerations

indicate otherwise. This establishes the Development Plan as the primary decision making document when considering planning applications.

In this instance the development plan currently comprises the Manchester Core Strategy Development Plan and the saved policies of the Unitary Development Plan for Manchester. A relevant supplementary planning guidance document is the Guide to Development in Manchester Supplementary Planning Document. The relevant provisions of these documents are discussed below.

4.2 Planning (Listed Buildings and Conservation Areas) Act 1990

The application site at 72 Bloomesbury Avenue is located adjacent to Grade II listed buildings at 801-809 and 813A Wilmslow Road. While the subject property itself is not listed, Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that special consideration be given to preserving the setting of listed buildings and their distinctive features of special architectural or historic interest when assessing planning applications.

The current proposal involves works primarily affecting the external appearance and internal arrangements of 72 Bloomesbury Avenue. Manchester City Council, as the local planning authority, will therefore need to assess the indirect impacts of the proposed extensions, loft conversion, internal modifications, garden outbuilding, and landscaping improvements on the setting of adjacent listed buildings and the wider character and appearance of the Didsbury St James Conservation Area. Section 6 of this report evaluates these considerations in greater detail.

4.3 National Planning Policy Framework (NPPF)

The National Planning Policy Framework (NPPF), updated on 12th December 2024, provides comprehensive guidance on the government's policies for planning, conservation, and sustainable development. It serves as a critical reference in planning decisions, outlining principles aimed at promoting sustainability across economic, social, and environmental dimensions.

Central to the NPPF is the presumption in favour of sustainable development, detailed notably in Paragraph 11, emphasising that development proposals aligned with local development plans should be approved without delay unless material considerations indicate otherwise.

Paragraph 120 highlights the importance of effective land use to meet residential needs while safeguarding the environment and ensuring safe, healthy living conditions. Furthermore, Paragraphs 194 to 208 specifically guide conserving and enhancing the historic environment, instructing planning authorities to assess impacts carefully on heritage assets and their settings. Section 16 provides specific guidance on conserving and enhancing historic environments, instructing decision-makers to evaluate impacts on heritage assets and their settings carefully.

The proposals at 72 Bloomesbury Avenue respond directly to this framework by ensuring sensitive integration with the surrounding conservation area and adjacent listed buildings, supporting the principles of sustainability and heritage conservation.

4.4 Crime and Disorder Act

Relevant planning policies addressing crime prevention and community safety pursuant to Section 17 of the Crime and Disorder Act 1998 are articulated within the National Planning Policy Framework (NPPF) and the Manchester City Council Local Development Framework Core Strategy.

Specifically, Paragraphs 96(b) and 135(f) of the NPPF and Policy SP1 from the Manchester Core Strategy emphasise the importance of ensuring developments foster safe, secure, and accessible environments

Key policy themes applicable to heritage properties and conservation areas include:

- a) Supporting the retention, restoration, and continued maintenance of heritage assets by ensuring their beneficial use and ongoing occupancy.
- b) Protecting the general setting of heritage assets.
- c) Identifying and safeguarding characteristics that make conservation areas and heritage buildings distinctive and worthy of preservation or enhancement.
- d) Encouraging sensitively managed changes that enable heritage properties to accommodate contemporary living needs, ensuring they remain functional and occupied in the long term.

Additionally, policies concerning crime prevention highlight:

- a) Using development planning to proactively reduce crime, disorder, and anti-social behaviour.
- b) Promoting designs that create secure and accessible spaces.
- c) Encouraging natural surveillance opportunities through strategically positioned windows and building orientation, enhancing safety through informal observation.

4.5 National Planning Practice Guidance (NPPG)

National Planning Practice Guidance (NPPG) provides detailed advice on assessing potential impacts on heritage assets. Specifically, NPPG advises decision-makers that determining whether a proposal causes substantial harm involves careful consideration of circumstances and guidance set out in the National Planning Policy Framework (NPPF).

According to the NPPG, substantial harm represents a high threshold and may not arise frequently. In assessing harm, the critical factor is whether a proposal significantly affects essential aspects of the asset's special architectural or historic interest. The extent of harm relates primarily to the significance of the asset affected, rather than the overall scale of the development itself. Harm may result either from direct physical works to the heritage asset or indirectly through development within its setting (Paragraph: 018 Reference ID: 18a-018-20190723).

The proposals at 72 Bloomesbury Avenue have been carefully evaluated and designed to avoid substantial harm, ensuring they sensitively integrate with and preserve the historic significance and setting of nearby listed buildings and the broader conservation area.

4.6 Historic England Guidance

Historic England has published guidance to assist with the management of the historic environment. This assessment has been prepared having regard to the following Historic England Guidance.

4.7 Historic England Advice Note 3: The Setting of Heritage Assets

First published by English Heritage March 2015. This second edition was published by Historic England December 2017.

This document sets out guidance, against the background of the National Planning Policy Framework (NPPF) and the related guidance given in the Planning Practice Guide (PPG), on managing change within the settings of heritage assets, including archaeological remains and historic buildings, sites, areas, and landscapes.

It gives general advice on understanding setting, and how it may contribute to the significance of heritage assets and allow that significance to be appreciated, as well as advice on how views contribute to setting. The suggested staged approach to taking decisions on setting can also be used to assess the contribution of views to the significance of heritage assets. The guidance has been written for local planning authorities and those proposing change to heritage assets.

4.7 Historic England Advice Note 12: Statements of Heritage Significance

Historic England provides a suite of guidance documents to assist applicants and decision-makers in managing change to the historic environment. For this application, the most relevant is Advice Note 12: Statements of Heritage Significance (updated 2021), which sets out best practice for understanding and expressing the significance of heritage assets when change is proposed.

The guidance supports proportionate, evidence-led applications for planning permission and listed building consent, aligning with NPPF paragraphs 194–208. It ensures that proposals are informed by a clear understanding of what matters and why, in terms of heritage value.

4.9 Local Planning Policy Guidance: The Development Plan for Manchester

Manchester Core Strategy Development Plan Document (July 2012)

Manchester's Local Development Framework Core Strategy Development Plan Document was adopted on 11th July 2012. The plan contains various core strategic objectives which seek to support a City with neighbourhoods where people choose to live all their lives because they offer a wide range of quality housing and an attractive environment where locally distinctive character is conserved and enhanced.

The proposed development is therefore supported in principle by the strategic sustainable development policies of the plan.

Policy EN 1 'Design Principles and Strategic Character Areas' states that 'development in Manchester must follow the seven principles of urban design and should have regard to the strategic character area in which the development is located. With regards to development in the Southern Character Area 'new development needs to retain the identity and focus of activity associated with the historic District Centres.'

Policy EN 3 'Heritage' advises that 'Throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre. New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character. Setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains'. It acknowledges that buildings that are statutorily listed are protected under national legislation guidance and advises that an appropriate appraisal of issues relating to heritage assets must be taken out.

4.9.1 Saved Policies of the Unitary Development Plan (UDP) for the City of Manchester (adopted 1995)

The Manchester Unitary Plan is part of the adopted development plan for the area and is a key document for decision making regarding the site. The Plan was produced under a now-superseded system of development planning and its extant policies are 'saved', which means they will continue to be used for development control purposes until replaced by the Local Development Framework currently being prepared.

DC19 ‘Listed Buildings’ is the key UDP policy of relevance to the proposal. It advises that ‘In determining applications for listed building consent or planning applications for development involving or having an impact on buildings of Special Architectural or Historic Interest, the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. In giving effect to this policy, the Council will:

a. not grant Listed building consent for the demolition of a listed building other than in the most exceptional circumstances, and in any case, not unless it is satisfied that every possible effort has been made to continue the present use or to find a suitable alternative use;

b. not permit a change of use of a listed building, where it would have a detrimental effect on the character or appearance of the building;

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;

d. seek to preserve and enhance the settings of listed buildings by appropriate control over the design of new development in their vicinity, control over the use of adjacent land, and where appropriate, by the preservation of trees and landscape features;

e. permit demolition only where there are approved detailed plans for redevelopment and where there is evidence of a firm building contract;

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.

DC18.1 ‘Conservation Areas’ advises that the Council ‘will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues:

1 the relationship of new structures to neighbouring buildings and spaces;

2 the effect of major changes to the appearance of existing buildings;

3 the desirability of retaining existing features, such as boundary walls, gardens, trees, (including street trees);

4 the effect of signs and advertisements;

5 any further guidance on specific areas which has been approved by the Council’.

4.9.2 Supplementary Planning Document (April 2007)

The *Guide to Development in Manchester* Supplementary Planning Document (SPD), adopted in April 2007, provides further design guidance to support implementation of the Core Strategy and saved UDP policies. It recognises the City’s heritage as a valuable asset, placing strong emphasis on high-quality design and context-sensitive development. \n\nParagraph 2.6 of the SPD states that "buildings and areas of architectural and historic importance, together with their setting, will be preserved and enhanced." The guidance encourages development that reinforces local distinctiveness

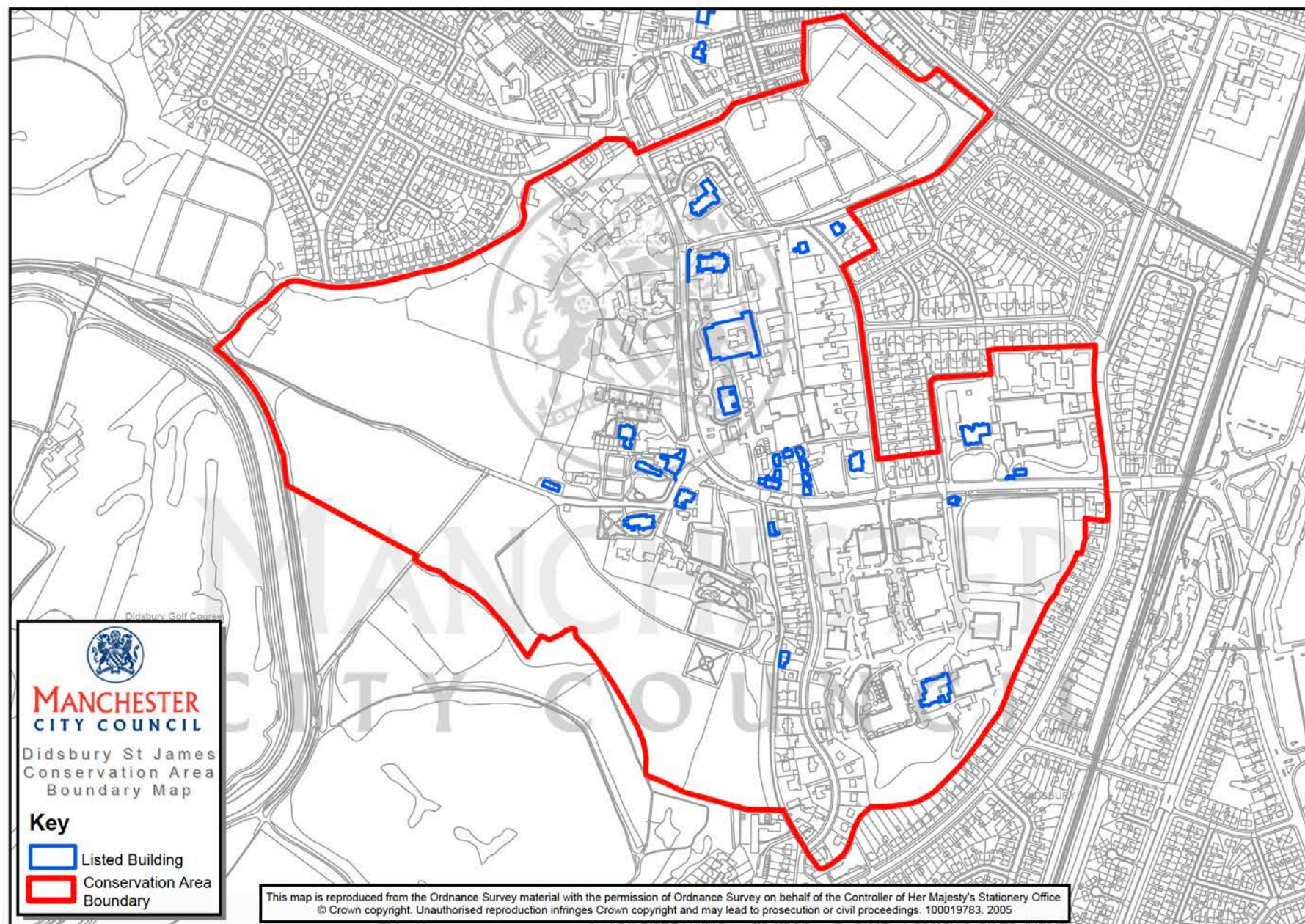
and protects the visual character of conservation areas and listed buildings.

5.0 ASSESSING HERITAGE IMPACT

The Publication 'Conservation Principles: Policies and Guidance' (EH 2008) suggests a number of criteria which will assist in the recognition of heritage values in the historic environment. These are:

- Evidential Value which derives from the potential of a place to reveal evidence about past human activity.
- Historical Value which derives from the ways in which past people, events and aspects of life can be connected through a place to the present.
- Aesthetic Value which derives from the ways in which people draw sensory and intellectual stimulation from a place. This may include Design Value relating to the conscious design of a building and embracing composition, materials, decoration or detailing and craftsmanship.
- Communal Value which derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory drawn sensory and intellectual stimulation from those. Communal values are closely bound up with historical and aesthetic values but tend to have additional and specific aspects which may be commemorative, symbolic or social. Compared with other heritage values, communal values tend to be less dependent on the survival of historic fabric and may survive the replacement of the original physical structure so long as its key social and cultural characteristics are maintained.

An assessment of the significance of the site, and its contribution to the setting of adjacent listed buildings and the St James Conservation Area, has been undertaken in line with these values to inform the design and justification of the proposed works at 72 Bloomesbury Avenue.



St James Conservation Area (Map)

Didsbury St James conservation area, nine kilometres south of the city centre, was designated in November 1970. It is centred on the historical core of Didsbury, at the junction of Wilmslow Road and Stenner Lane, and covers an extensive area. The boundaries include Ford Lane, Didsbury Park and Sandhurst Road to the north, the backs of properties on Parrs Wood Road to the south-east, a ditch draining the Mersey flood

5.1 St James Conservation Area

The subject site lies within the St James Conservation Area, first designated in 1970. This covers an extensive area as there is no dominant building characteristic. There are some notable features however, it contains a large number of listed buildings, is noted for being well-wooded and leafy in character, and use of red brick with slate roofs predominates, though other external finishes are also prevalent. In developing proposals to improve the property it is important to ensure features that make the neighbouring heritage assets special are not compromised and the assets are enhanced and preserved for future generations.

5.2 Heritage Context and Relationship to Listed Buildings

72 Bloomesbury Avenue is not itself a listed building but is located within the St James Conservation Area and sits immediately adjacent to several Grade II listed properties, including 807 and 809 Wilmslow Road, as well as listed buildings along The Grove. These buildings are included on the statutory list of buildings of architectural or historic interest due to their distinctive character and historical significance. A copy of the listing references are provided in the appendix.

The listing for 807 and 809 Wilmslow Road highlights their architectural composition as a pair of houses, with 807 occupying the left and 809 the right. Notable features include a recessed canted bay window at ground floor level with the upper floor supported by stone columns, a stone balcony with decorative cast iron railings, ornamental half-timbering in the gable, steeply pitched rooflines, and varied fenestration patterns. The brickwork detailing and architectural treatment are reflective of North German vernacular style, associated with the North German immigrant community for whom these properties were originally constructed. It is the group value of



Image: View towards 72 Bloomesbury Avenue (Red)- 809 Wilmslow Road
(Grade II) Listed Building (Left)

the listed buildings that make it particularly special, a key feature being the historical interest associated with the developing cosmopolitan nature of 19th century Manchester society (*See Appendix for complete listing*).

72 Bloomesbury Avenue forms part of a wider residential development introduced into the historic setting of the St James Conservation Area. While contemporary in design, the property was sensitively conceived to sit comfortably alongside neighbouring Grade II listed buildings at 807 and 809 Wilmslow Road (*See Outline Application for development of Former Manchester Metropolitan University Campus And Broomhurst Halls Of Residence Ref: 108541/OO/2015/S2-Design and Access Statements*).

The current proposals are a continuation of that design approach, seeking to enhance the setting of both the conservation area and adjacent heritage assets through thoughtful, contextually responsive development. Further detail is provided in the appendix (*See Pre-Application*).



5.3 Heritage Assessment: 72 Bloomesbury Avenue

Advice has been taken from a heritage and design consultant familiar with heritage assets and development in conservation areas. This assessment follows an external and internal review of 72 Bloomesbury Avenue, undertaken as part of the wider design review process. Findings are supported by contextual and architectural observations, alongside pre-application engagement with the local planning authority.

5.4 External Appearance and Materiality

72 Bloomesbury Avenue is a two-storey contemporary detached property forming part of a larger residential development within the St James Conservation Area. The design of No. 72 draws from the vernacular of the area, using red brick, steeply pitched slate roofs, and vertically proportioned windows.

Its original horizontal emphasis and recessed form were intended to ensure it remained visually subservient to neighbouring heritage assets. However, through subsequent extension, the property has developed a broader, bottom-heavy appearance that now sits somewhat at odds with the established vertical rhythm and balanced proportions characteristic of buildings within the conservation area. While it continues to make a neutral contribution to the streetscape through its materials and landscaping, there is now an opportunity to refine the building's proportions.

5.5 Setting and Neighbouring Development

72 Bloomesbury was constructed as part of a recent development on a former car park site, carefully integrated into the context of listed buildings along Wilmslow Road and The Grove. The use of traditional materials, simple detailing, and setbacks ensures it complements, rather than competes with, nearby historic buildings. It provides a clear architectural

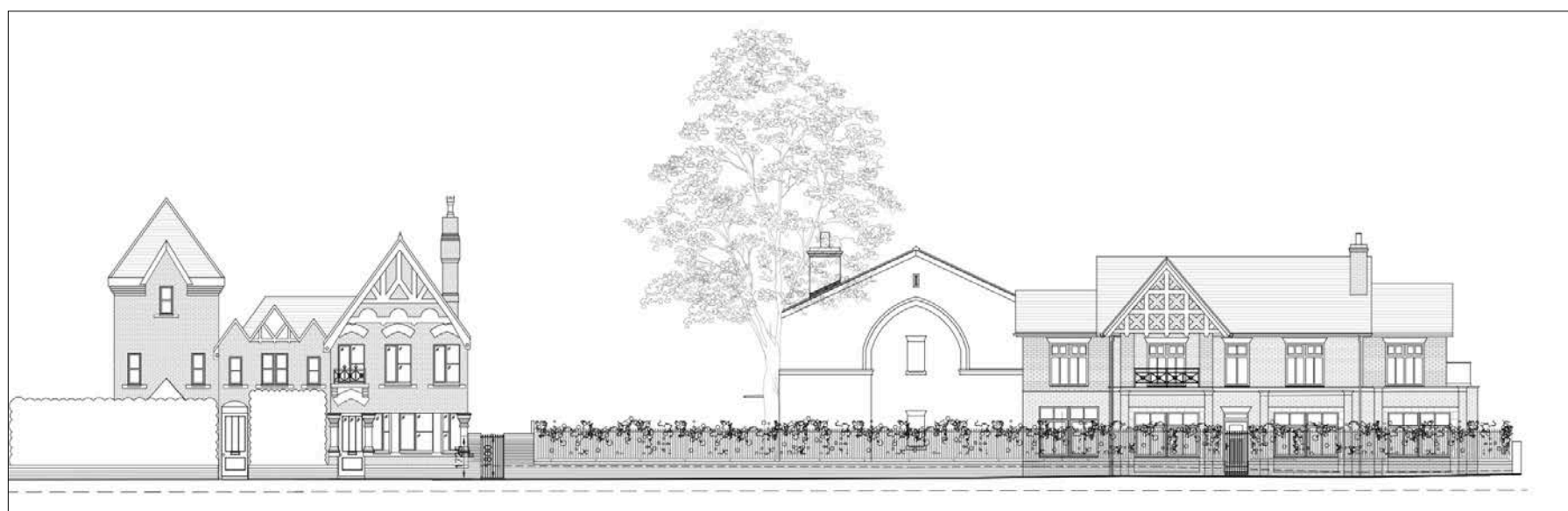
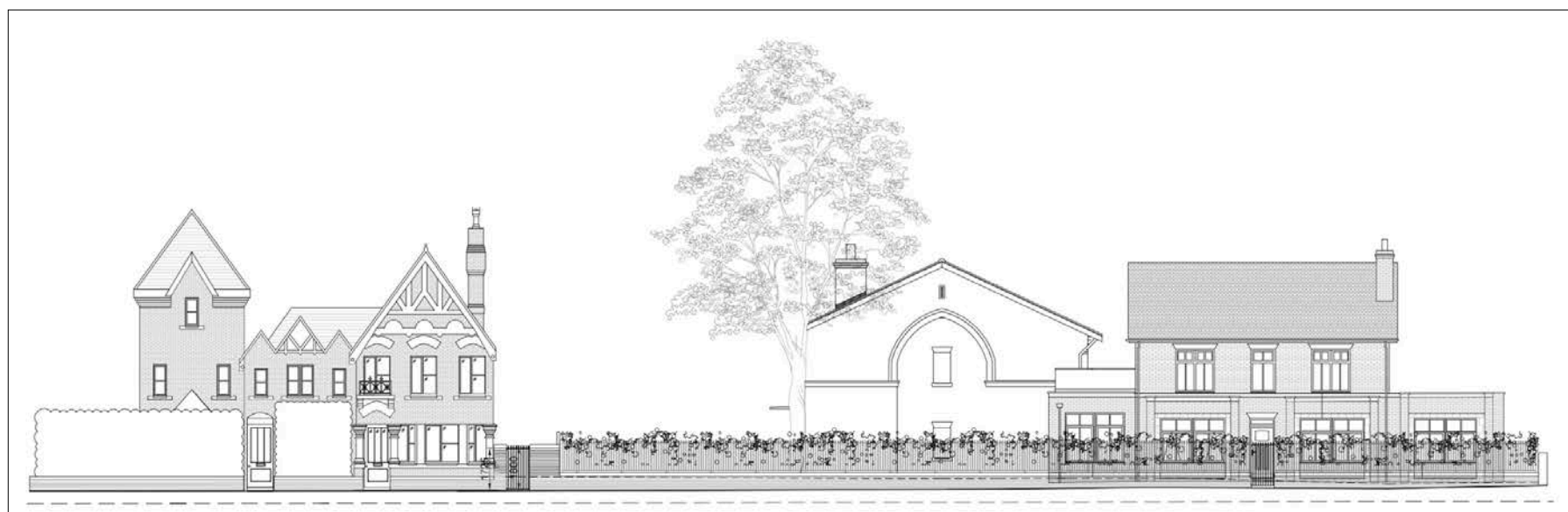


Image: Existing and Proposed Street Scene Elevations of 72 Bloomesbury Avenue Wilmslow Road Elevations



Image: 1 Skylark Close (Left) / 54 Bloomesbury Avenue (Right) Showing Boundary treatment and elevational treatment on Wilmslow Road Street Scene and Bloomesbury Avenue

break that signals the evolution of the area without compromising the setting of adjacent assets.

5.6 Side and Rear Elevations

The side and rear elevations are composed of red brick and minimal architectural detail, consistent with the design approach taken across the wider development. Over time, however, the building's rear elevation has subtly evolved through incremental extension. The elevations are largely screened from public view by mature planting and fencing.

5.7 Interior Layout and Features

Internally, the property has a modern open-plan layout with contemporary fixtures and finishes. It contains little or no historic fabric of significance, having been built in the last decade. Rooms are functional and have been modified over time to accommodate the evolving needs of a growing family. As a result, the internal configuration is considered to have low heritage significance.

5.8 Loft Space

The loft is currently unused, but structural review has confirmed that it is suitable for conversion without any detrimental impact on the building's integrity or on the wider setting (See *Appendix*). Similar conversions have been implemented in the wider development and adjacent heritage properties, providing precedent for such work (See *Listed Building Consent Planning Application Ref: 134081/LO/2022*).

5.9 Boundary and Landscape Setting

The front and rear gardens are enclosed by timber and iron fencing and soft landscaping. The landscape scheme, including hedging and trees, forms an important part of the property's contribution to the conservation area character. Proposed boundary enhancements will retain this visual buffer and continue the high-quality setting established by the original development.

5.10 Summary

72 Bloomesbury Avenue is a modern property, designed to be sympathetic to the surrounding heritage context through its form, scale, and materials. It holds no historic fabric of significance internally and its architectural expression, while contemporary, references local character in a restrained and respectful way. The main heritage considerations relate to its location within the conservation area and its proximity to listed buildings.

The elements of significance relating to this property can be summarised as follows:

- Contribution to the townscape character and setting of Wilmslow Road and The Grove.
- Architectural response that reflects and complements the adjacent listed buildings through sensitive materiality and scale
- Internal layout and finishes are of low significance, with no historic fabric
- Boundary treatments and landscape setting make a positive contribution to the conservation area.

The proposed works have been developed to respect these values, continuing the sensitive approach taken in the property's original design and enhancing the setting of the adjacent heritage assets.



6.0 DETAILED HERITAGE IMPACT AND DESIGN JUSTIFICATION

The proposed development at 72 Bloomesbury Avenue comprises a series of carefully coordinated design responses that address both internal and contextual needs. These works have been informed by the property's setting within the St James Conservation Area, and its proximity to Grade II listed buildings including 807 and 809 Wilmslow Road and the grouping at The Grove. The property itself is not listed but was part of a contemporary development conceived to be subservient and deferential to its historic neighbours. The current proposals seek to address inherited massing imbalances, improve circulation and functionality, and enhance the property's positive contribution to the streetscape and conservation setting.

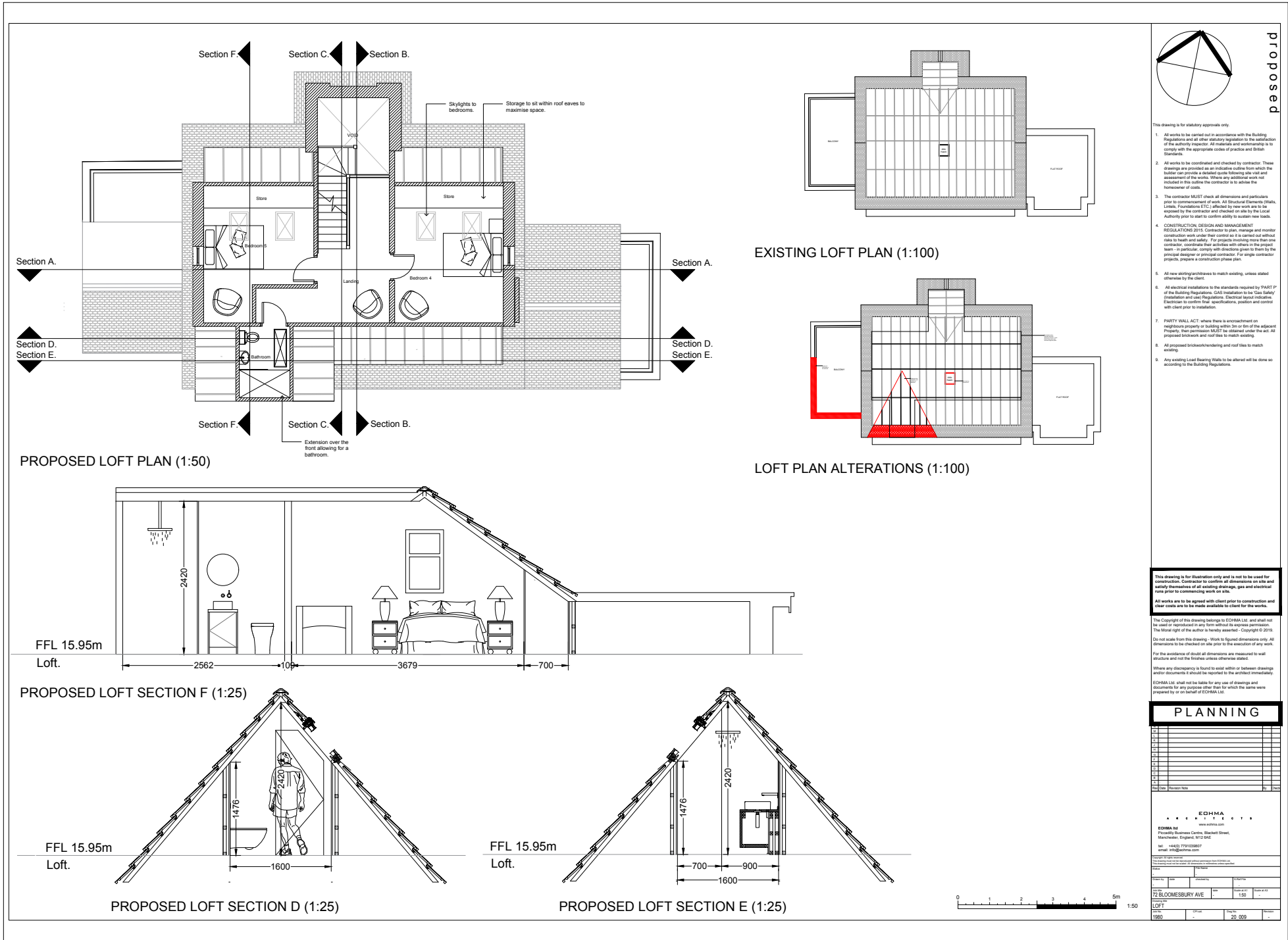
All design responses are grounded in architectural analysis and urban character assessments and evolve from a clearly articulated understanding of both the heritage sensitivity and residential demands of the site.

6.1 Proposal 1: First-Floor Side Extensions

Two modest first-floor side extensions are proposed above the existing ground-floor wings. These will accommodate more spacious bedrooms and improved internal circulation, allowing for the reorganisation of the upper floor to suit a modern family lifestyle. The additions retain the original eaves height, are subservient to the existing ridge lines, and align with the established footprint. The proposal responds directly to earlier alterations which left the property with a disproportionately horizontal and bottom-heavy composition. By reintroducing vertical massing through the side wings, the project aims to visually rebalance the building within the street scene and the rhythm of the



Image: Proposed Front and Side Elevations of 72 Bloomesbury Avenue



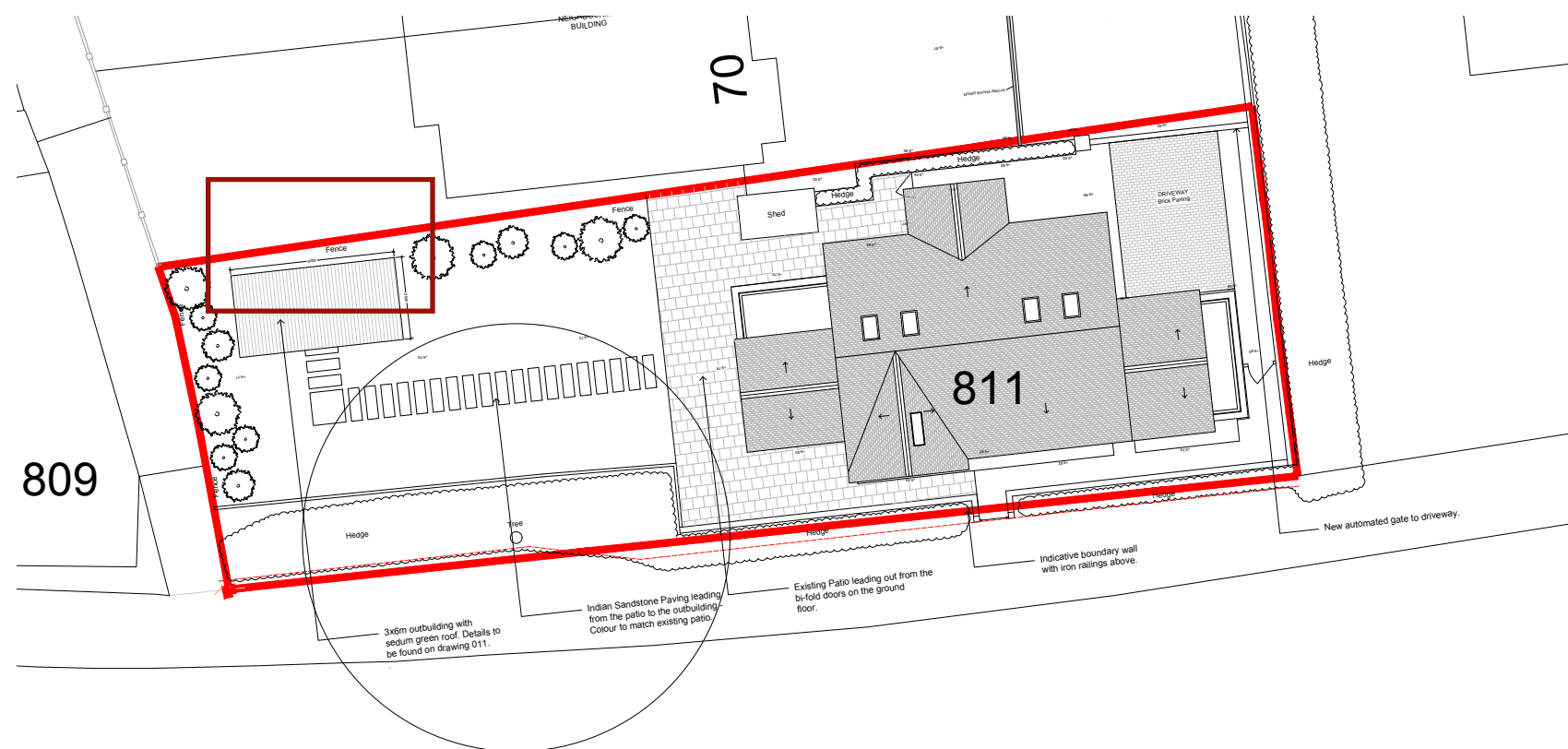
conservation area. The proposed façades will be constructed in matching red brickwork with restrained detailing. Windows will replicate the proportions and style of existing openings. No obscure glazing is added to Wilmslow Rd, per pre-app advice (*See Drawing 10-Proposed Windows*). The elevations have been modelled to demonstrate subservience and the positive adjustment to building proportions.

Assessment: The proposed extensions are thoughtfully designed to complement the host building, enhancing its proportional balance and reinforcing its positive contribution to the conservation area. The generous separation from neighbouring listed buildings allows each heritage asset to retain its distinct presence and setting, further enriching the character of the area.

6.2 Proposal 2: Loft Conversion

The loft will be converted to provide two bedrooms and a bathroom. A gable will be added to the Wilmslow Road elevation, reflecting the proportions and detailing of nearby properties, notably 1 Skylark Close. The ridge has been centred on the existing roof and over the projecting bay to retain a subservient appearance. In line with pre-application advice, there is no forward projection into the garden space between the property and the Wilmslow Road boundary. The gable features ornamental timbering in keeping with the local vernacular, referencing nearby heritage buildings and recent approvals. Flush conservation-style rooflights will be added to the side and rear. Drawings (03 and 09) show the gable's integration, respecting the conservation area.

Assessment: The loft conversion introduces a new gable feature in a manner informed by established local design cues. It creates valuable internal accommodation while respecting the scale and material language of the host building and surrounding context. The works are sympathetic in form and detailing and do not cause harm to the roofscape or heritage setting.



6.3 Proposal 3: Internal Modifications

Internal changes include:

- Reconfiguration of the master suite with a walk-in wardrobe
- Upgraded ensuite bathroom
- Introduction of a first-floor utility room

All partitions involved are non-load-bearing and contemporary. The design seeks to improve flow and functionality for a multi-generational household. Minimal changes are proposed to existing building fabric.

Assessment: As a modern dwelling, the interior has limited heritage value. The adaptations represent a meaningful enhancement of internal living standards.

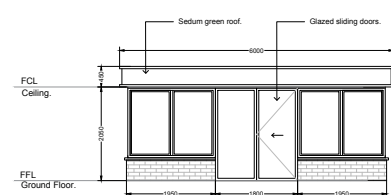
6.4 Proposal 4: Garden Outbuilding

A single-storey garden outbuilding is proposed to serve as a home office and gym. The structure is located to the rear boundary, away from the neighbouring 809 Wilmslow Road listed building, and is obscured by retained boundary fencing and planting. The building will feature:

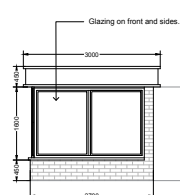
- A sedum green roof is proposed to soften the visual impact of the outbuilding, helping it blend seamlessly into the garden setting and reduce its presence near the adjacent listed building, while also delivering ecological benefits through enhanced biodiversity.
- High-quality red brickwork to match the main house
- Full-height glazed doors to maintain a lightweight character

Its design, footprint and height are intentionally modest and proportional.

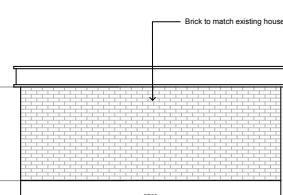
Assessment: The outbuilding is distinctly ancillary and subservient. It adds functional amenity space with minimal impact, complements the domestic scale of the garden, and aligns with conservation area expectations and requirements.



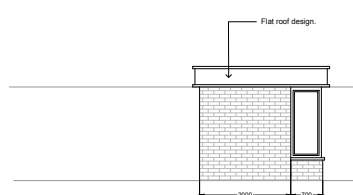
PROPOSED FRONT ELEVATION (1:50)



PROPOSED SIDE ELEVATION (1:50)



PROPOSED REAR ELEVATION (1:50)



PROPOSED SIDE ELEVATION (1:50)



6.5 Proposal 5: Landscaping and Boundary Treatments

Boundary proposal includes:

- Addition of new automated gate to Bloomesbury Avenue front elevation

Landscaping proposals include:

- Permeable paving for pathways to create access to outbuilding.

A new automated gate in the style of the existing iron gates on Bloomesbury Avenue is proposed to enhance the security of the property. The garden layout has been reconfigured to connect internal and external spaces more intuitively, with the new outbuilding acting as an anchor to the landscape design. An arboricultural report was submitted with the Bloomesbury Avenue scheme Outline Application Ref:108541/OO/2015/S2, covering all existing trees, including the Beech Tree on the applicant's plot. As site conditions remain unchanged and garden works are minimal, we propose to rely on this report. Key extracts are in the Design and Access appendix. If required, an updated report could be secured by condition.

Assessment: The revised boundary treatment and landscape strategy enhances security, and biodiversity, improves amenity value, and strengthens the building's interface with its conservation setting. There will be no adverse impact on trees or planting of note.

Conclusion

The proposed works result from a thorough design process, informed by architectural precedent, conservation guidance, and site-specific feedback. The drawings and documents show how the proposals manage form, proportion, and materiality in response to the conservation area. No harm is expected to adjacent listed buildings or the character of St James. The design rebalances massing, supports family life, and respects its historic context.

7.0 CONCLUSION

It is considered that the works proposed for 72 Bloomesbury Avenue will not harm the special character of the property or its wider setting within the St James Conservation Area. The proposals represent a sensitive and well-informed response to the building's location and its setting alongside designated heritage assets.

The works have been designed to improve residential functionality while ensuring compatibility with the architectural character and townscape significance of the surrounding context.

Architectural Composition and Massing – Key Consideration

The proposal addresses the current disproportionate, horizontal emphasis created through previous alterations by introducing vertical articulation through first-floor extensions. This design move restores a more balanced form in keeping with the architectural language and rhythm typical of the conservation area, and helps reposition the dwelling as a more fitting, deferential neighbour to nearby listed buildings.

Respect for Setting and Materiality – Positive Contribution

All proposed external additions are designed with matching or complementary materials, preserving the visual consistency of the building and its surroundings. The outbuilding, boundary enhancements, and rooflights have all been carefully located and detailed to ensure minimal visual impact from public views and to maintain the domestic garden character.

Internal Enhancement with No Heritage Impact

The internal modifications relate solely to modern fabric and are fully reversible. These changes are designed to improve the functionality and adaptability of the home to meet evolving family needs, while remaining respectful of its location within the conservation area. The loft conversion, in particular, makes effective use of underutilised space to create high-quality accommodation with minimal visual or structural impact.

Landscape and Amenity – Contextual Reinforcement

Landscape and boundary proposals have been developed to reinforce the verdant qualities of the plot, a defining feature of the conservation area. Planting choices, paving materials, and permeability considerations have all been selected to improve ecological and amenity value while contributing positively to the wider setting.

Summary

Each element of the scheme has been individually and collectively assessed for its impact on the setting of the conservation area and adjacent listed buildings. The proposals are proportionate, respectful, and designed in accordance with established heritage guidance. They do not result in harm to any heritage asset and, in several aspects, actively improve the building's contribution to its context.

On this basis, the proposals are considered appropriate, policy-compliant, and worthy of support. It is therefore respectfully requested that planning permission and any associated consents be granted.