



Design & Access Heritage Statement

Proposed Signage at 86 Cross Street, Manchester

- 1.1. This Heritage Statement is prepared in relation to the above and proposals for the installation of three fascia signs and two hanging signs. The proposed hanging signs are internally illuminated whilst the fascia signs benefit from halo illumination. As a restaurant the illumination of the signage is vital to the advertising of the business in the evening.
 - 1.2. The application premises, 86 Cross Street, is a Grade II Listed building within the St Annes Square Conservation Area. The property is located at the junction of Cross Street and John Dalton Street with frontage onto both as well as Four Yards to the rear.
 - 1.3. The building was originally constructed in 1906 and first appears on the Ordnance Survey map of 1915. The building is in a grand Edwardian style reflective of the era it was built. Historic mapping suggests that there has been no change to the building's footprint since it was first constructed.
 - 1.4. The building is located within the City Centre of Manchester where buildings of similar age constructed in the 19th and 20th centuries are commonplace. The photographs below detail the elevations on which the proposed signage will be located.
 - 1.5. The proposed signage is proposed with two fascia signs, one to Cross Street and the other to John Dalton Street, together with two hanging signs again with one to Cross Street and one to John Dalton Street. The signs have been located to fit with the architecture of the building with the fascia signs set within the existing fascia centrally above existing shop windows and have been sized to fit the fascia. The signage is also limited to only the number necessary – one of each sign to each elevation and the illumination limited to provide sufficient light for a primarily nighttime economy use.
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Cross Street Elevation



John Dalton Street Elevation



Four Yards Elevation

- 1.6. The proposed signage is proposed with three fascia signs, one to Cross Street, one to John Dalton Street and one over the entrance, together with two hanging signs again with one to Cross Street and one to John Dalton Street. The signs have been located to fit with the architecture of the building with the fascia signs set within the existing fascia centrally above existing shop windows and have been sized to fit the fascia. The signage is also limited to only the number necessary – one of each sign to each elevation and the illumination limited to provide sufficient light for a primarily nighttime economy use.
- 1.7. The image below provides an artist's impression of the signage in situ.



Designation

- 1.8. The building is Located within the St Annes Square Grade II Listed with the following description:

Insurance office. 1906, by Charles Heathcote. Brown polished granite to ground floor, red sandstone ashlar above, lead clad roofs. Narrow rectangular plan on end-of-block site, with canted corner. Free Baroque style. Three storeys and attic, a 1:3:1-bay facade to Cross Street and 1- bay facade to John Dalton Street hinged on a canted corner with turret; Ionic colonnaded ground floor with doorways at the corner and in the 4th bay and shop windows in the others, all under a pulvinated frieze and prominent cornice; upper floors with heavily moulded cornice pierced by projected outer bays which have banded pilasters and emphatic steeply- pitched attic pediments, 2-light casements at 1st floor with broken pediments, coupled 12-pane sashes at 2nd floor, and round-headed casements at attic level with radiating glazing bars; otherwise, casement windows at 1st floor with enriched architraves, and sashed windows at 2nd floor recessed behind a screen with coupled colonnettes; flat-roofed dormer over centre with casement windows. Cylindrical Baroque turret over corner, with banded pilasters, prominent cornice, a round-headed window with open pediment on colonnettes, and ogival domed roof with consoles over the pilasters. Tall corniced chimneys. Facade to John Dalton Street matching the pedimented bays to Cross Street. Interior not inspected.



Heritage Appraisal and Significance

- 1.9. A recent heritage appraisal of the building was undertaken by IR Heritage Consulting who recently appraised the building. The Heritage appraisal is included in the Appendix of this Statement.
- 1.10. The appraisal identifies that the archaeological evidence associated with the building is limited. There is historic value to the building with particular reference to the external envelope of the building with specific reference to the elevations to John Dalton Street and Cross Street. It also identifies that the building contributes positively to the Conservation Area.
- 1.11. Overall IR Heritage Consulting identify the elevations where the signage is proposed to have high value.

NPPF

- 1.12. The assessment of development affecting Heritage Assets is set out in section 16 of the NPPF. Paragraph 210 identifies three matters that the local authority should take account of in assessing proposals: the desirability of sustaining and enhancing heritage assets and putting them to use, positive contributions heritage assets can make including economic viability and the desirability of new development to make a positive contribution.
 - 1.13. In regards to the above the application proposal forms part of a suite of works together with previously granted permission to convert the ground floor and basement of the building to a restaurant. The proposed signage forms part of that overall proposal advertising the new restaurant and reoccupation of an otherwise long term vacant property. The proposal will sustain and enhance the asset through the facilitation of its reuse.
 - 1.14. Again, the application premises, as a long-term vacant building, provides no economic benefit and, as a vacant building is not a viable proposition. The proposed signage, as part of the wider approved development at the building, will bring economic benefits in terms of investment and jobs.
 - 1.15. NPPF goes on in paragraph 205 to identify that regardless of impact great weight should be given to the conservation of an asset. This echoes the points made above and places an
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overarching requirement to consider heritage in the round of social, environmental and economic benefits.

- 1.16. In terms of the NPPF it is acknowledged that the proposed signage is located on the elevations of greatest significance i.e. those to John Dalton Street and Cross Street. However their size and illumination has been specifically limited to ensure any impact on the proposed signage is located in positions on the elevations where signage will have historically located, whilst the dimensions of the proposed signs ensure that they are in keeping with the overall aesthetic of the frontage. There are other deep fascia signs locally within the conservation and this proposal has sought to avoid this approach providing a sign which reflects the business and the building.
- 1.17. The two hanging signs are proposed to John Dalton Street and to Cross Street. The number of proposed hanging signs has been limited strictly to that required with one to each of the main thoroughfares running past the building. These signs have again been located in positions on the frontage where these signs would be anticipated, centrally above the shop windows in areas originally designed in the fascia to accommodate signage.
- 1.18. When assessing the proposal on the basis of paragraph 215 it is considered that the signage has a less than substantial impact on the significance of the building. The proposed signage has been located in positions where it would be anticipated and the limited illumination further assists. The positioning and location of the proposed signage on the elevations, together with its size ensures it is in keeping and maintains the significance for these two significant frontages.

Development Plan Policy

- 1.19. The relevant Development Plan Policies are JP-P2 of the Places for Everyone Joint Development Plan, Policy EN3 of the Core Strategy and UDP saved Policy DC19.1.
 - 1.20. The application proposal is supported by these policies as part of the overall development to retain and reuse the Listed Building.
 - 1.21. All three policies seek to preserve and enhance Listed Buildings within the City. This proposal has been specifically designed to deliver on this. It must be accepted that signage is a
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necessity for the operation of the premises, as signage has previously existed on the building in line with other previous occupiers. As previously mentioned the location and positioning of signage respects the significance of the main elevations and ensures that the details on these facades is unaffected.

- 1.22. The building forms part of a wider city centre and the proposed signage contributes towards this wider sense of place whilst respecting the Listed Building and wider Conservation Area. The historic features of the building are entirely unaffected by this proposal.
- 1.23. The proposal is considered to accord with the requirements of Development Plan policies.

Summary Conclusion

- 1.24. Overall the positions, locations and types of signs proposed are not considered to have a negative affect on the character and appearance of the Listed Building nor Conservation Area. The proposed signage has no physical impact on any elements of significance. The building is commercial in nature and signage of the type proposed in the locations proposed is entirely in keeping with the character and form of the Listed Building and the relevant elevations. The type and level of illumination is necessary to advertise a business which will primarily operate in the hours of darkness. The proposed signage is considered to be appropriate to the Listed Building and is in keeping with the wider Conservation Area.
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Appendix 1

3 HERITAGE APPRAISAL

Introduction

- 3.1 The following appraisal adheres to guidance published by Historic England (2019) and relates specifically to the requirement contained in paragraph 200 of the National Planning Policy Framework (2023), given in extract below:
- 3.2 ***“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.”***
- 3.3 The appraisal begins by identifying and assessing any heritage values which might be affected by the proposals, before evaluating these values and expressing them concisely within a ‘Statement of Significance’. The essential purpose of this Statement is to set priorities for conservation of significance and enable an objective assessment on the likely impact of the proposals.

Heritage Values

- 3.4 The heritage values explored below are distilled under the following headings: *archaeological value, historic value and aesthetic value*. The exploration focusses specifically on those values deemed of relevance to the proposals, and is therefore not an exhaustive assessment of the relevant heritage assets.

Archaeological & Evidential Interest

- 3.5 Historic England (2019) suggests that *"There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point."*
- 3.6 There is little in the way of archaeological evidence apparent in the building with the exception of the evidential value that is presented by the building itself in terms of past human activity. Upon examination of the building, there is some notable evidence presented. Built in a Baroque style, the building has an eclectic mix of columns, rusticated pilasters, cornice and modillioned gable demonstrating the style popular around this time, providing evidence of the early 20th Century construction. The Edwardian style windows at upper floors also yield valuable evidence of the period, whilst the chimneys provide evidence of the early heating source of the building. The shop front has been altered by removing transoms and mullions erode this value to some extent, and the mix of 2 styles of shop front, internal and external suggests a later shopfront. To the rear the style is a little more modest on the return along Four Yards, and the northern half of the building is relatively plain.
- 3.7 Internally, some evidential value is yielded through evidence of the original plan form. At the ground floor, this is still evident in terms of its space as original offices, whilst there is some evidence to the rear where earlier rooms have been opened up. Original coving and cornice exists throughout the ground floor, but the area is devoid of any other embellishment. The positions of the columns and beams provide evidence of the original support to the building.
- 3.8 The basement provides evidence of early office use, the fireplace and chimney providing evidence of what was likely a managers office, whilst the presence of the strong rooms provide evidence of the building's later use as a bank, and the staircase demonstrates the original means of access.
- 3.9 The conservation area provides physical evidence of the city's evolution and growth on the back of the industrial revolution. The wealth accumulated within the city is particularly demonstrated through its building stock, and

this part of the conservation area holds a concentration of buildings from this era, built in a grand manner. The historic street pattern has helped shape the townscape through time, laid out in a grid layout, this has dictated the pattern of development. As such, the proposals building makes a contribution to the evidential value of the conservation area.

Historical Value

3.10 Historic England (2019) suggests that – *"Historical value derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative."*

3.11 The building conserves an element of Manchester's historic past and conveys a sense of the township that existed at this time of growth across the city. As such the building has some illustrative historic value due to its ability to depict images of the past. The relatively intact nature of its external envelope, provides notable historic value, particularly the elevations fronting John Dalton Street and Cross Street. The building has a long-standing association with the city, given its previous use as insurance offices then as Barclays bank, and yields some notable illustrative value worthy of acknowledgement.

3.12 As a relatively grand building, built to demonstrate the stature and opulence of the owners, historic value is displayed through its design and ornate style. Links to the architect Charles Heathcote will provide some regional associative value. Internally, historic value is yielded through the retention of columns and detailing to the ceiling.

3.13 The conservation area possesses illustrative historic value which is conveyed by its collection of buildings, both listed and unlisted, in particular those that display a high degree of authenticity. The growth of the city as a centre for industry and later the service sector, and the grand collection of public and semi-public buildings are a source of high historic value. The conservation area demonstrates this historic value through its collection of Georgian, Victorian and Edwardian architecture, and as such, the proposals building makes a relatively positive contribution to this value, in terms of its size, scale, opulence, design and detailing, particularly the ornate

elevations to Cross Street and John Dalton Street.

- 3.14 There is some high historic communal value to both the building and the conservation area, the latter possessing this concentration of well conserved historic buildings, being a source of shared community pride in terms of their contribution to shaping the city as it is today. To this end, the proposals building makes a contribution to the historic and communal significance of the conservation area.

Architectural and Artistic Interest

- 3.15 Historic England (2019) suggests that: *"Aesthetic value derives from the ways in which people draw sensory and intellectual stimulation from a place."*
- 3.16 The proposals building has an extremely visually appealing and architecturally interesting external envelope. It displays features typical of the grand Edwardian style, stone and slate demonstrating an opulence associated with public style buildings of this era, and the detailing contained within the rusticated sandstone, columns, broken pediments, stone window surrounds, cornice and turret providing a high level of architectural and aesthetic value, particularly to John Dalton Street and Cross Street, less so to the rear where detailing is lower, and lower again on the northern section of the rear elevation.
- 3.17 To these frontages the windows are of some notable value, the attic windows to Cross Street providing some detailing to the eaves. At ground floor level the shopfront has been altered to some extent, but this has not particularly impacted upon architectural value. The rear return is more modest in its architectural detailing. The initial return to Four Yards contains some moderate value in terms of the ornate cornice and columns but this value is lower on the northern section which is of a relatively plain nature. Fenestration above is in the main modern casements, with some evidence of sashes.
- 3.18 Internally, aesthetic value is lower, having been subject to change through time, and the impact of vacancy, the only elements of notes being the

boxing to structural beams, glazed bricks in the basement and a period fireplace.

Statement of Significance

- 3.19 Having assessed the heritage values associated with the site, it is possible to take a more informed approach to the assessment of site significance, giving specific consideration to conservation priorities in light of the proposals for change. In this context a statement of significance is given below.
- 3.20 The building is a Grade II Listed early 20th Century Edwardian office building located in Manchester city centre. The building has undergone a number of changes by way of removal of original internal features. Externally, the building is relatively intact.
- 3.21 The building possesses a range of heritage values, the most important of which relate to the external envelope of the building which is high in archaeological evidential, historic and aesthetic value, particularly the elevations to John Dalton Street and Cross Street, whilst this is more moderate to the rear. Internally, change has impacted making these values moderately low. The conservation area, as would be expected of such an area, is of relatively high significance.
- 3.22 There is evidential value provided through the retention of the original parts of the building mainly externally and to the 2 frontage elevations, the rear displaying some more subordinate elements. There have been some changes internally by removal of walls which has impacted upon this value.
- 3.23 Historic value is provided through the front elevations and their contribution to the historic streetscape, and also through its historic links to the growth of the city and commerce.
- 3.24 Aesthetic value is high, particularly to the front and side elevations. Intricate detailing adds to the aesthetic and architectural value of the building. The building sits within the setting of the city centre and makes an aesthetically pleasing contribution to the streetscape. Internally aesthetic value is relatively low due to change.
- 3.24 In essence the building derives much of its significance from its 2 main external elevations, being relatively intact and providing a high level of

architectural detailing, demonstrating the building methods and styles of the early 20th Century, making a contribution to the high significance of the conservation area.

	Archaeological	Historic	Architectural
Frontages	High	High	High
Rear	Moderate	Moderate	Moderate
Internal	Low	Moderate	Low to Moderate
Conservation Area	High	High	High

