

Proposed Alterations at The Brunswick, 97 Piccadilly, Manchester M1 2DB

Heritage Statement

January 2024

Revision A 17-9-23 - Sections 5 & 6 amended

Revision B 8-1-24 - Section 5 amended

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1.0 Introduction

1.1 The Purpose of the Report

This Heritage Statement has been commissioned by Inventive Design Associates. It provides an assessment of the historical and architectural significance of the building known as the Brunswick and the impact of proposed renovation works on that significance.

1.2 The Building

The address of the building includes Number 97 Piccadilly and Numbers 2 and 4 Paton Street. Its main facade faces Piccadilly, a secondary facade faces Paton Street (originally called Booth Street) and a plain rear elevation faces Back Piccadilly.

It is now divided internally into a front section that includes the Brunswick public house and the two floors above, and a rear three-storey section with separate access from the street. The public house is trading at present and the first floor above, although in need of refurbishment, is in associated uses. The second floor at this end of the building is disused and in a dilapidated condition. The rear part of the building was converted to offices at some time after the middle of the twentieth century, but has been disused for several years and is also now in a dilapidated condition.

1.3 Statutory Protection

The building (The Brunswick Hotel and 2 & 4 Paton Street) was Listed Grade II in 1974. The List description states that it is early nineteenth century, but it is shown on William Green's map of 1794 (Figures 3 & 7) but not on a plan of Manchester dated 1772, and so must date from the late eighteenth century and probably from shortly before 1794. The description simply states 'Interior altered'.

It also lies within the southern boundary of the Stevenson Square Conservation Area, which was designated by Manchester City Council in 1987.

1.4 The Northern Quarter

The name 'Northern Quarter' was adopted in the 1990s for the area of central Manchester that includes the Stevenson Square Conservation Area, as part of efforts to promote regeneration. English Heritage carried out a rapid external assessment of buildings in the area as well as some documentary research and produced an Investigation Report as well as publishing the booklet 'Manchester's Northern Quarter' by Simon Taylor and Julian Holder in 2008.

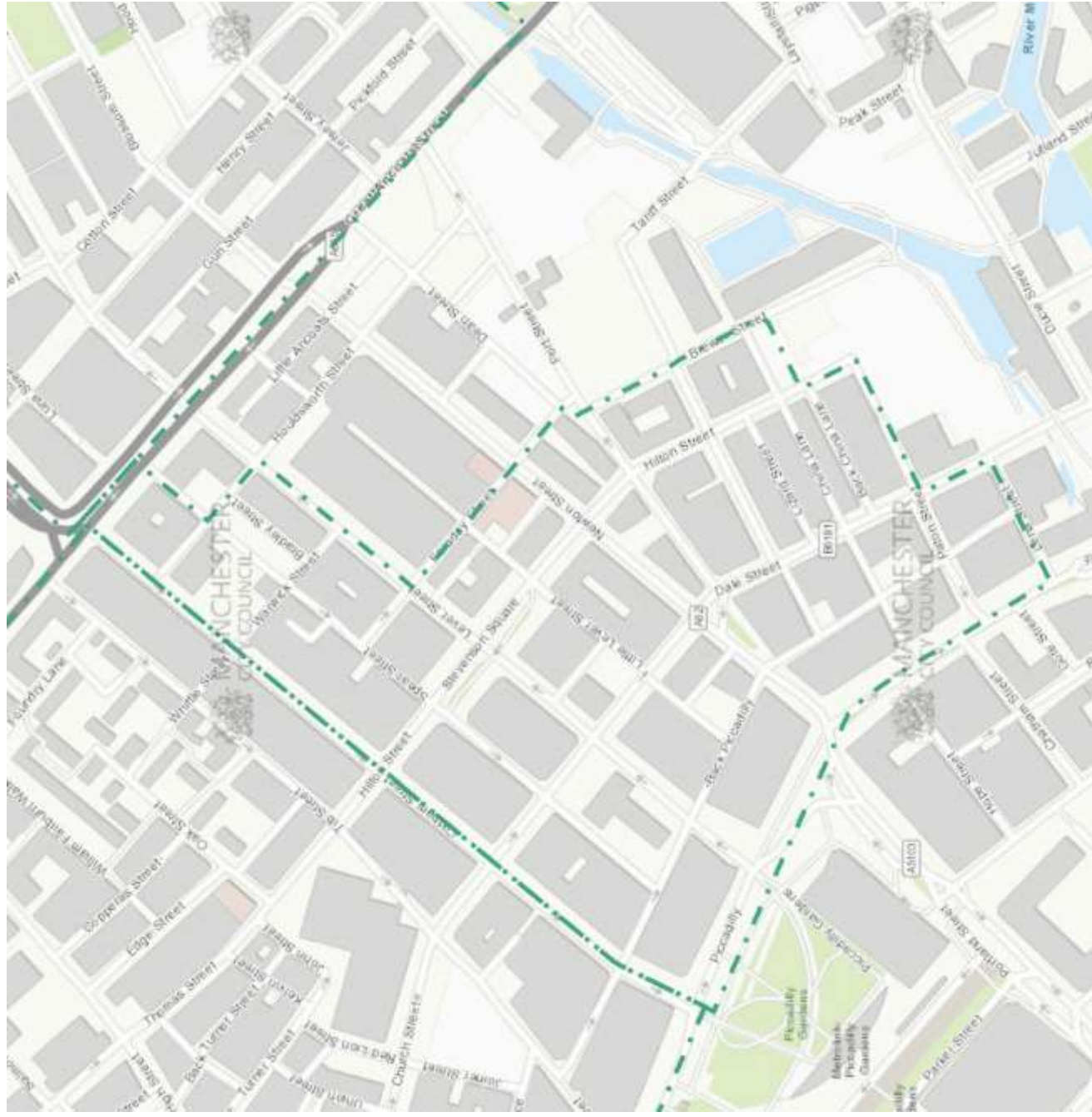


Figure 1. The boundary of the Stevenson Square Conservation Area, downloaded from the Manchester City Council website. The Brunswick is at the south of the Area, at the junction of Paton Street and Piccadilly.

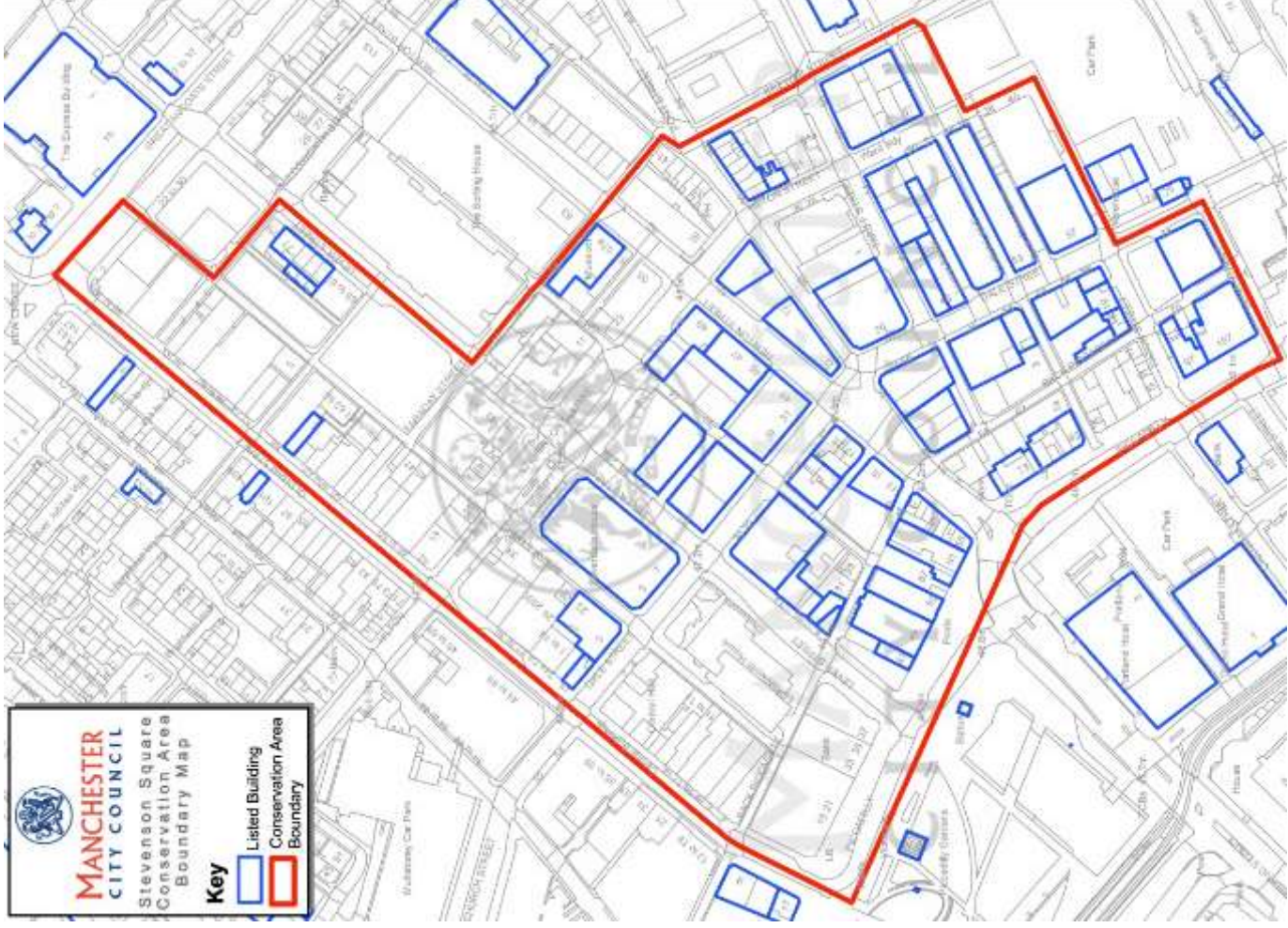


Figure 2. The Manchester City Council Conservation Area map, with Listed buildings, including the Brunswick (97 Piccadilly) outlined in blue.



Figure 3. William Green's map of 1794. Paton Street was then known as Booth Street, and the building now known as the Brunswick is shown. This is evidence that it is a late 18th rather than an early 19th century building.



Figure 4. A map of Manchester dated 1804.

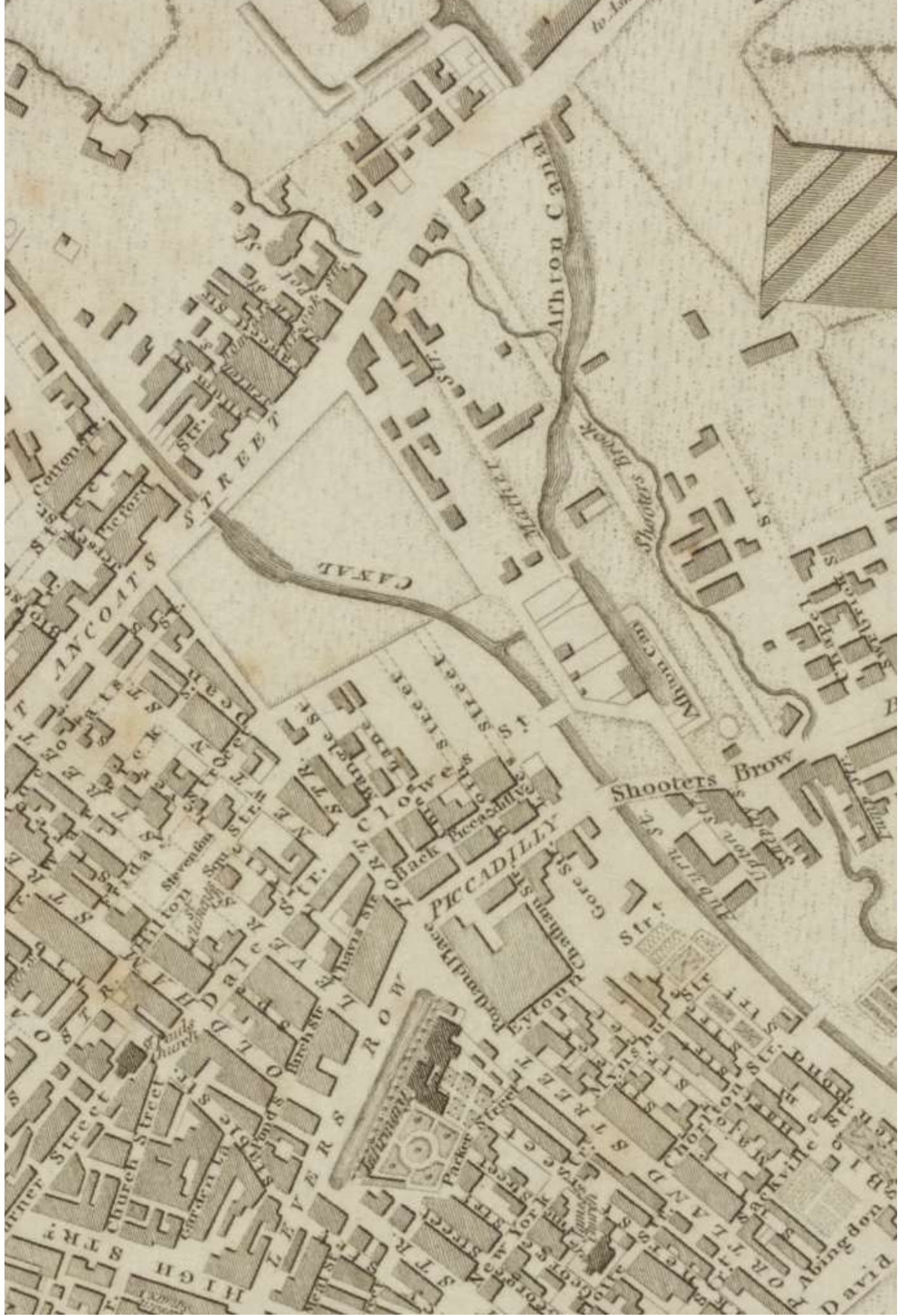


Figure 5. Roper's map of Manchester, dated 1807.

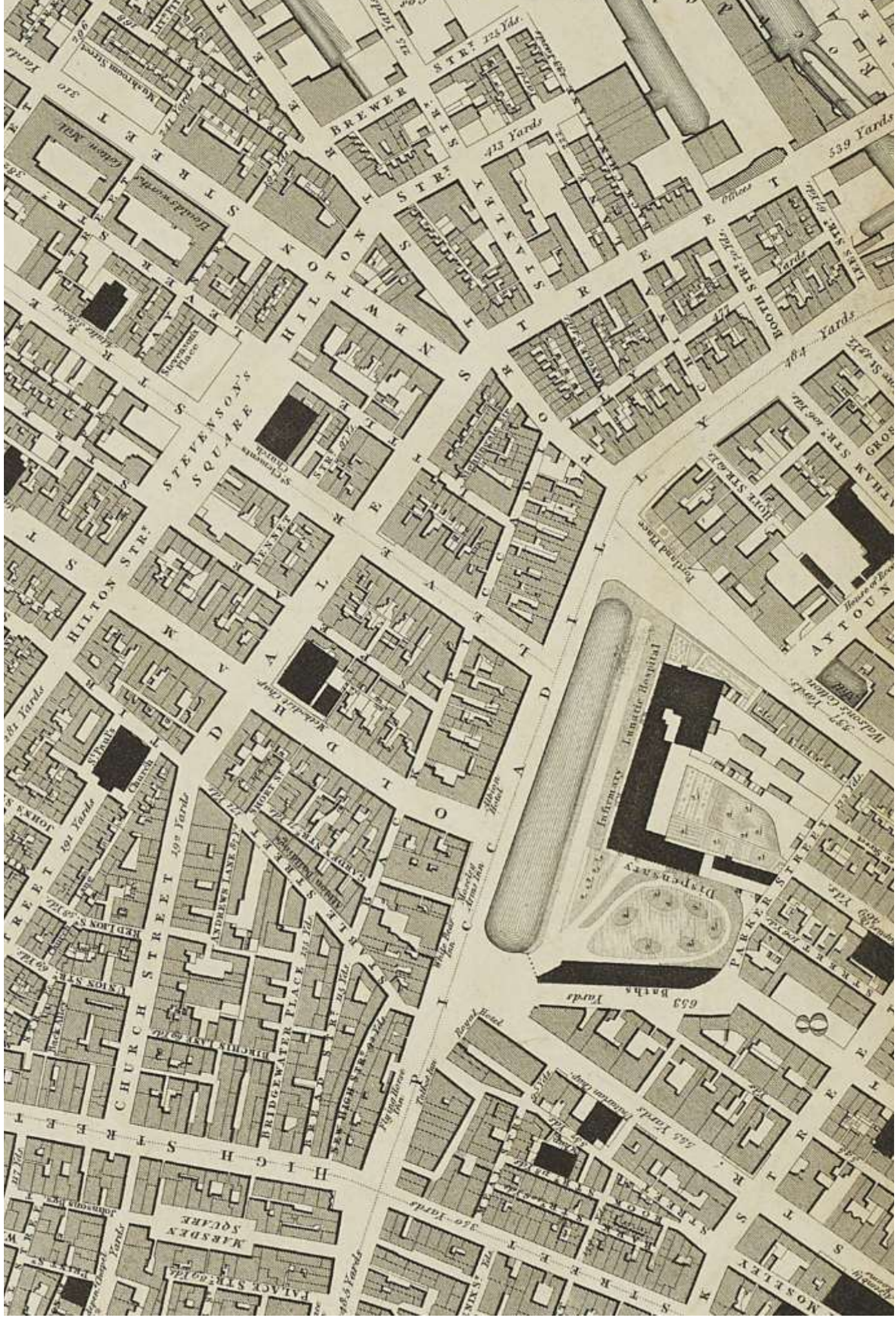


Figure 6. A map of Manchester dated 1832. What is now the Brunswick was still two separate buildings, Paton Street was still called Booth Street.

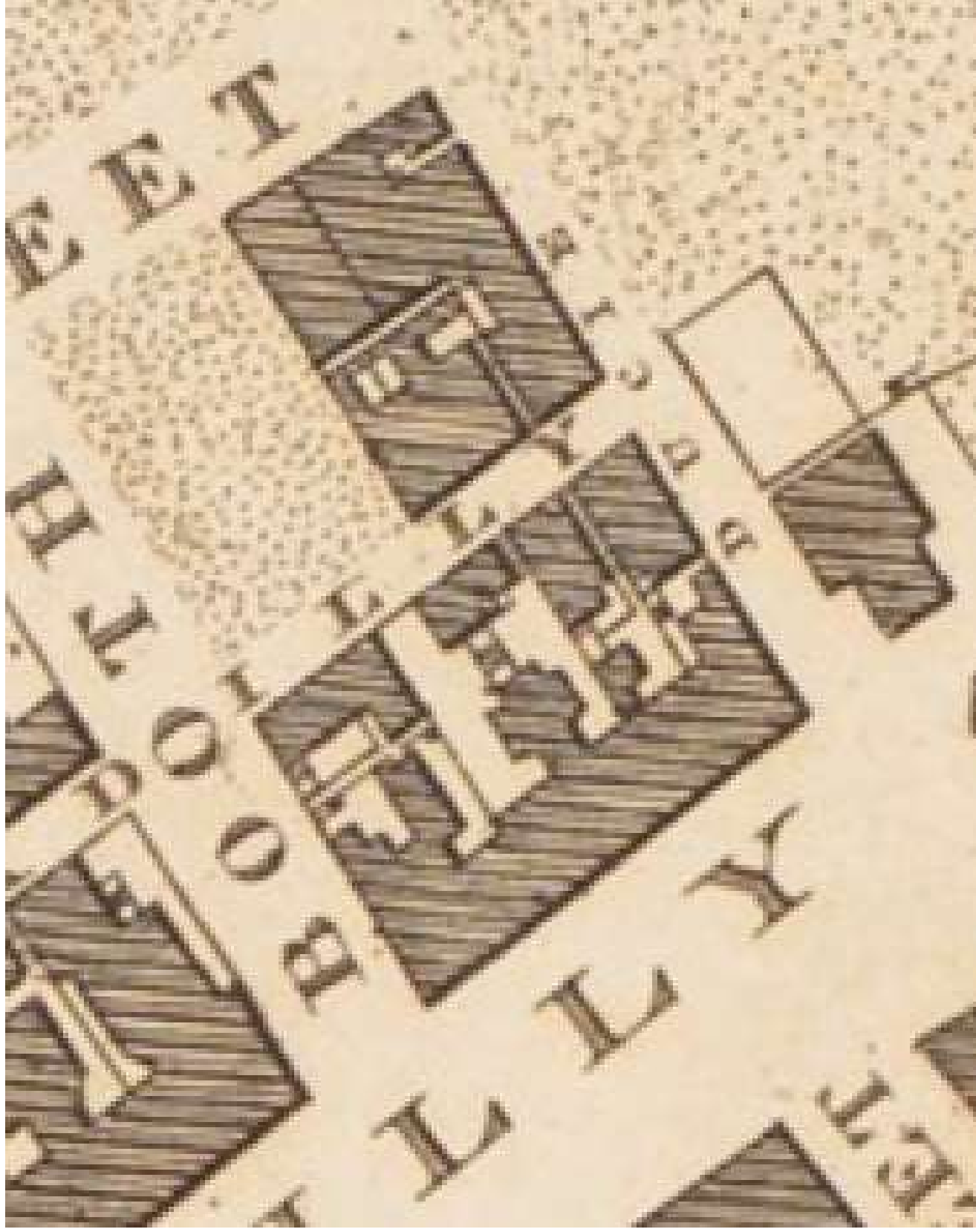


Figure 7. A detail of William Green's 1794 map. It shows what is now the Brunswick as two separate buildings.

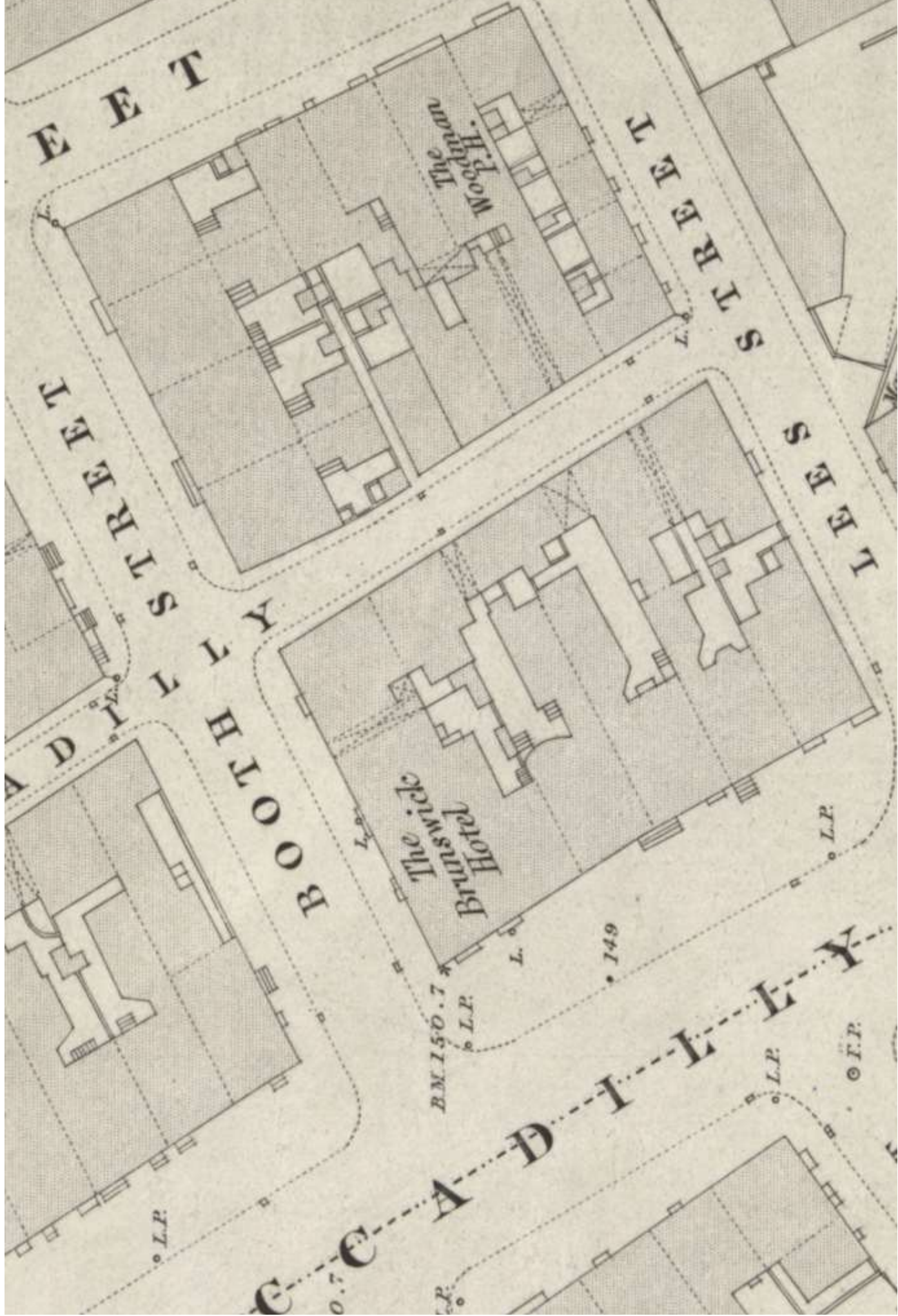


Figure 8. The Ordnance Survey Town Plan of 1849.

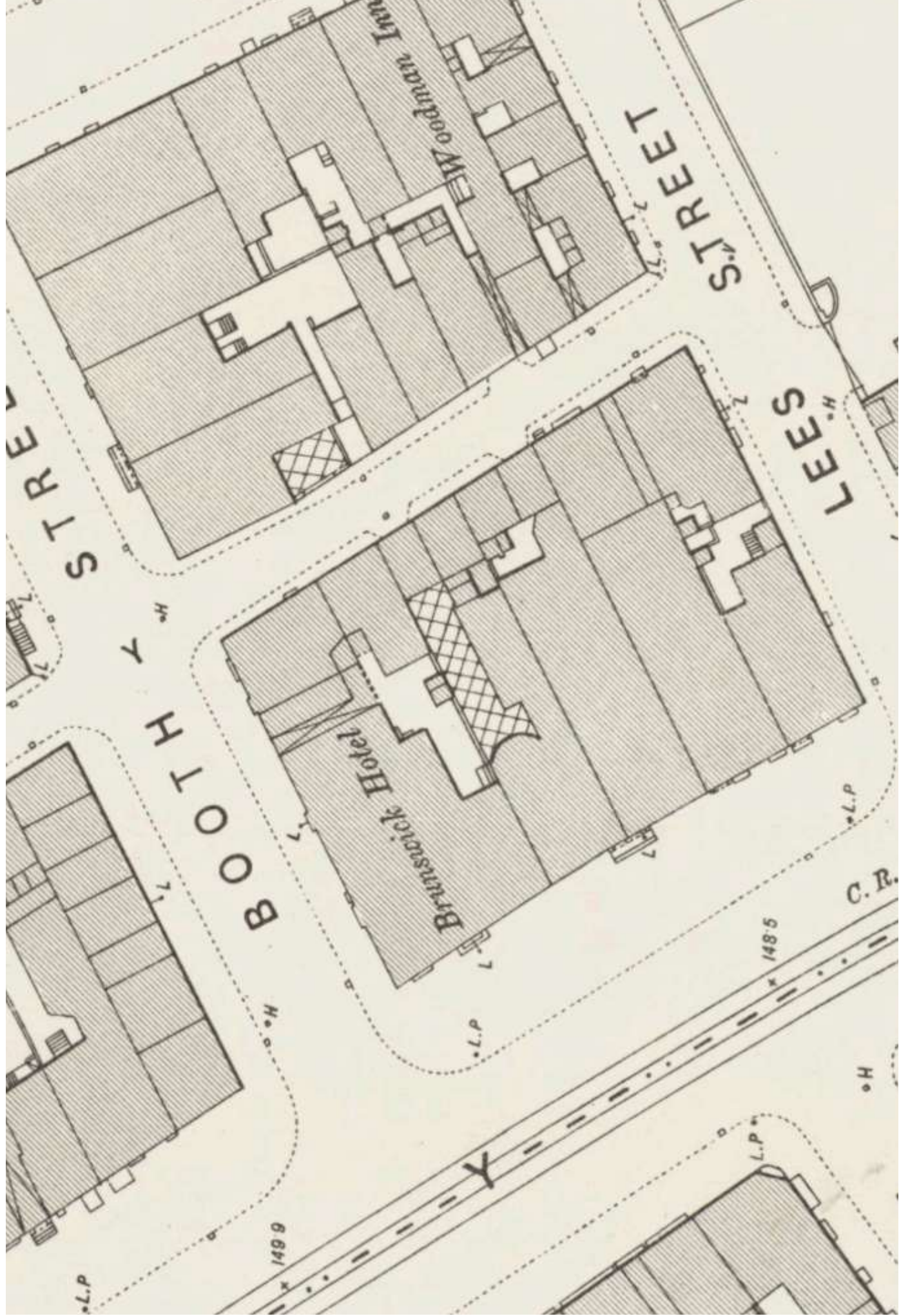


Figure 9. The Ordnance Survey Town Plan of 1888.

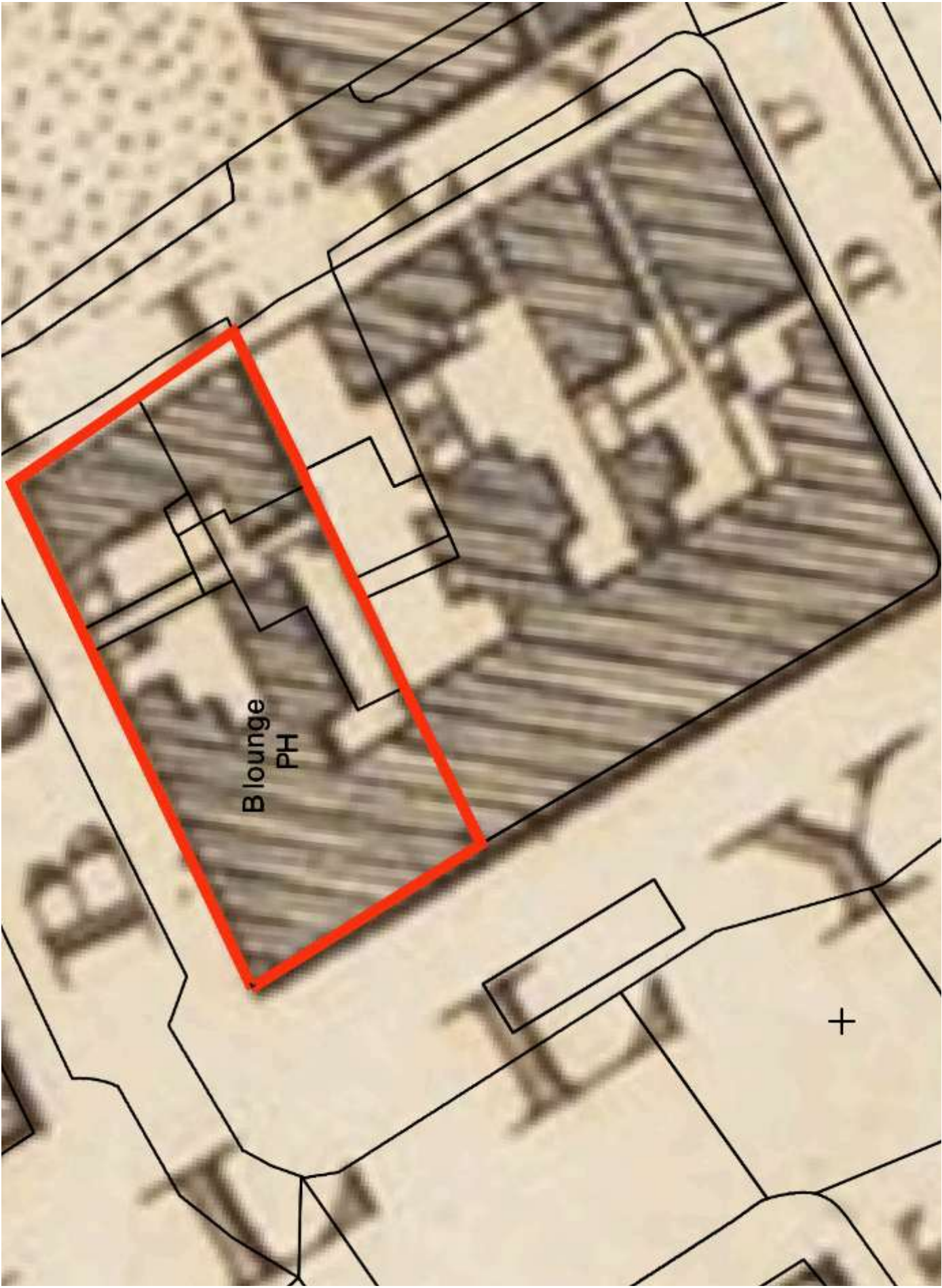


Figure 10. A modern site plan overlaid on part of William Green's map of 1794

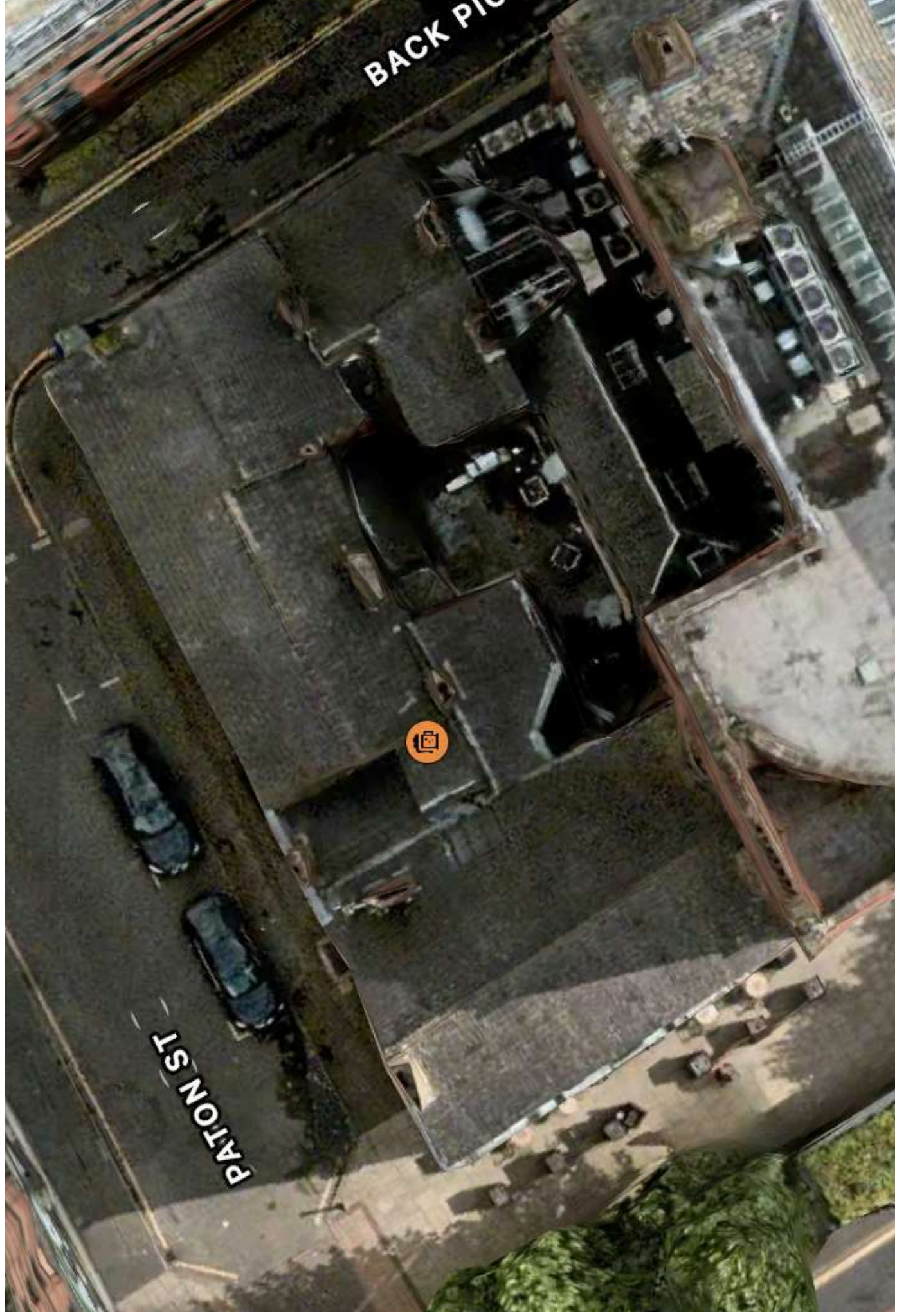


Figure 11. An aerial view showing the complex arrangement of roofs.

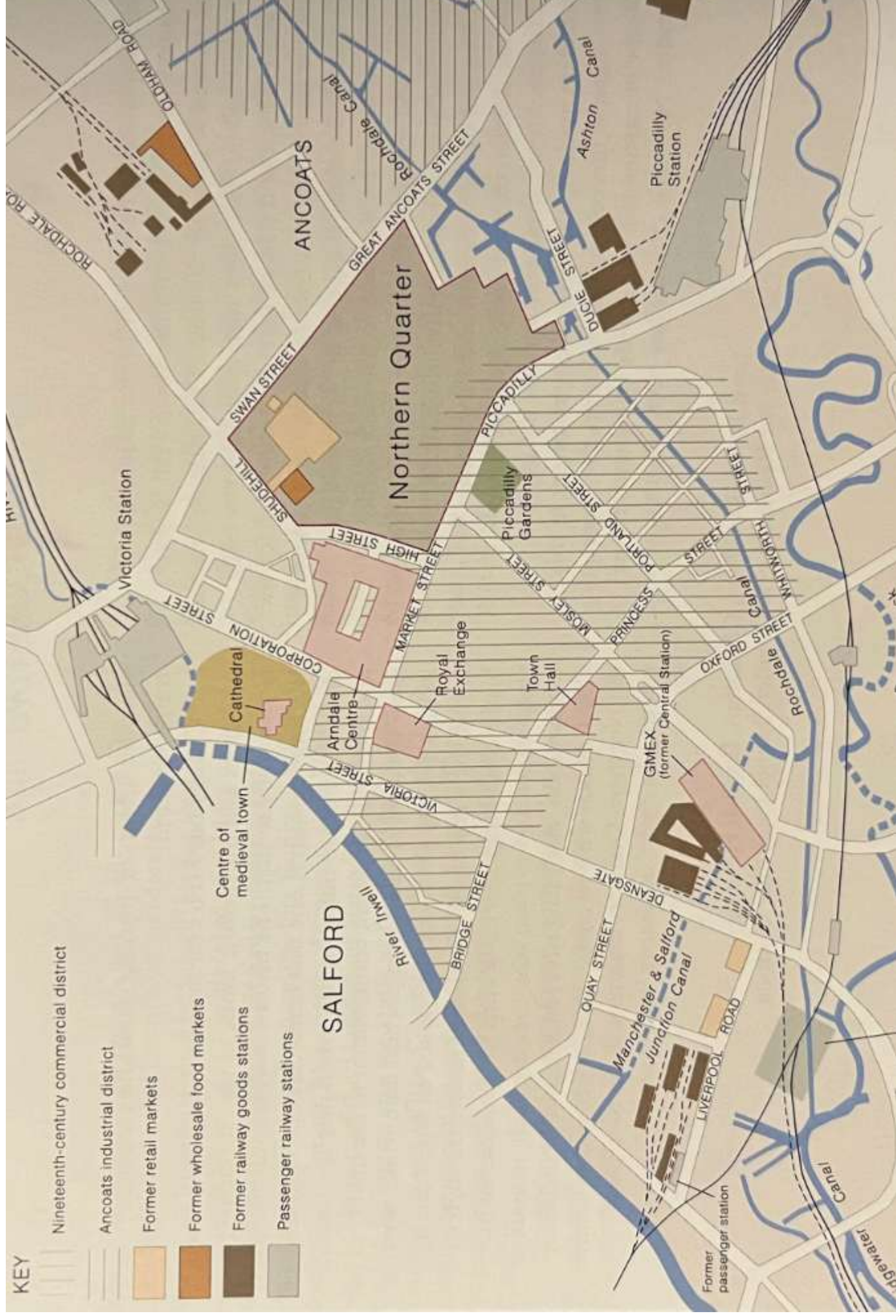


Figure 12: The location of the Northern Quarter. Map reproduced from 'Manchester's Northern Quarter' by Simon Taylor and Julian Holder, published by English Heritage in 2008.

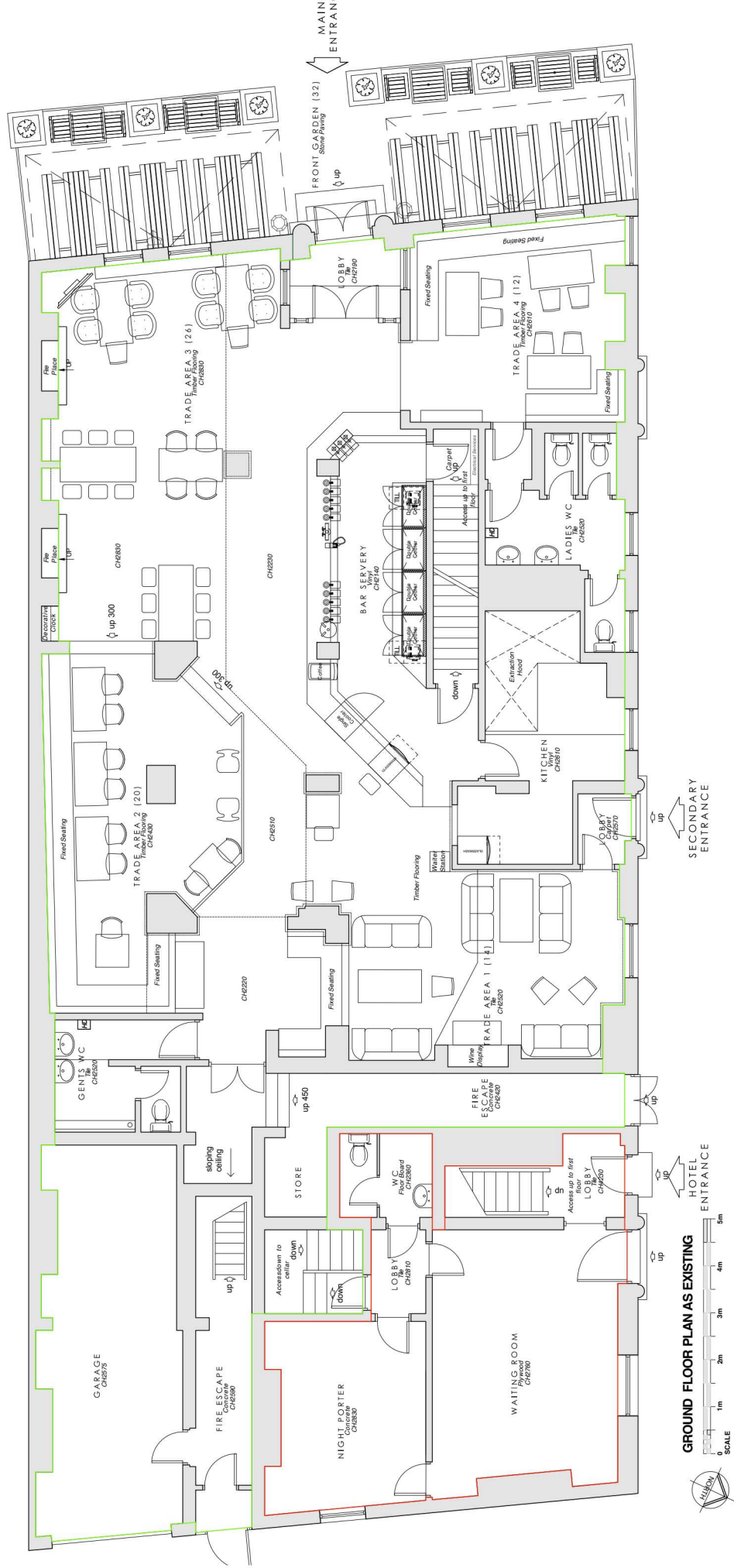


Figure 13. The existing ground floor plan. Drawing by Inventive Design Associates.

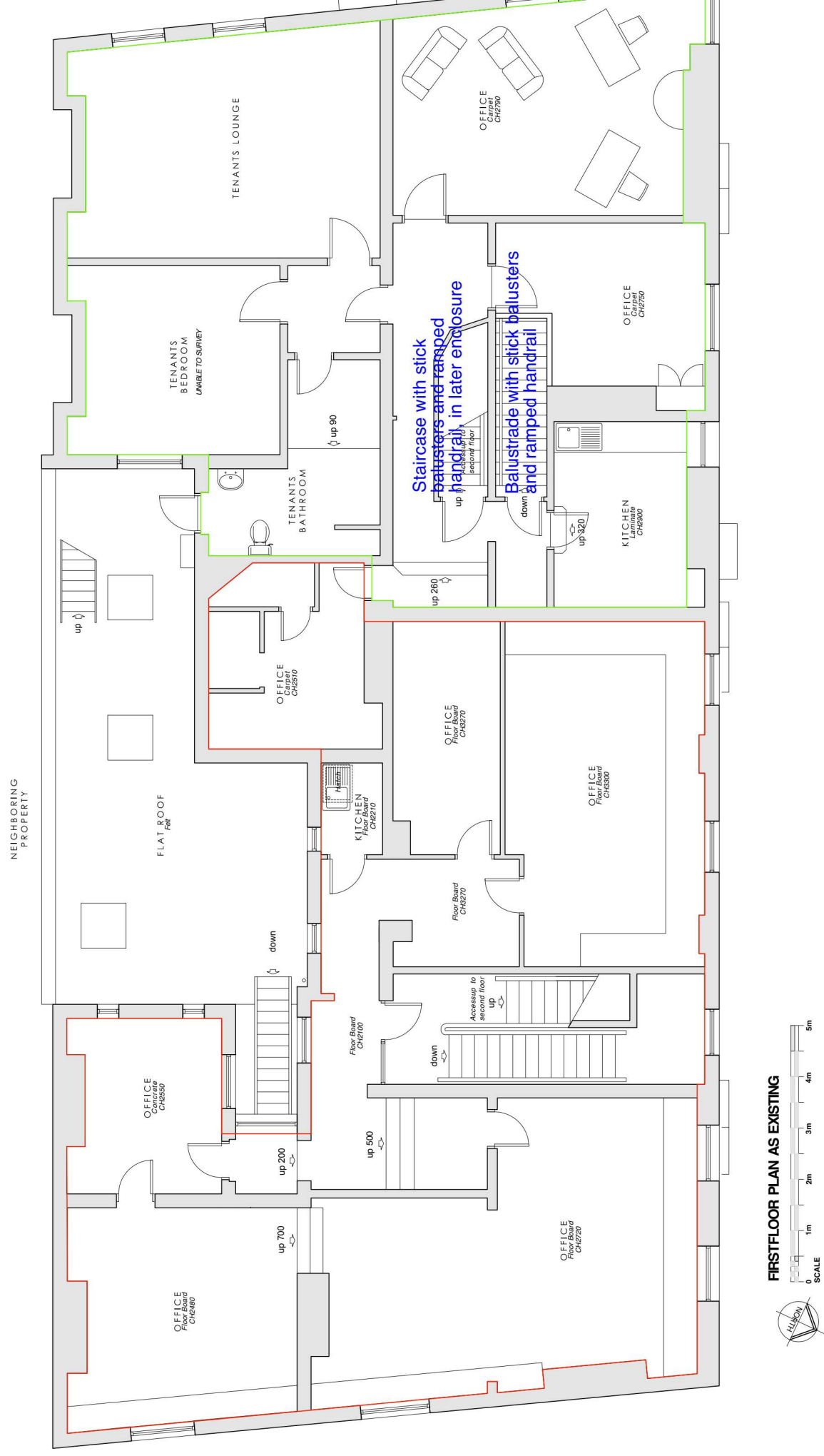


Figure 14. The existing first floor plan, annotated to show surviving staircases. Drawing by Inventive Design Associates.

2.0 Historical Context

2.1 The Northern Quarter and the Stevenson Square Conservation Area

The area that was defined as the 'Northern Quarter' in the 1990s (Figure 12) lies just over four hundred metres to the east of Manchester's medieval cathedral and two hundred and fifty metres from the textile mills of Ancoats. It is bounded on the south side by Piccadilly and on the east side by the Rochdale Canal. Manchester City Council and English Heritage wanted to ensure that its historic integrity and character were recognised and protected when developments were carried out. The City Council had already designated two conservation areas within the Quarter, including the Stevenson Square Conservation Area.

By the early eighteenth century Manchester had become a regional centre for the manufacture of cotton goods and for the trade in raw cotton and in finished goods. It continued to expand as a manufacturing and trading town, with the first steam-powered spinning mills being built before the end of the century. By the beginning of the nineteenth century Manchester had become the third largest town in England. The development of the railway network from the 1830s onwards allowed Manchester to become an international centre for the import and distribution of cotton and cotton goods, with warehouses, offices and banks being built to service the trade.

The development of the Northern Quarter reflects Manchester's expansion and changing character. Before the mid eighteenth century it was mainly agricultural land, with the Lever family being the principal landowners. In the 1750s and 1760s residential development began in the western part of the Quarter, with piecemeal land sales leading to fragmented development. This included weavers' houses.

Sir Ashton Lever sold off more of his land and in 1780 sold a 25 acre parcel to William Stevenson, who laid out a grid of streets on the north side of Piccadilly with the intention of creating a new middle class residential district. However,

this was only partly successful, as the location between the industrial area of Ancoats to the north and the crowded city centre made it less desirable for more prosperous residents. Developments also included working class houses and commercial and industrial uses.

In the early nineteenth century uses were continuing to change. The completion of the Rochdale Canal to the east in 1804 encouraged the development of warehousing and markets, and transport links were further improved by the opening of Store Street (later London Road and now Piccadilly) station in 1842. Rents from private houses declined but demand for pubs and hotels increased with the influx of travellers, and several houses were converted to these uses. What is now Number 97 Piccadilly was one of the houses that was converted into an hotel in the 1840s.

2.2 The Area Today

Today the Brunswick is part of the busy city centre street scene of Piccadilly, with the classical former Bank of Manchester on the opposite side of the road. The houses that once adjoined it have been replaced by Number 107 Piccadilly a massive sandstone and brick former warehouse and showroom built in 1842, an elaborate Elizabethan / Baroque style and now used as an hotel. This is only twice the height of the Brunswick, which looks diminutive next to it. Further along Piccadilly is an office tower, and on Paton Street there is an eight-storey late twentieth century office block of brick and glass.

3.0 The Building

3.1 Map Evidence

Map evidence (Figures 7 and 10) shows that what is now Number 97 Piccadilly was built before 1794 as part of a row of five houses on the north side of Piccadilly, between Booth Street (now Paton Street) and Ducie Street. Its plot was wider than the others and it is likely that the form of the front part of the building was similar to that existing today, with symmetrical facade and a pitched roof with a ridge parallel with the street. A short rear wing bordered Booth Street, with an open passageway leading from that street to give access to three yard areas between the rear of Number 97 and the buildings bordering Back Piccadilly. A wing projecting from the rear of Number 97 has either gone or has been so altered as to be unrecognisable.

Behind each of the houses in the row there were separate buildings facing Back Piccadilly. It is not clear whether these were ancillary buildings for the houses, such as stables and coach houses, or whether they had other uses, given the mixed character of the area.

3.2 Conversion to an Hotel

At some time between the map of 1832 (Figure 6) and the Town Plan of 1849 (Figure 8) the house was converted into the Brunswick Hotel. The rear wing to what is now Paton Street was rebuilt and extended to include the building on the corner of that street and Back Piccadilly. The passageway giving access to the rear yards was retained on the ground floor only.

The stucco facade to Paton Street must post-date the 1840s conversion works, with the lesser window heights to the two left-hand bays perhaps indicating that this part of the building has been converted from the late 18th century building on the corner with Back Piccadilly. The Tuscan doorcases could date from the 1790s, but their positions in the rebuilt facade make it more likely that they date from the 1840s, perhaps replicating an earlier doorcase at the front of the building. Around 1840 there is an overlap between late Georgian and early

Victorian styles, and some houses described as 'Georgian' are in fact early Victorian, so it is possible that the Paton Street facade was remodelled with some Georgian details at that date. It is likely that it still has multi-pane sash windows.

3.3 Twentieth Century External Alterations

The exterior is substantially intact, but there are some alterations that detract somewhat from its historic character.

Apart from the blocking of a second floor window at an unknown date, and addition of external blinds, the Piccadilly elevation is relatively unaltered since the 1840s.

The Paton Street elevation has several twentieth century alterations: a ground floor window has been converted into a doorway, the passageway entrance now a fire escape route for the pub and has an outer roller shutter, the right-hand doorway has been blocked and has an extract vent in the former pediment, and the bases of the pediments to the two right-hand doorways have been altered.

The brick rear elevation to Back Piccadilly is much less conspicuous, but second-floor window openings have been altered and there is a wide entrance with a roller shutter on the ground floor.

3.4 The Interior

Much of the interior has been significantly altered. The rear part of the building with a separate entrance from Paton Street, is almost unrecognisable internally as an historic building. The staircase is steel and all the joinery is plain and dates from the mid / late twentieth century.

The ground-floor public house, entered from Piccadilly, has also been greatly altered, with its original layout almost unrecognisable. Dividing walls have been removed or have had large openings made through them, seating areas ext

into the infilled former back yard, and the passageway shown on the nineteenth century maps is now an internal fire escape route. Chimney breasts that have been stripped of their plaster to reveal brickwork are the main evidence of the original room layout.

The only internal evidence of a late eighteenth century origin for the building visible on the ground floor is a balustrade to the staircase that is now accessed from behind the bar area. This leads up to the first floor and has a stick balustrade that is now covered with plywood (Photographs 22 & 23) and has a newel treated as a modified version of a Tuscan column. The lobby at the bottom of the staircase is much altered, but has part of a moulded plaster cornice remaining.

The first-floor rooms that are accessed from the pub include manager's accommodation and an office. These areas are also much-altered, with no original doors or other joinery apart from some door and window architraves.

The staircase from the first to the second floor is of more interest (Photographs 25, 26 & 27), as it has stick balusters, ramped mahogany handrails, Tuscan columns as newels, and a second floor landing balustrade.

The second floor to this part of the building has been disused for a long time. Two six-panel doors and a fireplace that has a hob grate are probably original, as is a second fireplace that now has its grate concealed. The locations of these are shown on the plan (Figure 15). The original room layout is more recognisable at the front of the building at this level, but has also been altered by the addition of lobbies giving access to an external fire escape and by a WC extension. It is probable that the late eighteenth century layout included front and back bedrooms on the south side of the building, a front bedroom on the north side, a staircase landing, and two rooms on the north side of the landing.

4.0 Summary of Significance

The building is of historic interest because its origin at the end of the eighteenth century as a private house in an area now dominated by mixed commercial uses. Its scale and materials contrast with the neighbouring buildings.

It is also of historic interest because it was converted to an hotel in the 1840s when the character of the area changed and the opening of what is now Piccadilly railway station nearby increased the demand for hotel accommodation.

The present external experience is probably relatively unchanged since the 1840s, when the building was extended to incorporate buildings at the rear. Few elements, including steel roller shutter doors to Paton Street and Back Piccadilly, detract from the current appearance.

Apart from the ground-floor public house and first-floor rooms above, much of the interior is now disused and in poor condition. Little of the historic interior either from its late eighteenth century origins or its 1840s remodelling, survives. The only surviving features of note are two staircases in the front part of the building, and two panelled doors and two fireplaces on the second floor. These are relatively plain and unremarkable architecturally but are evidence of the date of the original building.

5.0 The Impact of the Proposals

The historic interest of the building lies in its domestic origin and its early alteration and extension as an hotel. The current proposal would restore hotel use. The building makes a positive contribution to the mixed character of the Stevenson Square Conservation Area because of its domestic scale and early date, and particularly because of the facades to Piccadilly and Paton Street. Its external appearance would be unaffected by the proposals, other than by the positive impact of bringing a largely disused building in the city centre back into use.

Internally, nothing of significance on the ground floor would be affected. The public house would be largely unchanged, with the chimney breasts and fireplace openings that give an indication of the original room layout remaining.

Some cornices remain on the ground floor, which look from floor level as though they are timber rather than plaster. They may date from the 19th century, but appear to have been re-fixed as part of a recent re-modelling. They sit flush against the bare brick chimney breasts on the south side of the building, with no gap to show where the plaster was removed. In the rear seating area under the flat roof they are jointed in a way that suggests re-use. They are of minor significance and could, if needed, be re-fixed after the ceilings are upgraded.

The passageway that is on the site of one shown on the 1794 map (Figure 7) would remain as a fire escape route.

The ground floor of the proposed hotel retains no recognisable features of historic interest because of office conversion in the mid 20th century, and the proposed minor adjustments to the layout, which will include the insertion of a new doorway in a featureless brick wall and the creation of a draught lobby, will have no impact on the historic significance of the building.

A staircase that rises from the ground to the first floor behind the bar area probably dates from the 1790s and so is one of the few surviving original features. It is almost unrecognisable now because the balustrade is covered

with a plywood panel and treads are covered with vinyl with aluminium nosing. An octagonal newel remains. Its retention and restoration would enhance the historic character of the building.

The first floor, both over the pub and the former offices at the rear, lacks recognisable historic features and the removal and reconstruction of some of the partition walls will have no impact on its historic character, as the structural walls that are evidence of the 18th and 19th century layout will remain. Later partitions will be removed, and the new partitions will be minor interventions needed to create new bedrooms with en-suite bathrooms. No historically important floor surfaces or ceiling cornices will be affected.

It is no longer proposed to remove the upper staircase at the front of the building, linking the 1st and 2nd floors. Although it is a common type of staircase with stick balusters and not of outstanding quality, it is one of the few remaining original internal features.

The second floor has also been altered greatly and is now partly semi-detached. It does retain two fireplaces in the front part of the building that probably date from the 1790s, and these will be retained and repaired. Two six-panelled doors also remain. These are unremarkable but are evidence of the pre-Victorian origins of the building and will be retained with their fire resistance upgraded by covering their plain sides.

As on the first floor, the floor surfaces and ceilings are of little significance and any upgrading works will not affect their historic character.

On both floors the remaining sash windows have simple architraves. The sashes themselves and the external appearance will be unaffected, and matching architraves will be provided to the internal secondary glazing.

6.0 Conclusions

The proposed works will bring a mostly vacant building in the 'Northern Quarter' of Manchester back into a viable economic use. Creating an hotel will mean that it reverts to the use that it had from the 1840s onwards. Its external appearance, which is the main reason for its architectural and historic interest, will be unaffected. The parts of the building that would be affected are mostly disused and badly neglected and have been unsympathetically converted in the 20th century.

The proposals will meet the requirements of Paragraph 197 of the National Planning Policy Framework. It states that local planning authorities should take account of:

- A) The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- B) The positive contribution that conservation of heritage assets can make to sustainable communities, including their economic vitality.

The proposals will reinstate hotel use, which is a viable use compatible with the conservation of the building and will ensure its future upkeep. They will bring a building that is now largely vacant with part of the upper floors semi-derelict back into use and contribute to the regeneration of the Northern Quarter of Manchester.

Paragraphs 201 and 202 of the NPPF can be used when potential harm will be caused to a designated heritage asset, but this harm is outweighed by public benefits. In this case there is no need to refer to this paragraph. There will be no external changes, and the internal changes will have no impact on the historic character or significance of the building.

7.0 Photographs



Photograph 1. Looking along Piccadilly, with the Brunswick at the left in the middle distance.



Photograph 2. The Brunswick, viewed from Piccadilly.



Photograph 3. The front of the building.



Photograph 4. 107 Piccadilly with the Brunswick (No. 97) at the left and the former cotton goods warehouse (No. 107) at the right.



Photograph 5. Paton Street, viewed from Piccadilly.



Photograph 6. The Paton Street elevation.



Photograph 7. The Paton Street elevation.



Photograph 8. The Paton Street elevation.



Photograph 9. Looking along Paton Street, with the Brunswick on the left.



Photograph 10. Looking along Back Piccadilly towards the north, with the rear of the Brunswick building on the left.



Photograph 11. The left-hand doorcase on the Paton Street elevation.



Photograph 12. The middle doorcase on the Paton Street elevation.



Photograph 13. The front doorway to Piccadilly.



Photograph 14. Looking towards the rear from a first floor window.



Photograph 15. A view from the flat roof at first floor level.



Photograph 16. A view from the flat roof at first floor level.



Photograph 17. A view from the flat roof at first floor level.



Photograph 18. A view from the flat roof at first floor level.



Photograph 19. The ground floor pub.



Photograph 20. The ground floor pub.



Photograph 21. The ground floor pub.



Photograph 22. The balustrade to the staircase that leads from behind the bar in the pub to the first floor.



Photograph 23. The newel post to the staircase that leads from behind the bar in the pub to the first floor.



Photograph 24. The manager's office on the first floor above the pub.



Photograph 25. The staircase from the first to the second floor in the front part of the building.



Photograph 26. The staircase from the first to the second floor in the front part of the building.



Photograph 27. The staircase from the first to the second floor in the front part of the building.



Photograph 28. A second floor room, with a 4 over 8 sash window on the Paton Street elevation.



Photograph 29. A 6-panel door on the second floor.



Photograph 30. A 6-panel door on the second floor.



Photograph 31. A fireplace with a hob grate, in the southern second-floor room on the Piccadilly elevation.



Photograph 32. A fireplace in the southern second-floor rear room.



Photograph 33. A former office at the north-east corner of the ground floor.



Photograph 34. The staircase from the ground to the first floor in the rear part of the building.



Photograph 35. The staircase from the first to the second floor in the rear part of the building.



Photograph 36. A former office on the first floor in the rear part of the building.



Photograph 37. A former office on the second floor in the rear part of the building.



Photograph 38. A former office on the second floor in the rear part of the building.



Photograph 39. A former office on the second floor in the rear part of the building.



Photograph 40. Looking down from the second floor staircase landing in the rear part of the building.