Heritage Statement

First Issue (17/11/2023)

Proposed Digital Menu Board Application

1-3 Market St, Piccadilly
Manchester
M1 1LZ

November 2023

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1.0 Introduction & Site Context

This Heritage statement is prepared in support of a planning application by Cube on behalf of our client Starbucks, in support of an application submitted relating to 1-3 Piccadilly, Manchester, M1 1LZ. The application is for a proposed digital menu board to be displayed set behind the window.

The following information have been submitted to the local authority:

- 124-SB-P-Manchester-DMB-100- Location & Block Plan
- 124-SB-P-Manchester-DMB-101- Ex & Pr floor plan
- 124-SB-P-Manchester-DMB-102 – Ex & Pr Elevation

2.0 Site History & Location

Currently the unit is occupied by our client Starbucks. This application is submitted to improve sales and for a better advertisement for pedestrians on high street. See figure 01 below for unit location. The unit has two elevations, one facing Tib St, and the other Market Street, which is a busy street with commercial units and high footfall. The purpose of this report is to identify if any harm or benefit the proposal has on the identified heritage assets.

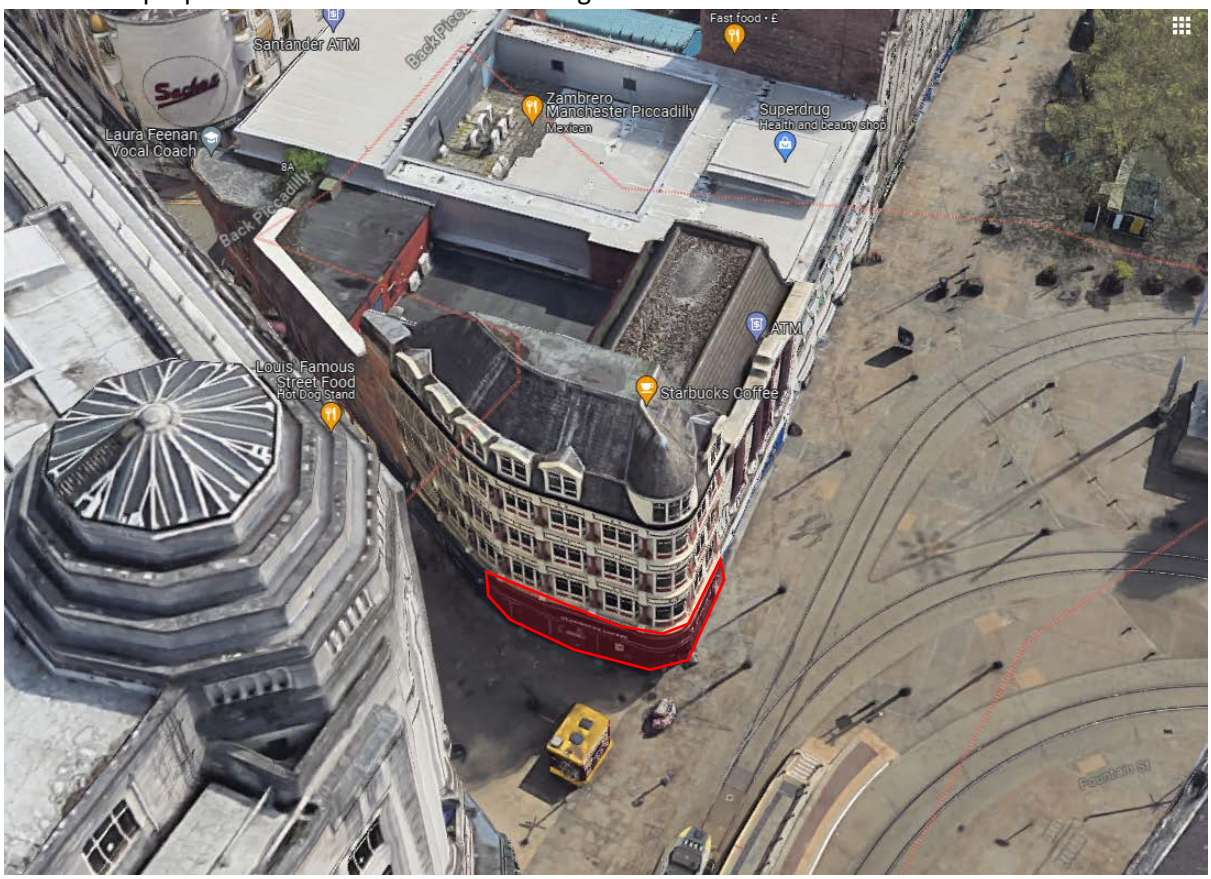

Fig. 01 Starbucks Unit

3.0 Historic Environment and Statement of Significance

The unit is a Grade II Listed Building and within the Smithfield Conservation area. The proposal will not have an impact on the heritage assets of the unit, the proposal will not interfere with any elements of the heritage assets setting contributes to its significance.

On National List, the List Entry describes the building as following:

"Shop. 1879, by James Lynde; altered. Probably cast-iron framed, with cladding of wood and stucco, slate roof. Irregular plan on narrow corner site, curved at the corner and then canted back to Tib Street. Eclectic style with Aesthetic Movement elements. Four storeys and attic, one bay to Piccadilly, curved corner bay, and 6-bay return to Tib Street canted in the centre; iron columns and cornice to ground floor (altered shop fronts, with deep C20 fascia board perhaps concealing original features); upper floors galleried, divided into bays by short iron columns with stiff-leaf caps, each bay containing a 4-light canted bay window (curved at the corner), and each floor a panelled frieze and cornice with brackets between the bays; steeply-pitched roof with pedimented 2-light dormers (a tiered pediment to that over the Piccadilly facade), and at the corner an extruded circular turret with 3-light window and slated spirelet."

The first, second, third and fourth floors appear generally original. However, the shopfront has been altered several times, currently none of the original shopfront is visible. The ground floor of the unit is currently used as the serving area for Starbucks. Due to the continuous changes to the ground floor shop front, the unit is of low-moderate architectural significance. Currently the only historic fabric within this space is the cornice to the ceiling and the iron support columns. The proposed digital menu board will not interfere with these features.

Fig. 02 Photo from Historic England website

4.0 Neighbouring unit applications

List below refers to some of the approved similar applications:

- **Betfred - 102558/AO/2013/C1 –** Granted planning permission for 'Installation of 1no. individual letter sign.', on a listed building. The application was submitted for fascia sign, however within the plans the drawings show digital advertisement board displayed internally to the window. There are currently 4 no. of digital advertisement boards displayed at this unit.

- **Halifax - 106566/FO/2014/C2 -** Granted planning permission for 'Elevational alterations to include the reconfiguring of the part of the front elevation and the installation of three ATM machines.'

- **McDonald's - 108475/AO/2015/C2 -** Granted planning permission for 'The installation of 1no. fascia sign with individual letters and logo, 1no. projecting sign and 1no. LCD promotional screen.'

5.0 Proposal

The proposed digital menu board will be internally displayed, and it will not interfere with any elements of the heritage assets setting contributes to its significance.

6.0 Planning Policies

National Planning Policy Framework (NPPF) (2023):

Point 81 states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt.

Point 202 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use. The proposal will increase the sales of the coffee shop and attract pedestrians.

Manchester's Local Development Framework (2012):

Policy CC 9 Design and Heritage states development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments. The proposal has no impact on the heritage assets.

7.0 Summary Conclusion

Similar proposal has been put in place in the surrounding commercial/leisure settings, including listed buildings. The existing coffee shop across our client Starbucks has a digital menu board displayed. For a better advertisement the digital menu board will benefit the clients' sales. The proposal will have no impact on the heritage assets of the building, in fact it'll have a positive impact on the business and customers. The proposal will result in 'no harm' to the significance of the Grade II* listed No. 1, Piccadilly.