HERITAGE, DESIGN AND ACCESS STATEMENT

107 Cheetham Hill Road

Proposed Signage

Date: September 2023

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1. INTRODUCTION

1.1 This application is submitted on behalf of Mr Sakaroglu (hereafter referred to as “the applicant”) in respect of the display of replacement halo illuminated signage upon the building and the siting of a free-standing sign within the front curtilage.

BACKGROUND

1.2 The premises has an established use, following consents in 2001, as a restaurant with banqueting and functions, including weddings. The premises have been occupied by a number of businesses over the years but has remained vacant for some time before Mr Sakaroglu took over earlier this year.

1.3 107 Cheetham Hill Road is Grade II Listed and was formerly a Town Hall, built between 1853-1855 and designed by architect T. Bird. This brick and stone-built ornate building has three-bay iron port-cocheres with slender columns and open work spandrels to the front elevation, with cornice moulded wooden brackets to the fascia area. The curtilage of the building is bounded to the front and side by a low stone wall with ornate metal railings.

1.4 Although the exterior of the building retains many architectural features, there are virtually no original architectural features remaining inside the building. Various air conditioning units and plant are also sited to the rear of the building.

1.5 Various internally illuminated advertisements have historically been affixed to the front elevation of the building, with and without consent over the years. A free-standing internally illuminated totem sign has also historically been sited, without consent, to the front curtilage of the building. This totem has subsequently been regularised through the planning process and is now accepted in principle.

PURPOSE

1.6 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The purpose of this Planning Statement is as follows:

- To describe the site and surrounding area.
- To identify any statutory or local planning-related designations affecting the site. Including Heritage impact.
- To provide details of the scheme that is being brought forward.

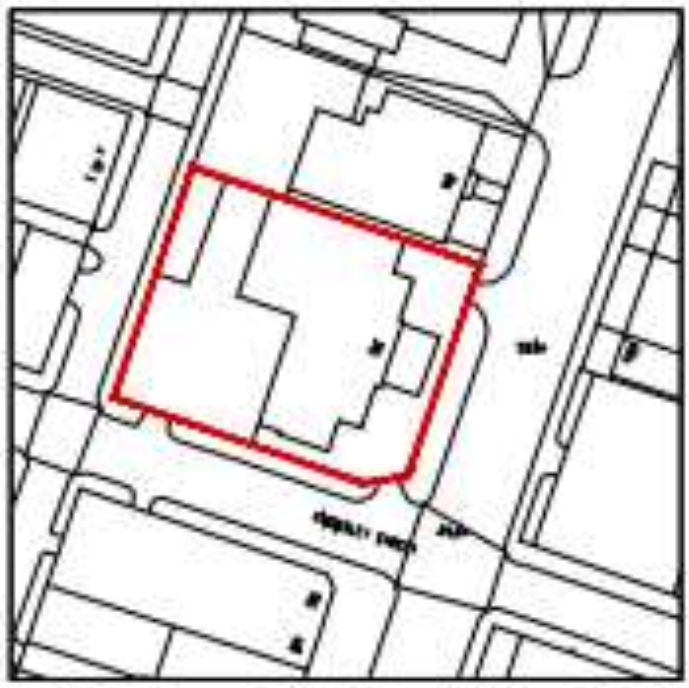
- To consider the proposed development having regard to the provisions of the Development Plan.

- To consider any other material considerations.

1.7 This document should be read in conjunction with the suite of documents submitted in support of the planning application.

2. SITE AND SURROUNDING AREA

2.1 The site consists of a two storey brick and stone built building. To the ground floor there is a restaurant, with the second floor accommodating banqueting and wedding venue space.



Location Plan – not to scale

2.2 The site is surrounded by other existing mixed use buildings that accommodate restaurants, cafes, bars, retail, offices and residential units. Typical of an edge of city centre location these uses are juxtaposed in close proximity to one another.

3. STATUTORY AND OTHER DESIGNATIONS

FLOOD RISK AND DRAINAGE

3.1 The site falls within Flood Zone 1; it is therefore not at risk of flooding.

PUBLIC RIGHTS OF WAY

3.2 The site is not subject to any public rights of way.

ECOLOGY

3.3 The site is not subject to any statutory ecology related designations.

TREES

3.4 There are no TPOs within the site.

SUMMARY

3.5 In summary, the site is not constrained by any local, regional or national statutory or non-statutory designations that would preclude its development in the manner proposed.

4. HERITAGE

4.1 The property is a Grade II Listed Building. The Historic England listing description for the application premises confirms its original use as a Town Hall, which dates from 1853-1855. The Historic England entry for this listed building is as follows:

Listing Entry	Effect of the Proposal
Red brick in Flemish bond, with sandstone dressings and slate roofs. Approximately rectangular plan with side wings.	No change. The proposed lettering signage will be affixed to a frame. This frame will attach to the building, however is designed to be minimal in order that the original brick of the building can be seen behind the lettering.
Two storeys, 2:3:2 bays, symmetrical, the centre breaking forwards, plus 1- and 2-bay side wings.	This application is for signage, there is no alteration to the height of the building. There are 2 types of lettering signs proposed, the first being 'Daisy Wedding Hall' this will feature on the side flanks of the central bay, offering symmetry, respecting the extant character of the building. The second lettering signage will be to the front elevation, either side of the entrance stating the restaurant name. The placement of this lettering again offering symmetry, an important aspect of this Listed Building.
Stone plinth, rusticated quoins, 1st-floor sill-band, prominent cornice on moulded wooden brackets, brick parapet and hipped roofs with side-wall chimneys. The ground floor has a central round-headed doorway with ornamented stone surround and panelled double doors, round-headed windows with stone architraves, and attached to the centre (slightly offset to the left) an added 3-bay iron porte-cochere with slender	There would be no change to any of these details. In particular the porte-cochere will be the main entrance to the venue, once again bringing people through this spectacular, grand entrance. The occupancy of the venue and its operation by a profitable business will ensure the continued maintenance of this Listed Building and its specific features.

columns, open-work spandrels, moulded cornice with finials and open-work cresting, and mono-pitched glazed roof with elaborate wrought-iron ornamental balcony at the back.	
The 1st floor has tall sashed windows with shouldered architraves, that in the centre with a cornice on consoles and the others with blank stone panels above.	The proposed signage would sit below the first floor and therefore there is no impact to these features and details.
The side wings, set back and lower, are in similar style.	There would be no change to the side wings, the proposed signs are located on the central bay only.

4.2 It is worth noting that the interior of the building was not inspected and recorded as part of the Listing. It has since been accepted that the interior of the building holds minimal heritage value. This signage application does not in any event affect the interior.

4.3 The application building forms a Listed Building group with Town Hall Annexe to the right.

4.4 The neighbouring property is also a listed building having formerly been the Annex to the Town Hall. The Historic England entry for this listed building is as follows:

"Poor Law Union office, subsequently town hall annexe. 1861-2. Red brick in Flemish bond with sandstone dressings and hipped slate roofs with side-wall chimneys. Rectangular plan. Italianate style. One and 2 storeys, 1:3:1 bays, symmetrical, with 2-storey centre and one-storey side-wings; plinth, frieze and cornice carried across 1st floor, frieze to central block inscribed "PRESTWICH UNION OFFICES", prominent modillioned cornice, parapet with balustrades. The centre has a round-headed doorway with channelled stone surround and panelled double doors protected by a square porch with pairs of fluted columns which have debased Ionic capitals, bracketed cornice and panelled parapet with ball finial (former finial to right now missing); 2 square-headed windows at ground floor and 3 round-headed windows at 1st floor, all with shouldered architraves and those at 1st floor with enriched friezes and dentilled cornices, and that in the centre including a large carved keystone and a wreath crest. The single-storey side bays have Venetian windows in very elaborate stone surrounds including pilasters, mutule cornices and panelled parapets with urn finials. All windows boarded at time of survey. Rear and interior not inspected. Forms group with No.107, former Cheetham Town Hall to left (q.v.)."

4.5 The proposals comprise the installation of a signage scheme onto the listed premises. The proposed signage involves a scheme to essentially refresh and update the signage to reflect the new business brand. The proposed signage involves the installation of two halo illuminated letter signs on the flank walls of the central bay of the building; two further halo illuminated sets of

lettering to the front elevation of the central bay and the erection of a freestanding sign within the curtilage of the building, along Cheetham Hill Road. The proposed signage scheme is detailed within the accompanying drawings.

4.6 In addition to the signage an extraction flue has been installed at the rear of the property, however this will be addressed in a separate application and is not discussed here.

Assessment of Impact

4.7 The implications of the proposed letter signage on the historic and architectural fabric, character and setting of these listed premises are considered to be acceptable and sympathetic. This revised scheme of individual letters and halo illumination follows the same design as previously permitted signage on the building. It is considered that no detriment results to any of the historic fabric of this listed premises as a consequence of these signage proposals. The proposed signage is considered to be modest and appropriate in nature and scale. No historic fabric or original features are altered or removed as a consequence of these signage proposals. The signage is also all fully reversible, in line with established conservation best practice. The proposed signage scheme is also considered to be sympathetic to the historic and architectural character of the listed premises.

4.8 It is considered that the proposed letter signage would not result in any significant alteration to the historic significance of this heritage asset. The external features identified within Historic England's Listed Building's Register would be respected by the positioning and form of the proposed signage scheme. No historic fabric or historic plan-form would be lost as a consequence of the proposed signage. The proposed signage is considered to be compatible with the historic and architectural significance of the listed premises.

4.9 The proposed freestanding sign would be located on the boundary between 107 and 109 Cheetham Hill Road, its positioning would be such that road users travelling into the City Centre can clearly see the location of the restaurant. This sign is commensurate in size and scale to the existing sign on the boundary of no. 109 Cheetham Hill Road with No.111 of the same. The difference here though is that the sign proposed here features one business name and associated logo therefore appearing less cluttered than the neighbouring sign.

4.10 The proposed signage would help support the economic viability of the existing continued use of these listed premises, which will continue to allow public access into these listed premises and would directly contribute to its continuing upkeep and maintenance. The building is located within the Economic Improvement Area according to the adopted Proposals Map and therefore this development should be supported to enable this new business to flourish in this location and contribute to the local economy and improve this corridor.

4.11 Furthermore, all of the proposed signs would be fully reversible when no longer required, in line with established conservation best practice. There would therefore be no significant or detrimental

implications for the external character and appearance of these listed premises, or the settings of the neighbouring heritage assets or the local street scene. Overall, the architectural and historic interest of this and the neighbouring listed buildings and structures would be preserved.

4.12 The proposed signage is not considered to be harmful to the overall significance of these listed premises and it is considered that none of the historical elements referenced above will be harmed by the application proposals, as required by Section 16 of the 2021 Framework. The impact of these proposals is therefore judged to be negligible.

4.13 Saved Policy DC19 states the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings [Listed Buildings] and to protecting their general setting. In accordance with this policy, it is considered that the proposed signage will serve to secure the retention, restoration, maintenance and continued use of this building and protect its general setting as the works will support the re-use of the building.

4.14 The proposed freestanding sign will appear as a modern sign, however it is not considered that this will detract from the Listed Building or its setting as the sign is located away from the building and the canopy. This sign would be located behind the boundary treatment, adjacent to the main radial route of Cheetham Hill Road, which incorporates various modern clutter within the immediate streetscene of the sign, including a speed camera, solar panel and telegraph pole.

4.15 Taking all of the above into account, it is considered that the designated heritage assets are respected by the proposed signage and no material harm would result for the character, appearance or setting of these premises themselves or the setting of neighbouring heritage assets. For the reasons set out above, the proposed signs are therefore considered to be compliant with the aims and aspirations of the 2021 Framework and Policies DC14.5, DC19.1, CC10, E3.3 and DC15.1 of the Saved UDP and DM1, EN1, EC1, EN3, C10 of the Core Strategy, and therefore accord with the requirements of national and local adopted planning policy with regard to their heritage impacts.

5. THE PROPOSAL

Use

5.1 The existing property comprises a restaurant to the ground floor with wedding and banqueting facilities to the second floor.

Amount/Scale

5.2 This application seeks to provide 2no. sets of lettering signage to the flank walls of the central bay of the building and 2no. sets of lettering signage to the front elevation of the building, either side of the entrance. These signs spell out the name of the Wedding Hall business: Daisy Wedding Hall and the name of the Restaurant: Imamoglu Turkish Cuisine. The maximise lettering size would be 68cm in height and 52cm in width for the Daisy Wedding Hall lettering and 50cm in height and 66cm in width for the Imamoglu sign.

5.3 The proposed freestanding sign would site behind the existing boundary treatment and stand at 4.4m in height and 10m in length.

Appearance

5.4 The proposed lettering signage would appear as floating letters of gold colouring (to tie in with the gold feature on the boundary railings) with halo illumination. The fabric of the building would be visible between the lettering.

Access

5.5 This is an existing building with no changes to the access.

6. CONCLUSION

6.1 This application is submitted on behalf of Mr Sakaroglu in respect of the display of replacement halo illuminated signage upon the building and the siting of a free standing sign within the front curtilage.

6.2 It has been set out within this document that the proposed signage would not detrimentally impact the Listed Building. The application site is located within the Economic Improvement Area according to the adopted Proposals Map and therefore this development should be supported to enable this new business to flourish in this location and contribute to the local economy and improve this corridor.

6.3 Furthermore, National Planning Policy Framework (2021) states at paragraph 81:

"Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development."

6.4 It is therefore concluded that the proposals herein are entirely acceptable and in accordance with both the Development Plan and relevant material considerations and indeed would deliver a sustainable economic development. It is respectfully requested therefore that this proposal is approved without delay.