

Heritage Statement 5th February 2023

Vivienne Westwood Shop
47 Spring Gardens
Manchester
M2 2BG

76 Southwark Park Road
London
SE16 3RS

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Page 1

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1.0 INTRODUCTION

1.01 This Heritage Statement has been prepared by Pencilkit Ltd. to support a Listed Building Application for the proposed new facade signage for the Vivienne Westwood shop in 47 Spring Gardens. This statement should be read in conjunction with the submitted drawings that form the application.

1.02 The late Vivienne Westwood is a much-loved British fashion icon and has many shops around the UK, Europe and the World. Her shops have become established destinations for both serious fashion buyers and tourists alike. Manchester was the first location for a Vivienne Westwood shop outside of London and Vivienne Westwood has had a presence in Manchester for over 23 years. Vivienne employs and trains local people who have helped to create a unique shopping experience for the people and visitor to Manchester.

1.03 This statement has been prepared with specific reference to the National Planning Policy Framework, Section 12: Conserving and enhancing the historic environment.

2.0 DEFINING THE HERITAGE ASSETS

Background- 'Heritage assets' are the valued components that make up the historic environment and can be a building, monument, site, place, area or landscape which have been positively identified as having a degree of significance that merits consideration in planning decisions. Section 12 (item 126) of the National Planning Policy Framework describes heritage assets as 'an irreplaceable resource' which should be conserved in 'a manner appropriate to their significance' and that Local Authorities

2.01 The building for this application is located in the middle of Manchester city centre, at Spring Gardens, which runs adjacent to King Street. The building is situated on the eastern side of Spring Gardens looking directly down King Street.

2.02 Spring Gardens, including the application building form part of the designated Upper King Street Conservation Area.

2.03 47 Spring Gardens was designed as a termination and focal point to the top of the King Street by Heathcote (Charles) and Rawle in 1890. The building was originally designed as a bank headquarters and was occupied by various banking organizations until 1997. The building was listed in October 1974

2.04 The listing text for the building is as follows;

Insurance company offices, now commercial premises. 1881, by Charles Heathcote and Sons, for Commercial Union Assurance Company. Sandstone ashlar, slate roof Triangular plan on acutely-angled end-of-block site, with curved south end. Baroque style. Three storeys and attics, plus a roof turret; a 3-bay main range, with a segmentally-bowed bay to the right, and to the south of this a tapering curved wing (like the prow of a ship, giving the impression that the building is sailing down the street). Grey granite plinth, pilastered ground floor with entablature and cornice, slender Corinthian semi-columns to 1st floor with entablature and cornice, slender panelled pilasters to 2nd floor with plain frieze, bracketed cornice and panelled parapet; all these carried round. The main range has a square-headed doorway to the 3rd bay, with granite surround, a carved cartouche on the bow to the right, and mullion-and-transom windows with moulded surrounds; the upper floors of the bowed bay to the right have single-light windows with transoms; and the acutely-curved south corner of the wing has three single-light windows on each floor. The attic has elaborately decorated pedimented gables, and over the curved 4th bay a Baroque turret with slender tiered and domed cupola. Interior not inspected. Elegant architectural use of awkward site, forming a focus to the junction of several streets.

Source – English Heritage
<http://www.britishlistedbuildings.co.uk/en-457647-47-spring-gardens->

2.05 The proposed works are limited to the façade signage along the frieze above the ground floor glazing and will involve the removal of the existing signage and making good any fixing hole.

3.0 PROPOSED WORKS

3.01 Currently there is a pink neon sign on a metal frame within the frieze section of the façade on the Spring Garden elevation. There is currently no sign or logo on the side elevation leading to Concert Lane from Spring Gardens.

3.02 We intend to replace the neon sign on the Spring Garden fascia with a back-lit, black (RAL 9005), laser cut letters 30mm thick with LED internal lights that spell the name 'Vivienne Westwood'. A profiled aluminum backing sheet that echos the letters will be powder-coated RAL 1001 to match sandstone frieze and allow halo effect to work. There will be a hidden sub-frame in 30x30x2mm SHS metal secured by an M10 anchors.

The side sign on the corner of Spring Gardens and Concert Lane is a laser-cut 'Orb' logo and powder-coated black (RAL 9005) and spaced away from the frieze stonework by 65mm on 4no. Dia. 8mm pins

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4.0 CONCLUSION

The request for new signage is Vivienne Westwood's response to keeping things fresh and alive and the company feels that this will enhance the shopping experience and create more of a buzz at the top of King Street and Spring Gardens. It should be noted that this shop does not have the traditional fully glazed shop front display windows and so this new sign is one of the only ways that Vivienne Westwood can show and promote that they are there and trading.

This type of sign has worked very well for Vivienne Westwood in her flagship shop in London's Mayfair and Paris.

Graham Russell
Pencilkit Ltd.

On behalf of Vivienne Westwood Ltd.