



## Chisholm Hunter - IWC Manchester 13-15 St Ann's Square, Manchester

Heritage Statement  
July 2022

## Project Team

The proposal for the New IWC Schaffhausen retail store involves replacing existing external signage to the currently unoccupied retail unit and will contribute to the overall special architectural and historic interest of St Ann's Square.

This document has been prepared in support of Advertisement Consent, it includes a Heritage Impact Assessment.

Client..... Chisholm Hunter  
IWC Schaffhausen

Designer..... Matrium & Partners

Project Manager..... Derek Hollywood Planning  
Turner & Townsend

Building Control..... Assent Building Control

# **Contents**

## **SUMMARY**

## **INTRODUCTION**

Objectives  
Site Location

## **DESCRIPTION OF THE BUILDING**

Brief History  
Listed Building & Conservation Area  
Alterations

## **PROPOSED ALTERATIONS**

Scope of Works  
The Proposal

## **POLICY CONTEXT**

National Policy: Section 16  
The effect of the Proposed Alterations  
Planning History

## **Appendices**

Appendix I: Photographs



View From St Ann's Square towards the site

# Introduction

## Objectives

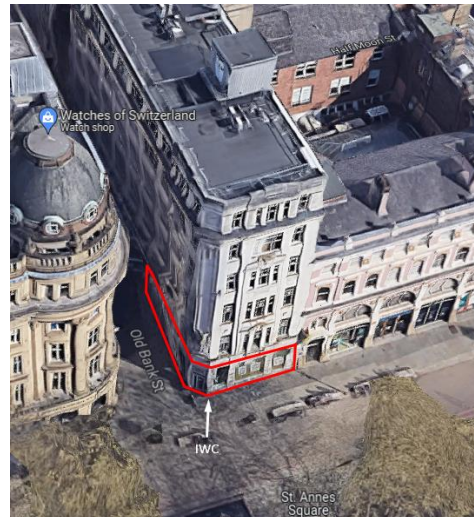
This application includes a Heritage Statement.

The aim of this report is to provide an assessment of the commercial property currently vacant, on St Ann's Square Manchester and the potential impact of the current proposal.

This report should be read in conjunction with the associated existing and proposed drawings prepared by Matrium & Partners and Derek Hollywood and prepared in order to support an application for Advertising Consent.

## Site Location

The retail premises of IWC Schaffhausen is located within the St Ann's Square Conservation Area. Located at the corner of St Ann's Square and Old Bank Street. The short elevation fronts St Ann's Square.



Use:

No change is proposed to the use of the building

Amount:

Works are limited to the existing bus stop signs and individually constructed letter signage using existing fixing spots.

Scale:

The proposals is in line with existing and nearby advertising format.

Appearance:

The volume of signage to the front of the store will be reduced overall. Signage on windows will be removed and set back into the store. Existing vinyl graphic/advertisement will be removed to make use of window. External Signage limited to existing bus stop and over door location allowing clear view of stonework detailing.

# Description of the building

## Brief History

The unit at 13-15 St Ann's Square is contained within Old Bank Chambers located on the corner of Old Banks Street and St Ann's Square. Constructed in 1925 by Harry S. Fairhurst for the Manchester Liners Shipping company and served as the Head Office for the company until their relocation.

## Listed Building and Conservation Area

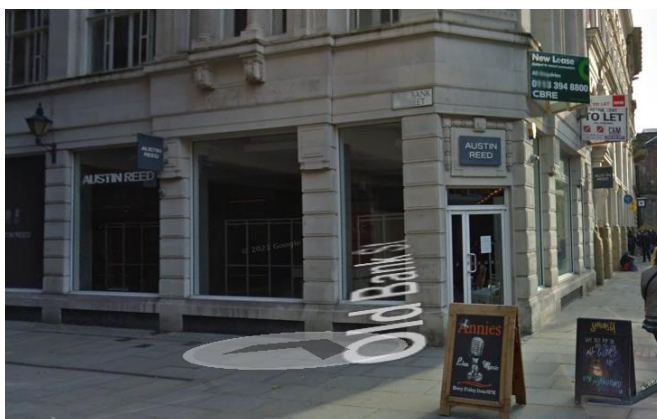
The building occupies the corner of St Ann's Square and Old Bank Street. The building is constructed of Portland stone building and built in the classical style. The property is six stories plus basement occupied by a retail space at ground and basement level and offices on the upper levels.

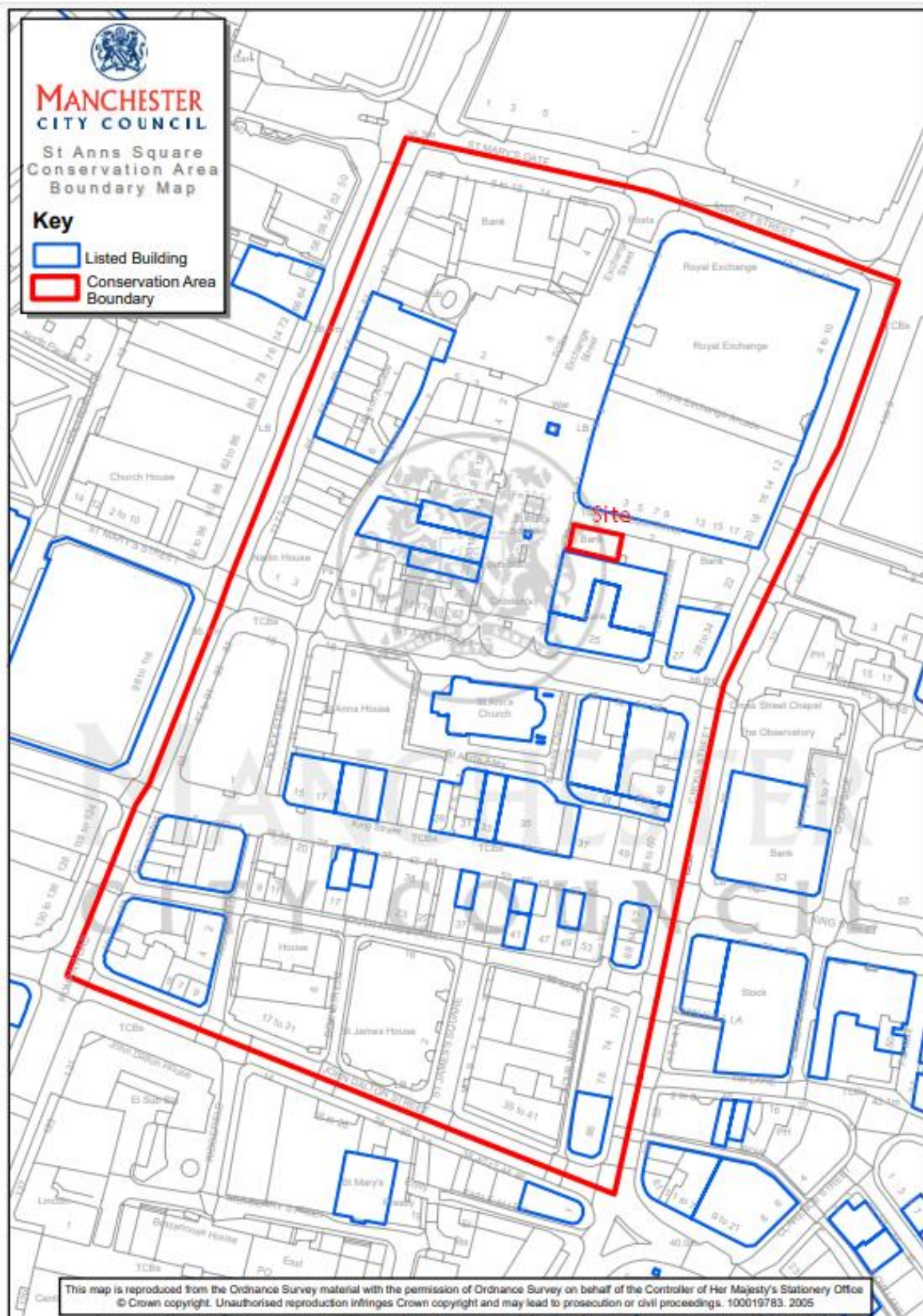
On 29<sup>th</sup> July 1970, St Ann's Square was designated as Manchester's first conservation area by the City Council and comprises of the culturally and historical significant areas of the city. The borders extending to Deans Gate, John Dalton Street, Cross Street and St Mary's Gate.

## Alterations

Main Sign- Remove existing fascia sign and fit individually illuminated letters of white opal acrylic faces and black powder coated metal 30mm returns illuminated white cool white LEDs, colour temperature 4000k. mechanically fixed to existing stonework.

Projecting Sign- Replace existing projecting signs with new, internally illuminated with LED lighting (4000K) with opal push through acrylic letters 5mm with black powder coated metal back panel.





[https://www.manchester.gov.uk/info/511/conservation\\_areas/144/st\\_anns\\_square\\_conservation\\_area](https://www.manchester.gov.uk/info/511/conservation_areas/144/st_anns_square_conservation_area)

# **Proposed Alterations**

## **Scope of Works**

There is no work to the external parts of the building other than to provide new illuminated projecting signs and fascia signs above the doorway. The proposal is detailed in the drawings included in this application. Please refer to the attached drawings for the existing and proposed shopfront.

## **The Proposal**

The proposed works involve removal of previous occupants “Realbuzz” box sign and projecting bus stop signs.

The proposal includes the following

### **Dontakings**

- Strip out and remove any previous occupants signage.
- Make good any damaged stonework.

### **Proposed works**

- New external signage affixed to wall, illuminated projected signage. Refer to details included in the proposed drawings. Care should be given to use existing fixings.
- Surfaces to be cleaned and made good as necessary.

# Policy Context

## National Planning Policy Framework (July 2021)

### Section 16: Conserving and enhancing the historic environment

The guidance regarding conserving and enhancing the historic environment is contained in the National Planning Policy Framework, Section 16 (July 2021 Revision).

*(190). Plans should set out a positive strategy for the conservation and enjoyment of the historic environment.*

The proposal reduces the overall impact of signage on the external elevation and enhances the heritage asset, showcasing stonework details. The proposal also continues the precedent of bus stop projecting signs. Reduced signage to shopfront windows creates an attractive and prominent product showcase and shopping experience for pedestrians.

*(197). The desirability of sustaining and enhancing the significance of heritage assets. The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality and the desirability of new development making a positive contribution to local character and distinctiveness.*

*(200). Any harm to, or loss of, the significance of a designated heritage asset, should require clear and convincing justification.*

There is no harm to the asset and fixing of signage is using existing fixing positions.

Due to our emphasis on our proposed signage complimenting the existing stonework, retaining and enhancing the particular asset and the wider environment, We believe the proposal is in line with the guidance and recommendations within the framework.

### The effect of the proposed alterations

The proposal will not alter the external appearance of the building and will retain and emphasise the existing stonework and features. The limited use of signage on the façade will enhance the stone details and signage proposed above the doorway will be framed and bring attention to the notable corbel detail.

Limiting the signage to these small areas the shop elevation opens up to continue the retail frontage along St Ann's Square from Exchange Street and enhances frontage to Old Bank Street. Removal of vinyl signage and graphic to Old Bank Street increases interaction to pedestrians due to useable window showcase.

## **Summary**

The proposed alterations will maintain the continued use of the retail unit. This is the original use of this space within the building.

The IWC proposal will enhance the current situation and not harm any element of the building, with minimal signage fixed to existing position and overall quantity of signage on the retail front reduced from previous retail occupants.

The works will not effect the external appearance of the building in any notable way. The IWC proposal will enable the continued use of an otherwise vacant, economic, asset, and thus contribute to business and employment in the city.

## Planning History

Planning Applications 3— on record

- Elevational alterations  
Ref. no: 090457/FO/2009/C1 Status Application Approved
- Installation of 3 heating boilers and a ventilation duct to floors 3 & 4 with flues terminating above roof level.  
Ref. No: 053243/FI/CITY1/97 Status Application Approved
- Elevational changes to banking premisis including the lowering of 3no. cills.  
Ref. No: 045600/FO/CITY1/94 Status Application Approved.

# Appendices

## Appendix I: Photographs



St Ann's Square- Existing Shopfront Elevation



Old Bank Street- Existing Shopfront Elevation



Corner View



Stonework Detail above doorway