

## DESIGN, ACCESS & HERITAGE STATEMENT

**In respect of:**

**The Didsbury**

852 Wilmslow Rd, Didsbury, Manchester M20 2SG

**On behalf of:**

**Greene King**



### 1.0 Introduction

- 1.1 This Heritage Assessment is prepared in support of a planning application and consent to display and advertisement to the car park at the Didsbury public house, Didsbury, Manchester.
- 1.2 This assessment in conjunction with other supporting documentation seeks to assess the impact of the proposals upon the character and appearance of the building and that of the Didsbury St James Conservation Area.

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## **2.0 The Site and Surrounding Area**

### **Existing site**

- 2.1 The application site is located off Wilmslow Road in the Manchester suburb of Didsbury, the building and curtilage is Grade II listed at Didsbury Hotel, the listing reads:

*Hotel. Mid C19, probably in more than one build (and part perhaps a remodelling of an earlier building); altered. White-painted stucco on brick, slate roof. L-plan. Two and 3 storeys to one height, with irregular fenestration equivalent to approx. 6 windows at 1st floor, in 2 portions: that to the right is 3-storeyed, has porch with round-headed doorway and window and parapet arched over each of these; canted bay window to right, 2 pairs of small round-headed windows at 1st floor, 3 segmental-headed windows at 2nd floor (that to left under shallow gable with ornamental bargeboards), and bracketed eaves; that to left is regular and symmetrical, with 2 pairs of tall round-headed windows at ground floor, a band arched over them, and a round-headed window in the centre of the 1st floor, under a gable (like the other), flanked by pairs of segmental-headed windows. All windows sashed without glazing bars. Gable chimney to left, 2 ridge chimneys to right. Included for group value.*

*Listing NGR: SJ8474690407*

Source - <https://historicengland.org.uk/listing/the-list/list-entry/1254896>

- 2.2 The site also lies within the heart of the Didsbury St James Conservation Area which is known as;

*'The greatest concentration of listed buildings in Manchester, outside the city centre'.*

Source – [Manchester.gov.uk](http://Manchester.gov.uk)

Positioned on the corner of Wilmslow Road which was the center of the village and is now the center of the conservation area itself.

*'The original centre of the village is at the point on a pronounced bend in Wilmslow Road where it is joined by Stenner Lane. At this location the road is wide where formerly there would have been a green, but now there is only hard paving. Two public houses and a restaurant are located here, and in the distant past a number of shops also existed. This was Didsbury Village long before there was a settlement at the present village a kilometre to the north'.*

Source – [Manchester.gov.uk](http://Manchester.gov.uk)

### **3.0    The Application Proposal**

3.1    The planning application seeks consent for the following:

- The installation of 12no new signs on 7no new and 1no existing posts around the perimeter of the car park, 2 new wall mounted signs, and 2no new ANPR cameras.

The new post signs will be located in discrete locations around the car park, which has a number of mature hedges, bushes, and trees to its perimeter. Where possible the signs are located near existing signage posts or lamp posts so as not to visually clutter the leafy backdrop. One of the new signs is proposed to an existing post, whilst the other two are proposed to boundary walls. There is no intention to fix any signage to the listed building itself.

The new posts proposed will be galvanized metal painted black. In decorating the posts black they will be less visually striking and blend into the backdrop more effectively than a galvanized finish.

As part of the renewal, the pay and display machine has been totally removed, and any signage that has historically been fixed to the listed building also removed. The decluttering of the effected building elevations will have a positive impact on the appearance of the listed building.

### **4.0    Access**

4.1    Access to and from the car park remains unaltered. The ANPR cameras are located to record cars entering and leaving the car park.

### **5.0    Assessment of Proposal**

5.1    The proposed alterations to the car park allow for modern car parking equipment to be installed that will effectively and efficiently manage the use of the car park. This is necessitated due to pubs location within a busy village centre and the inconsiderate past use of the car park by non-patrons of the pub. The system installed will allow visitors of Didsbury to utilize the car park on a 'pay by phone basis, whilst recognizing the patrons of the pub and not charging for their stay. This benefits both the pub and the local village as it ensures that the car park isn't constantly full with long stay parkers utilizing free spaces, creating space for their paying customers, and also providing paid parking for visitors to Didsbury Village.

Posts and signs are discretely located and decorated in a manner to minimize their visual impact. No signs or ANPR camera will be fixed to the listed building and any existing car park management signs historically fixed to the building will be removed.

The proposed alterations will have no negative impact on the listed building or character of the conservation area.

## 6.0 Appendix

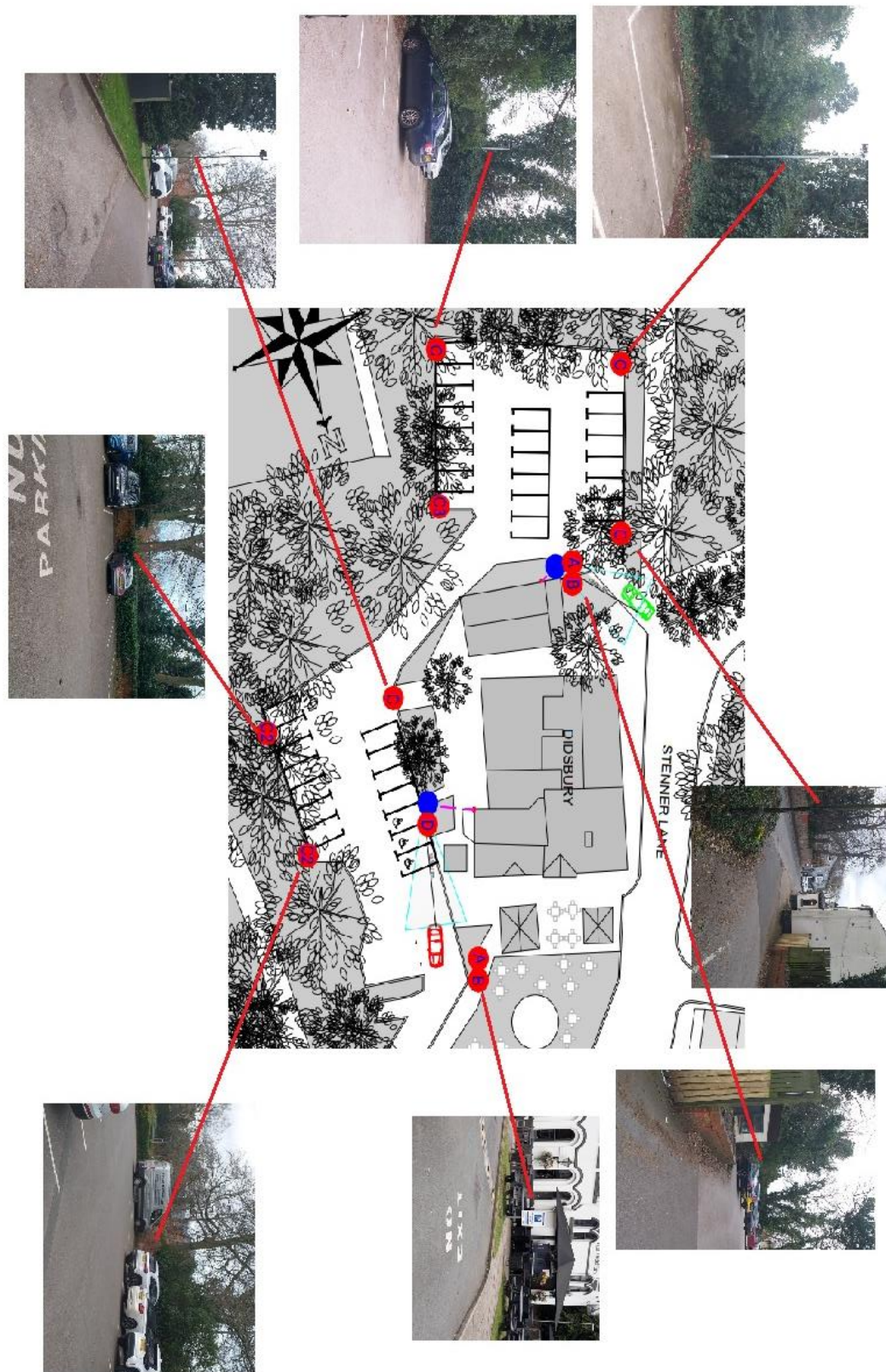


Figure 1 - Signage Locations + Images