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HERITAGE IMPACT ASSESSMENT AND JUSTIFICATION

Temporary Sporting Heritage Murals

12 Piccadilly, Manchester
Grade II Listed Building

1. Introduction and Context

This Heritage Impact Assessment and Justification updates and expands upon the Heritage Statement prepared by Stephen Levrant Heritage Architecture Ltd dated 8 July 2024, which accompanied the earlier Listed Building Consent for a temporary mural on the south gable wall of 12 Piccadilly, Manchester.

This updated assessment has been prepared in support of a new Listed Building Consent application and responds to the Local Planning Authority's request for a more explicit assessment of potential heritage harm, mitigation measures, and compliance with national policy, including the National Planning Policy Framework (NPPF).

The assessment confirms that the baseline understanding of the significance of the heritage asset, as set out in the July 2024 Heritage Statement, remains valid. The updated assessment focuses on the implications of revised mural imagery and duration, while confirming that the physical intervention, materials, and reversible nature of the works remain unchanged.

2. Significance of the Heritage Asset

Building	12 Piccadilly, Manchester
Listing	Grade II
Date	Edwardian
Architect	Thomas Worthington and Son
Original Use	Bank
Architectural Style	Neo-Classical

The significance of 12 Piccadilly derives principally from its architectural composition, high-quality Portland stone façades, and historic function reflecting Manchester's early 20th-century commercial development.

South Gable Wall

The south gable wall does not form part of the principal architectural composition of the building. It is a rendered, non-original elevation which was historically concealed by adjoining buildings and has only become visually prominent following the demolition of 14–16 Piccadilly. As such, this elevation makes a **limited contribution** to the building's overall heritage significance when compared to the principal façades facing Piccadilly and Chatham Street.

3. Description of the Proposed Works

The proposals comprise the temporary application of hand-painted sporting heritage murals to the rendered south gable wall of the listed building. The murals will celebrate Manchester's sporting heritage in connection with the Manchester Marathon 2026 and the FIFA World Cup 2026.

Location	Rendered south gable wall only
Materials	Breathable, microporous paint systems
Duration	Maximum 24 months
Reinstatement	Overpainting at end of consent period or earlier if triggered by adjacent redevelopment

Justification for 24-Month Duration

The proposed 24-month display period mirrors the duration granted under the previous Listed Building Consent for this site.

This duration is sought for the following reasons:

- **Consistency with established precedent:** The Local Planning Authority previously determined that a 24-month period was acceptable for temporary murals on this elevation, establishing a clear precedent for the current application.
- **Event coverage:** The 24-month period enables the murals to celebrate both the Manchester Marathon 2026 and FIFA World Cup 2026, maximising public benefit from two nationally and internationally significant sporting events.

- **Ongoing gap site:** The adjacent site at 14–16 Piccadilly remains undeveloped. The 24-month period provides continued enhancement of the streetscape during this extended period of vacancy.
- **No increased harm:** The use of breathable, microporous paint systems means the extended duration does not result in any additional harm to historic fabric beyond that already accepted under the previous consent.

No works are proposed to the principal façades, architectural detailing, structural fabric, or interior of the listed building.

4. Assessment of Potential Harm

Paragraphs 199–202 of the NPPF require that any harm to the significance of a designated heritage asset be identified and assessed.

The potential harm arising from the proposals relates solely to a temporary visual change to a non-original rendered elevation and the physical interaction between paint and render during the display period. No loss of historic fabric is proposed, and no irreversible change would occur.

Assessment: Given the limited heritage significance of the affected surface, the temporary and reversible nature of the intervention, and the absence of any impact on architecturally significant elements, the proposals are assessed as resulting in **less than substantial harm** to the significance of the listed building, consistent with national policy definitions.

5. Mitigation Measures

In accordance with NPPF paragraph 202, potential harm has been minimised through the following measures:

- Works are confined to a rendered, non-original elevation of limited heritage significance
- Use of breathable, microporous paint systems to avoid trapping moisture within the historic fabric
- Application and reinstatement methodologies designed to avoid damage to the underlying render
- Display period of 24 months, consistent with the previous consent for this site
- Reinstatement of the wall by overpainting following completion
- A clear relationship to the long-standing gap site at 14–16 Piccadilly, which currently detracts from the setting of the listed building

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These measures ensure that any heritage impact is carefully controlled and reversible.

6. Public Benefits

In accordance with NPPF paragraph 208, the less than substantial harm identified must be weighed against the public benefits of the proposals. The public benefits include:

- Temporary enhancement of a prominent elevation facing a long-standing gap site
- Celebration of Manchester's sporting heritage during nationally and internationally significant events
- Increased public engagement with the listed building and its setting
- Improved appreciation of the heritage asset during an extended period of vacancy
- Delivery of enhancement and stewardship at no cost to the public purse

7. Planning Balance and Conclusion

The proposals would result in less than substantial harm to the significance of the Grade II listed building, arising from a temporary and reversible intervention to a non-original rendered elevation.

That harm has been minimised through careful choice of surface, materials, methodology, and duration. The 24-month display period mirrors the duration previously granted for this site, establishing consistency with the established precedent.

Conclusion: When weighed against the public benefits identified, the proposals are considered to comply with the heritage policies of the NPPF and to preserve the special architectural and historic interest of the listed building.