PLANNING MANAGEMENT
Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

# HERITAGE STATEMENT

53 Piccadilly

Manchester

M1 2AP

| Proposal |
| --- |
| Advertisement Consent for an LED Digital Fascia Sign, and Non-Illuminated Fascia Sign Below (Retrospective). |

| Prepared by |
| --- |
| **Mubeen Patel** BA (Hons) MTPl MRTPI<br>Planning Consultant |

July 2026

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

## Contents


| | | Page |
|---|---|---|
| 1. | Introduction | 3 |
| 2. | Planning Policy | 6 |
| 3. | Surrounding Building and Conservation Area | 9 |
| 4. | Proposal Impact | 14 |
| 5. | Conclusion | 21 |

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

## 1.0 INTRODUCTION

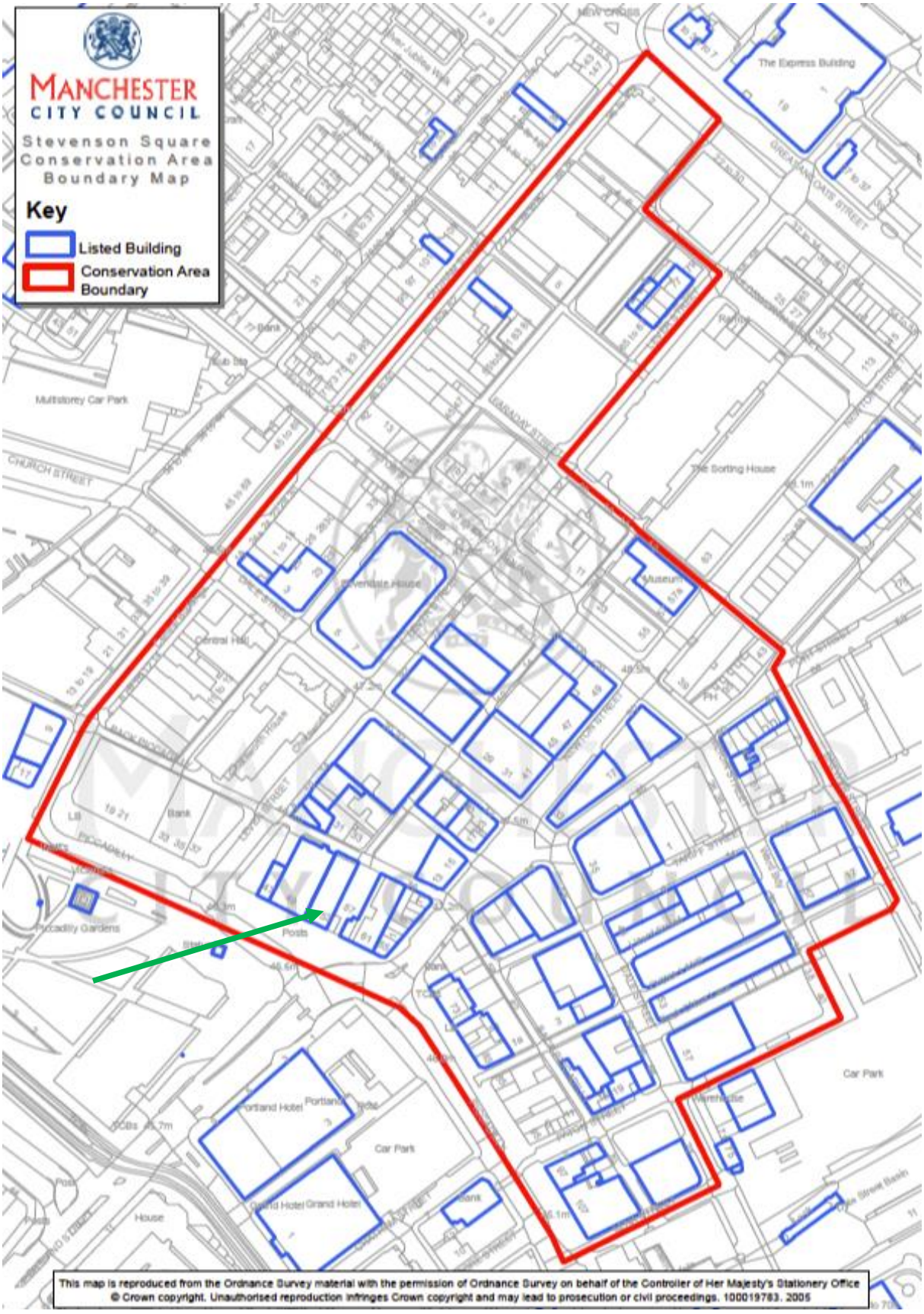
This Heritage Statement accompanies an application for Advertisement Consent and Listed Building Consent to replace signage with new signage consisting of an LED digital fascia screen sign, and non-illuminated fascia sign below (Retrospective) at 53 Piccadilly, Manchester. The proposed signage relates to the ground floor which is occupied by a vape/phone shop.

Guidance for heritage statements emphasises the need for the documents to be appropriate in length. The nature of the property encompasses a number of distinct elements and features, the extent of the proposed works and the designation and surrounding architectural buildings have driven the length of this document.

Numbers 77-83 Piccadilly which includes the application site were designed by Clegg and Knowles and dated 1877. This is a four-storey stone building with attic floor in Victorian eclectic style, which is richly decorated with stone carvings inspired by several sources. The upper floors do not constitute part of this application.

In terms of Heritage value, the property itself is Grade II Listed and is located within the Stevenson Square Conservation Area. Furthermore, a number of surrounding buildings are also Grade II listed, this is set out further in this document.

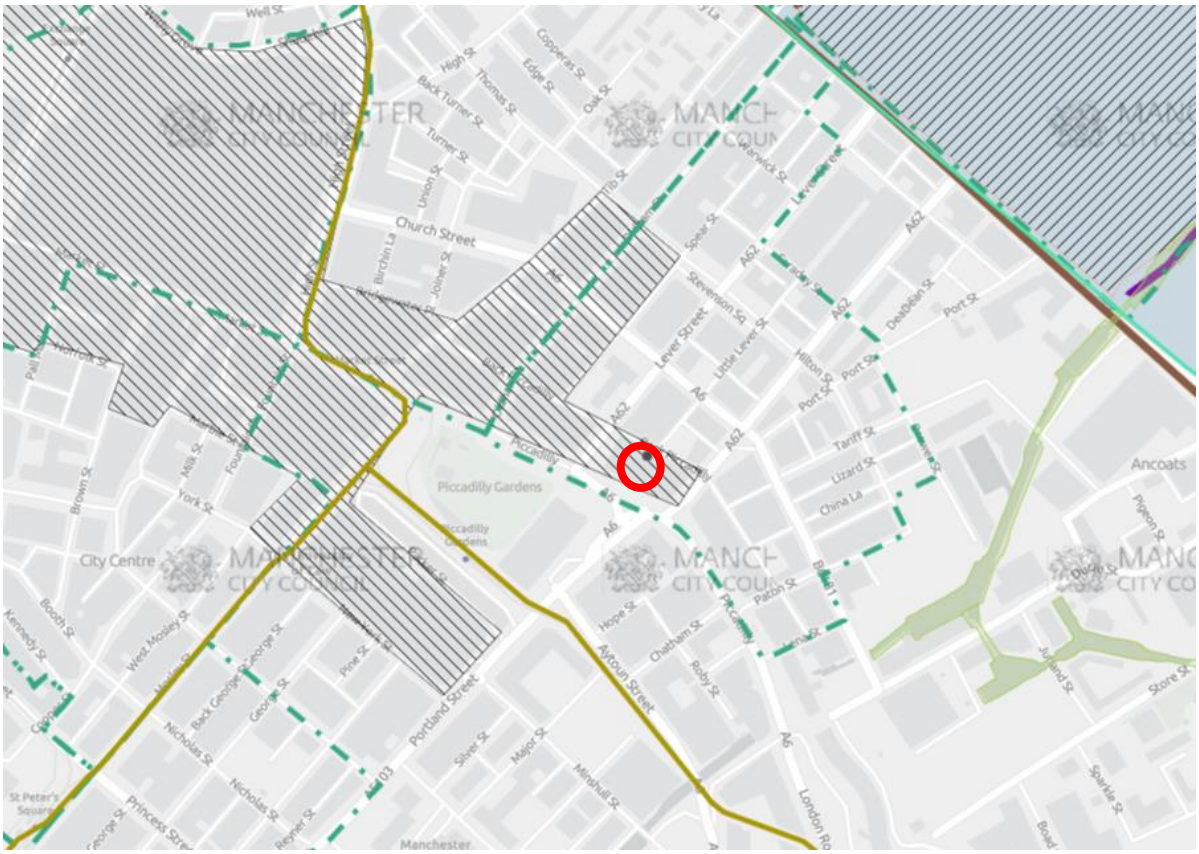
Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk




**Above:** The red line indicates the 'Stevenson Conservation Area' boundary, whilst the blue outline of buildings indicates Listed Buildings. The application property is indicated

by green arrow within the Conservation Area whilst the ground floor shop is part of the larger 4 storey Listed Building.

The property is positioned within the main Manchester City Centre shopping area; therefore, the surrounding area is occupied by a variety of shops and commercial properties. Most of the ground floor commercial units include a variety of different signs.




**Above:** Shows the location of the proposed site in the Stevenson Square Conservation Area (green outline), and within the main shopping area (hatched).

The planning history of the site includes;

- App Ref: 022636 - Illuminated double sided projecting box sign B. Illuminated individual letter name sign – **Approved.** 11/10/1984.
- App Ref: 050105/AO/CITY2/96 - a) Illuminated fascia name sign b) Illuminated double sided projecting box sign– **Approved.** 08/08/1996.
- App Ref: 050284/lo/CITY2/96 - LISTED BUILDING CONSENT New fascia signage and projecting sign – **Approved**. 08/08/1996.

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

## 2.0 PLANNING POLICY

The key theme of delivering sustainable development is at the core of all the policies and objectives in this document. Sustainable development incorporates not only an environmental role (protection of heritage and townscape assets of value), but also a social role (supporting the communities health and social needs) and economic role (contributing to building a strong, competitive and responsive economy by supporting growth and the provision of infrastructure) as set out by Paragraph 8 of the National planning Policy Framework (NPPF).

There is a presumption in favour of sustainable development. This means approving development that accords with the development plan without delay (where the development plan is up to date) and (where the development plan is silent), granting permission unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

Section 72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 requires local planning authorities to give special attention to the desirability of preserving or enhancing the character or appearance of the conservation area.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Manchester City Council assesses planning proposals affecting heritage assets primarily through Policy EN3 (Heritage) of the **Core Strategy.** Key directives of Policy EN3 include:

**Preserve and Enhance:** Development must safeguard and enhance the historic environment, preserving the special interest of features like Listed Buildings and Conservation Areas.

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

**Re-use of Assets:** Schemes that successfully re-use vacant or empty heritage buildings are actively encouraged, provided the changes are consistent with the assets historical.
significance.

**Heritage Appraisals:** Developers are required to submit an appropriate Heritage Statement or appraisal evaluating how the development impacts the character and fabric of the asset.

Additionally, the **Places for Everyone (PfE)** joint development plan (which replaced some sections of the Core Strategy in 2024), and national guidance dictate that applications must justify the necessity of works and detail how any impact on a recognized heritage asset will be mitigated. More specifically Policy JP-P2 aims to positively conserve, sustain, and enhance the historic environment, individual heritage assets, and their settings across the region

'Significance' with regard to heritage assets is defined by the NPPF as: 'The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.'

Planning practice guidance identifies that substantial harm is a high test and may not arise in many cases. Whether a proposal causes substantial harm will be a judgment for the decision taker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework.

In determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest. It is the degree of harm to the asset's significance rather than the scale of the development that is to be assessed. The harm may arise from works to the asset or from development within its setting.

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

When considering potential impacts, the **NPPF** provides the guidance below-;

Paragraph 207 of the NPPF - "In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

## 3.0 CONSERVATION AREA AND SURROUNDING LISTED BUILDINGS

CONSERVATION AREA

The Stevenson Square Conservation Area represents a significant portion of the city centre in which the majority of Victorian buildings remain intact. Many are listed by the Department for Culture, Media and Sport and Historic England for Listed Buildings as being of special architectural or historic interest. Very few buildings from the 18th century are still standing in the Conservation Area. The earliest include a few groups of houses and two public houses.

The majority of buildings of architectural or historic interest in the conservation area are Victorian or early-20th century. Most are related to the cotton industry, often warehouses, showrooms or workshops. These buildings are taller than the earlier examples and create a varied matrix of building mass, divided by largely dark, narrow streets. Wealth produced by the cotton industry can be seen reflected in the buildings, either stone or brick with stone dressings, many of which are elaborately decorated. Towards the end of this period terracotta became popular and was extensively used either in conjunction with brick or on its own.

The older streets would originally have been muddy tracks. The most important of these were later cobbled. With the increased transportation demands of commerce in the world's first industrial city, the Victorians paved the streets with durable gritstone setts. In some smaller streets these are still visible, together with cast-iron kerbs which were resistant to damage otherwise caused by the iron rims of cart wheels.

APPLICATION SITE – 'Gardens Hotel and shops'

Textile shipping warehouses, one of mid-to-late C19 date, and one of 1904 by W and G Higginbottom, both with ground floor shops and later used as offices, with the upper floors altered for hotel use in the late C20.

The Gardens Hotel occupies two buildings; Nos. 51 and 53 and Nos. 55 and 57 Piccadilly. Nos. 55 and 57 is the older building, being built between the survey for the OS

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

1851 1:2500 map and the 1886 Goad Fire Insurance plan which shows this building as a shipping warehouse occupied by Horrockes, Miller and Co. This was probably the original function of the building. At this time, it had a shop either side of the central entrance, a skylight over the stairwell and a closed hoist towards the rear of the building. The small courtyard which is still evident was glazed over.

Nos. 51 and 53 are dated 1904. The 1917 Goad Fire Insurance plan shows a drugstore in the shop unit, with the rest of the building housing offices and various warehouses accessed by a stone stair lit by a skylight. The courtyard behind was glazed. This map also shows that Nos. 55 and 57 were, by this time, the general offices of the Manchester Corporation Tramways but were little altered other than the addition of a lift to serve the front half of the building and some openings into the neighbouring building, Nos. 59-61. By 1960 the Manchester Corporation Transport Dept. general offices occupied both buildings and a lift had been inserted into the stairwell of Nos. 51 and 53. By 1970 Manchester College of Arts and Design occupied them.



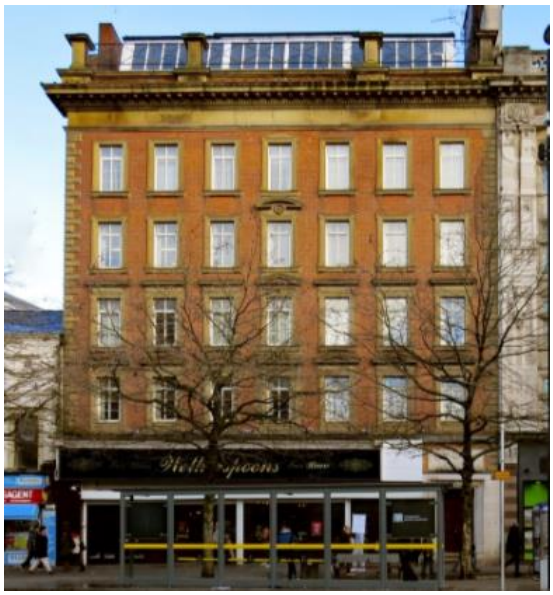
**Above:** Image shows the front elevation of the building. Euronews occupied the site previously with illuminated internal letter sign with an illuminated fascia sign below.

ADJACENT LISTED BUILDINGS

**49, Piccadilly, Manchester, M1 2AP**

Clothiers' warehouse, now offices with public house at ground floor. 1846 to 1847. For JP and E Westhead, rebuilt after a fire of 1850, with mansard roof added between 1886 and 1917. Occupied in 1917 by Chorlton Brothers, clothiers.

Red brick with sandstone dressings, slate roof. Deep rectangular plan. Simplified palazzo style. Five storeys and attic, a seven window facade, symmetrical, with rusticated quoins, plain frieze, modillioned cornice, brick parapet with stone pilasters and chimneys, large attic dormer. Ground floor altered except for square-headed doorway to right with enriched surround; very regular fenestration to upper floors, all windows of equal height and with moulded architraves, those at first and second floor shouldered, the lower with aprons and pediments (that in the centre swan-necked) and the upper with cornices (except that in the centre which is pedimented), and those at third floor eared (that in the centre with a segmental open pediment); altered glazing to first floor, eight-pane casements to the upper floors. Full-width glazed dormer in slope of roof, with three-span hipped roof.



**Clayton House, 59, Piccadilly and 61 Piccadilly**

Restaurant, warehousing and offices. Dated 1907 at top floor; by W and G Higginbottom. Portland stone facade with brown terracotta ground floor, slate roof. Long narrow rectangular plan at right-angles to street. Jacobean Baroque style.

Six storeys and three bays, symmetrical; small cornice to ground floor, panels over outer fourth-floor windows lettered "CLAYTON" "HOUSE", prominent cornice over fourth floor with mutules and egg-and-dart enrichment, dentilled cornice over fifth floor broken in the centre by a Baroque-style broken-pedimented upstand lettered "AD MCMVII". The ground floor has doorways to left and right, both with pedimented surrounds and that to left with frieze lettered "CLAYTON HOUSE", and C20 shop window between; the upper floors have mullion-and-transom windows, mostly six lights, including a canted oriel tiered from second to fourth floors, those in the outer bays at second floor with triangular pediments, that at third floor of the oriel with a segmental pediment enclosing a lion-mask cartouche, and all these with ornamental wrought-iron balconies. Tall corniced chimneys at the gables.

The architects are Walter Higginbottom (1850-1924) and George Harry Higginbottom (1852 -). These are not to be confused with William Herbert Higginbottom (1868–1929), who was born in Leeds but moved to and practised in Arnold, Nottingham.

Forms group with No.47, No.49, Nos 51 and 53, and Nos 55 and 57 to left (q.v.), and with gabled return of Nos 1 to 11 Newton Street to right (q.v.).




**Wellington Statue**

Monument to the Duke of Wellington. 1856, by Matthew Noble. Ashlar plinth and pedestal, bronze statuary. Rectangular plan. Base of 3 steps, plinth with projected corners bearing seated statues of 4 allegories, pedestal surmounted by standing statue of the Duke. Relief panels in sides of plinth, inscriptions in sides of pedestal.



## 4.0 PROPOSAL IMPACT

This site is located within the Stevenson Square Conservation Area. Both Advertisement Consent and Listed Building Consent are applied for to replace the fascia signage with new signage consisting of an LED digital fascia screen sign, and non-illuminated fascia sign below (Retrospective) at 53 Piccadilly, Manchester. The proposed signage relates to the ground floor which is occupied by a vape/phone shop. The application property is a Grade II Listed Building. Similarly, as mentioned above a number of adjacent properties are also Listed Buildings.

The proposed LED sign measures 4.5m x 1.5m with its depth being 0.5m from the face of the building. The smaller fascia sign below 'SMOKERS PARADISE' measures 4.3m x 0.6, whilst its depth is 0.23m from the face of the building.

This portion of Piccadilly retains an active central shopping area and shopping frontage, which provides a range of small family-run units as well as the usual high street chains. The quality of shopfronts and advertising in the area is mixed. Some are of very high quality, and some with the use of modern interventions to advertise their business.

The inclusion of an LED screen fascia sign positioned as replacement for previous fascia sign at the retail unit would not appear out of character in this location. The proposed screen does not rise any further above the ground floor thereby maintaining the architectural qualities of the upper floors of the building, whilst the screen and lettering below 'SMOKERS PARADISE' would be of a similar size, design, and lettering to many of the fascia signs along this portion of Piccadilly.

A number of limitations have been introduced/proposed to the LED screen to ensure it has no negative impacts on the surrounding area and street scene; these include;

- During the hours of darkness, the illumination level shall not exceed 300 candelas per square metre. At all other times the illumination level shall not exceed 600 candelas per square metre.

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

- There shall be no additional effects (including, but not limited to: audio, odours, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements, and shall not depict any images that resemble road signs or traffic signals) of any kind, at any time.

- The advertisements displayed on the screen shall contain static and two-dimensional images only with no moving or apparently moving images, devices, wording or emblems; and shall not depict any images that resemble road signs or traffic signals. In addition, the displays shall not change more than once every 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed.

- The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change and there shall be no visual effects (including fading, swiping or other animated transactions) between successive displays.

The screen currently only displays 2 static screens as shown below, these advertise the shop/business at the premises:

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk




**Above:** Screen display 1 – 'SMOKERS PARADISE'.




**Above:** Screen display 2 – 'EUROFONES'.

Give the above limitations and restrictions, it is considered that the proposal would result in a neutral impact to the designated heritage assets. There would be no detrimental harm that would be caused by the installation of the sympathetic and modern feature. Given existing surrounding signage and shopfronts it does not dominate the streetscape and detract from the assets identified. A number of photographs are provided below which show similar large fascia signs, some are historic, illuminated, whilst others are boxy with large shutter housing:




**Above:** Large fascia signs on neighbouring units, including projecting shutter boxes.




**Above:** Similar large fascia signs on adjacent units.




**Above:** Marhaba newsagents with numerous signage.




**Above:** Large projecting fascia sign along Newton Street close to the proposed site.




**Above:** Various signs including illuminated large vertical 'HOTEL' signage above ground floor shops.

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

The proposed shopfront, given previous advertisement at the site would help to maintain the rhythm and character of the row. The area proposed for signage is also considered to be acceptable and would not dominate the frontage and elevation of the premises. The signage area replicates the rhythm of the existing fascia signs of the neighbouring shops and as such is considered to be in keeping with the area.

It is considered the new modern signage would help maintain a continued use for the site to ensure that it is an attractive place to live, work, play and visit. The public benefits of the new signage and continued use of the site would have an overall neutral impact on the building itself and the surrounding Heritage Assets, the application should therefore be supported.

Therefore, in this instance it is considered that the works proposed would preserve the Character of the Conservation Area and listed building and surrounding heritage assets and as such complies with policies within Manchester's Core Strategy, Places for Everyone and the NPPF.

Batley Business Park, Technology Drive, Batley, WF17 6ER
07850 595458 | support@planningmanagement.co.uk

## 5.0 CONCLUSION

In conclusion, the application would have a neutral impact on the character and appearance of the area by way of the signage design, size, materials, and limitations proposed, and by retaining the historic features of the building on upper floors.

It should be noted there would also be some public benefits of keeping the site occupied in future which would maintain the upkeep of the conservation area and the setting of the wider heritage assets. The application therefore accords with Manchester's Core Strategy, policies within Places for Everyone, the NPPF, in addition to Sections 66 and 72 of the 1990 Act.