

28-30 Prince's Street, Stockport Heritage Statement



JW | Conservation

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October 2021

**28-30 Prince's Street
Heritage Statement**

Prepared for Kippax Investments Ltd

by

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October 2021

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1 EXECUTIVE SUMMARY

This report was commissioned from Jenny Wetton Conservation in 2021 by Kippax Investments Ltd Its purpose is to assess the contribution which the building makes to the significance of the Grade II listed 'Swan with Two Necks' public house as it falls within the setting and to assess the impact of proposals to re-develop the site for residential use.

Section 3 summarises the development of the site. The building at 28-30 Princes Street dates from 1913 and was constructed on a site previously occupied by a timber yard. The Picture House cinema was built to a design by Manchester architect, Charles Swain, and opened in June 1913. The cinema itself was redeveloped as a department store following 'considerable reconstruction' in around 1960.

Section 4 assesses the significance of the site. The building at 28-30 Prince's Street has been substantially altered, with a later 20th century retail frontage, significant alterations to the south-west elevation and the total loss of internal historic features, with no evidence within the building of its former function as a cinema. It is considered that the building retains very little of its architectural design by Charles Swain and **not enough to constitute a non-designated heritage asset in planning terms. The building is not identified as a locally listed building by Stockport Council.**

This part of the setting is considered to make an **overall positive contribution** to the significance of the Swan With Two Necks, although the building adjacent to the north and that at numbers 11-21 Prince's Street are considered to detract from this contribution. It should be noted that the building's **special architectural interest is considered by Historic England to be concentrated principally within the interior.**

Section 5 outlines the heritage planning policy context. The 1990 Planning (Listed Buildings and Conservation Areas) Act is the primary legislative document; there is a presumption in favour of preserving and enhancing heritage assets. The NPPF provides national policy on heritage assets and development and sets out a proportionate approach taking account of significance. The public benefits of a proposal likely to affect the character of a designated asset should be balanced against the harm to heritage assets.

Section 6 provides an assessment of the impact of the proposals. There is no viable future use for the existing building which retains very little of its historic architectural design and not enough to constitute a non-designated heritage asset in planning terms.

The overall approach to the design for the proposed redevelopment has been informed by an initial *Heritage Appraisal*. The indicative design has taken key views into account. 3-D massing drawings have been produced to illustrate the likely impact of the development and show a varied roofline stepping up from Princes Street to the corner of Hatton Street and Bridgewater Street. The application site is set well back

from the listed building and only affects views along Princes Street which include the front elevation. The height along Princes Street has been kept as low as possible, in order to reduce its impact on the listed building but is on a corner and a taller feature can help to distinguish the corner within the streetscape. Three commercial units along Princes Street would retain present activity levels, and the Bridgewater Street side would become a residential access with more activity out of hours. The indicative design is simple and contemporary in nature, helping to keeping the viewer's attention towards the asset.

It is considered that the proposals, although indicative only at this stage, would **not harm the significance of the listed building** and are in keeping with national and local planning policy.

2 INTRODUCTION

2.1 Background to the Report

This report was commissioned from Jenny Wetton Conservation in 2021 by Kippax Investments Ltd. Its purpose is to assess the contribution which the building makes to the significance of the Grade II listed 'Swan with Two Necks' public house as it falls within the setting and to assess the impact of proposals to re-develop the site for residential use. The NPPF requires significance to be assessed when changes are proposed to heritage assets, and for the impact of proposals to be assessed in relation to significance.

2.2 Acknowledgements

The author would like to thank the staff of the Stockport Local History Library for their assistance with the research for this report.

2.3 Purpose of the Report

The report is designed to provide the author's professional opinion of:

- A summary of the history and development of the site.
- An assessment of its contribution to the significance of the Listed Building.
- An assessment of the impact of the proposals.

This report has been written by Jenny Wetton, BA MSc (Arch Cons) IHBC, Consultant based on evidence from available documentary sources and a survey of the site.

2.4 Copyright

This report is the copyright of Jenny Wetton Conservation and is for the sole use of the organisations to which it is addressed. This document may not be used or referred to in whole or in part by anyone else without the express agreement of Jenny Wetton. She does not accept liability for any loss or damage arising from any unauthorised use of this report.

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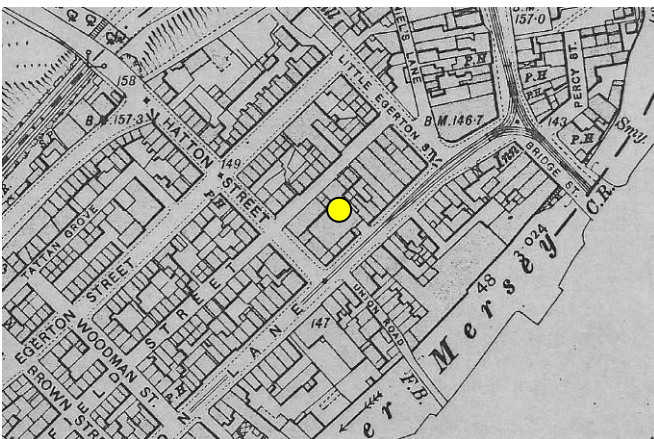
3 HISTORY AND DESIGN

3.1 History of Site

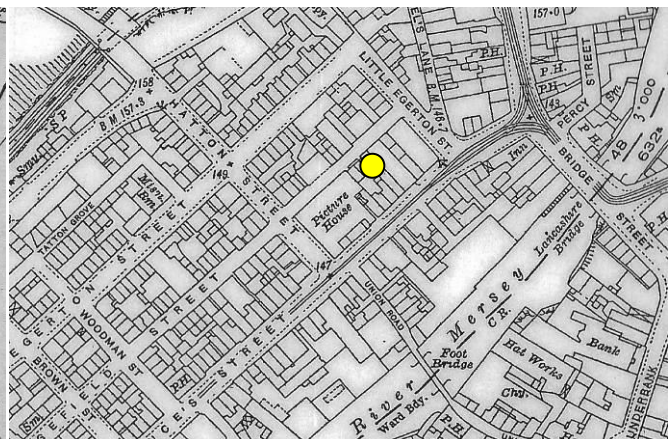
The eastern part of Heaton Lane, to the north of the River Mersey, was renamed Prince's Street after the official opening of the new Town Hall by the Prince and Princess of Wales (later George V and Queen Mary) in 1908.

According to the Historic Environment Record, a 'Timber Yard' is marked on the 1873 map with entrances from Heaton Lane (Prince's Street) and Bridgefield Street, with an associated building in the north-east corner¹. By 1893, buildings had been built on the other sides of the yard and, by 1904, the central yard between these various buildings had been built over. In the early 20th century, the site was used as the stables of the Borough Carriage Company Ltd before being redeveloped as a cinema.

Also according to the Historic Environment Record, the cinema was built to a design by Manchester architect, Charles Swain, and opened in June 1913 named The Picture House. The 1917 map shows the building on a roughly rectangular plan, marked as 'Picture House'. Arrowsmith and OAN quote Shenton as describing the building as 'the town centre's largest and most lavish cinema of the silent era'². The building was renamed The Palladium in 1918.



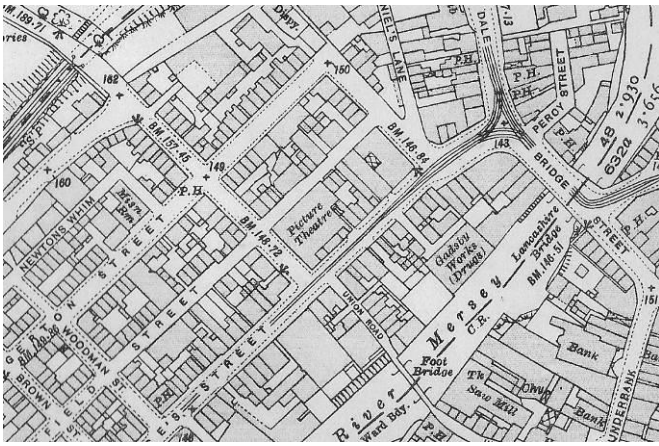
OS 1914 Showing Site



OS 1917 Showing Site

¹ Greater Manchester Historic Environment Record, record no. 15061.1.0

² Oxford Archaeology North (OAN) and Dr Peter Arrowsmith. *New Bridgefield, Stockport, Greater Manchester Desk-based Assessment* (May 2012), 15



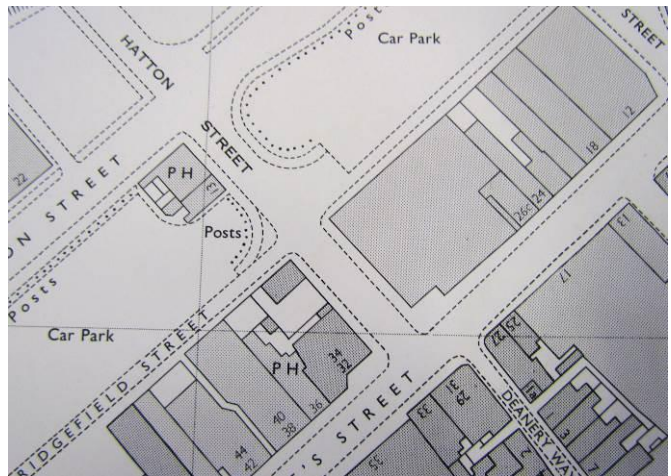
OS 1934



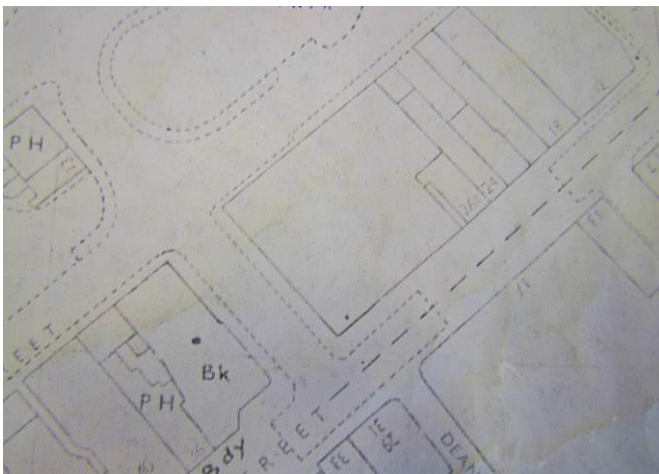
**Hatton Street Looking South-east in 1959
(Stockport Local History Library, ref. S/C73
516)**



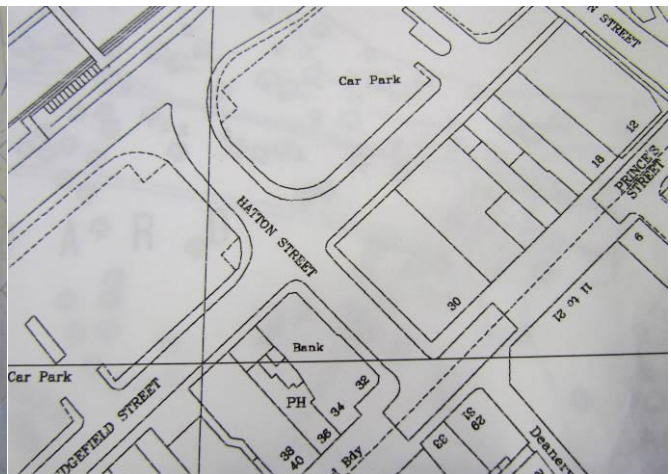
**Prince's Street Frontage of the Department
Store Re-opening as a Supermarket, 1961
(Stockport Local History Library, ref. S/C73
545)**



OS 1971



OS 1982



OS 1995

According to the Cinema Treasures website entry, the Palladium Cinema was closed 25th February 1956³. A historic photograph from October 1959 shows something of

³ Palladium Cinema 28 Princes Street, Stockport, SK1 1SE [online]. Available at: <http://cinematreasures.org/theaters/48425> [accessed 31.08.21]

the appearance of the cinema just before its conversion to a department store. The building can be seen to have rusticated ashlar pilasters on the south-east side and what appears to be a tall broken pediment.

In around 1959/1960, the building was converted to a department store, initially called Henry's, after undergoing what the Historic Environment Record refers to as 'considerable reconstruction'. In 1961, it re-opened as the Victor Value Supermarket and a historic photograph from this period shows its appearance at this time. The ground floor of the Prince's Street elevation had been opened out to provide a shop frontage and a first-floor added above, the pediment removed and a shop front added to at least part of the Hatton Street elevation, which was rendered.

By 1995, the building had been divided into two and is still providing two retail units.

3.2 Planning History

Related planning applications listed on the Council's website are:

- Installation of new shopfront and roller shutters. Alterations to first floor windows. 28-30 Princes Street Stockport Cheshire
Ref. No: DC/010337 | Received: Tue 04 Feb 2003 | Validated: Wed 05 Feb 2003
Status: Decided
- 1 No internally illuminated fascia sign to front elevation. 28-30 Princes Street Stockport Cheshire SK1 1SE
Ref. No: DC/010338 | Received: Tue 04 Feb 2003 | Validated: Wed 05 Feb 2003
Status: Decided
- ILLUMINATED SHOP SIGN. 28/30 Princes Street Stockport
Ref. No: J/66220 | Received: Wed 29 Jan 1997 | Validated: Wed 29 Jan 1997 |
Status: Decided
- New shop front and refurbishment. 30 Princes Street Stockport
Ref. No: J/52012 | Received: Wed 30 Jan 1991 | Validated: Wed 30 Jan 1991 |
Status: Decided
- Illuminated signs. 30 Princes Street Stockport
Ref. No: J/52013 | Received: Wed 30 Jan 1991 | Validated: Wed 30 Jan 1991 |
Status: Decided
- New fascia signs. 28/30 Princes Street Stockport.
Ref. No: J/45985 | Received: Mon 07 Aug 1989 | Validated: Mon 07 Aug 1989 |
Status: Decided
- Shop signs. 28-30 Princes Street Stockport.
Ref. No: J/31776 | Received: Mon 03 Sep 1984 | Validated: Mon 03 Sep 1984 |
Status: Decided
- Proposed alterations to shop premises. 28-30 Princes Street Stockport.
Ref. No: J/31777 | Received: Mon 03 Sep 1984 | Validated: Mon 03 Sep 1984 |
Status: Decided
- 2 No. illuminated fascia signs. 26-30 Princes Street Stockport.
Ref. No: J/19078 | Received: Mon 24 Mar 1980 | Validated 1980 | Status:
Decided
- Non illuminated sign. Bambers 26-30 Princes Street Stockport.
Ref. No: J/17278 | Received: Mon 01 Oct 1979 | Validated: Mon 01 Oct 1979 |
Status: Decided
- Illuminated shop fascia and projecting signs. 30/34 Princes Street Stockport.

Ref. No: J/4897 | Received: Tue 13 Jan 1976 | Validated: Tue 13 Jan 1976 |
Status: Decided

3.3 The Site

3.3.1 Exterior

The site is currently occupied by two two-storey retail properties, with a late 20th century shop frontage and added first floor space above. The building is covered by a largely flat roof, with a pitched element on the south-east side and rendered on three sides.

The south-west elevation retains one full-height and three part-height rusticated pilasters, a band between ground and first floor and another at roof level. Two panels between the pilasters retain keyed and moulded arches at ground floor level, with a further part arch on another panel. At first-floor level are what may be four moulded window sills. Otherwise, the elevation has been much altered.

The north-west elevation is largely plain, save for three modern doorways and a vent.



South-east Front Elevation



South-west Elevation



North-west Elevation



North-east Elevation



Detail of Projecting Element

The north-east elevation is also largely plain and obscured by a single-storey lean-to with an added flat-roofed and glazed element, which may date from the mid-20th century.

3.3.2 Interior

Internally, the building has been opened out, with the loss of the historic floor plan, the upper floor being supported on panelled columns, the walls panelled and a suspended ceiling. The building has been divided into two properties of roughly one-third and two-thirds. An escalator and lift have been inserted at the rear, roughly centrally to provide access to the first floor; there is a later 20th century concrete staircase in the north corner.

The first floor is similar although the roof structure is open to view on the north side, which has later 20th century metal trusses and the roof appears to have been replaced.

The staircase in the north corner provides access to the basement, which is very plain with a concrete floor and painted brick walls in the north section. A corridor leads diagonally to a larger area with tiled walls along the left, possibly south, side and other areas with cubicles and which may have served as toilet facilities historically, although no fittings survive.



View North Across Ground Floor



View East Across Ground Floor



Escalator



Northern Section



Staircase in North Corner



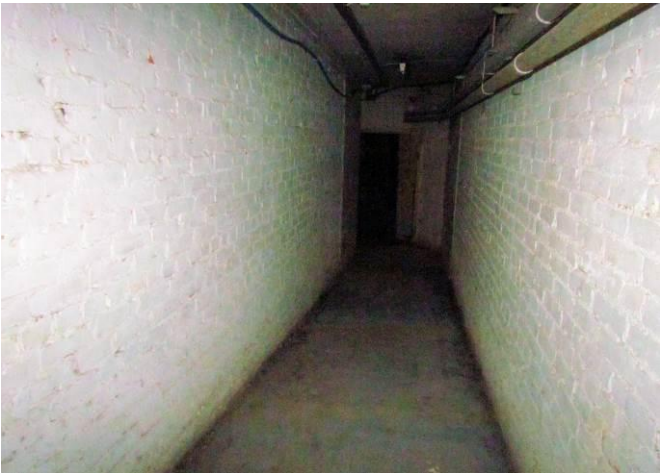
Roof Structure



View South Across First Floor, South Section



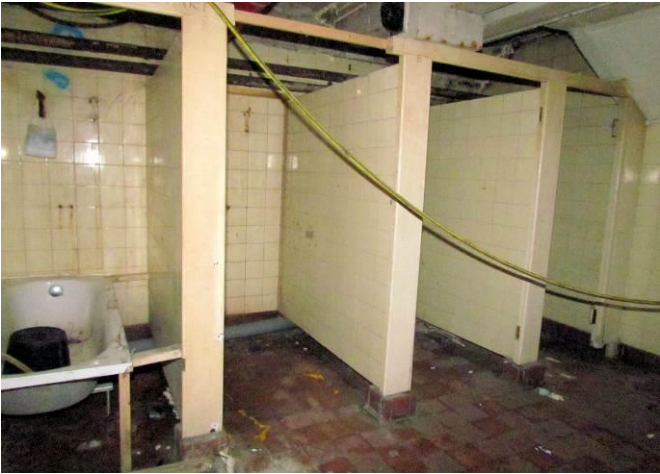
Staircase to Basement



Basement Corridor



Right Side Larger Area



Cubicles



Left Side

4 SIGNIFICANCE

4.1 Assessing significance

Assessing significance is a key principle for managing change to heritage assets and is embedded within current government policy; NPPF policies 127 and 128 (CLG, *National Planning Policy Framework*, 2012). A key objective in the NPPF is 'the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation ...' (NPPF Para. 126). The NPPF advises that the more significant the heritage asset the greater the presumption in favour of its conservation (policy 132). English Heritage issued *Conservation Principles* in 2008 to explain its philosophical approach to significance and managing change and identified four main aspects of significance: evidential, historical, aesthetic and communal. There are three levels of significance as well as neutral and an intrusive grade:

Exceptional Level of Significance

The element is relatively intact, has a special interest, and makes an important contribution to the wider significance of the site. This would correspond to an individual grade I or II* listing. The NPPF advises that substantial harm should be wholly exceptional.

High Level of Significance

A designated asset important at national and regional level, including Grade II listed buildings. The NPPF advises that substantial harm should be exceptional.

Medium Level of Significance

An undesignated asset important at a local to regional level, including locally (non-statutory) listed buildings and buildings which make a positive contribution to a conservation area. The element has been altered, has less special interest, and its contribution to the wider significance of the site is less important. May include less significant parts of listed buildings. Buildings and parts of structures in this category should be retained where possible, although there is usually scope for adaptation.

Low Level of Significance

An undesignated asset important at a local level. The element has been significantly altered, has a low level of integrity, the special interest has been lost and it makes little contribution to the wider significance of the site. Buildings and parts of structures in this category should be retained where possible, although there is more scope for adaptation.

Neutral

The element is historically unimportant but does not have a negative visual impact on the surrounding buildings. May include insignificant interventions to listed buildings and buildings that do not contribute positively to a conservation area. The removal or adaptation of structures in this category is usually acceptable where the work will enhance a related heritage asset.

Intrusive

The element is historically unimportant and has a negative visual impact on the surrounding buildings. Wherever practicable, removal of negative features should be considered, taking account of setting and opportunities for enhancement.

4.2 Significance of 28-30 Princes Street

Following the methodology for assessment of cultural significance set out in the Historic England *Statements of Heritage Significance: Analysing Significance in Heritage Assets Historic England Advice Note 12*, 28-30 Princes Street can be identified to have the following heritage interest:

Archaeological Interest:

The building at 28-30 Princes Street dates from 1913 and was constructed on a site previously occupied by a timber yard.

There are two records relating to the site on the Greater Manchester Historic Environment Record, which indicate that the timber yard was occupied by buildings by 1904. The construction of the cinema in the early 20th century is likely to have destroyed any pre-existing below-ground remains. The cinema itself was redeveloped as a department store following 'considerable reconstruction' in around 1960⁴.

Architectural Interest:

The south-east frontage has been substantially altered in the later 20th century, with the insertion of shop fronts and the addition of a first-floor glazed frontage, with the loss of the historic front elevation. The south-west elevation has also been much altered but retains one full-height and three part-height rusticated pilasters, two bands and two panels with keyed and moulded arches at ground floor level. There is very little of historic interest on the other elevations, the north-east elevation being partially obscured by a lean-to with an added flat-roofed and glazed element, which may date from the mid-20th century.

Internally, the building is entirely modern, with panelled walls and suspended ceilings, an inserted escalator, the loss of the historic floor plan and the roof appears to have been replaced. The tiling in the basement appears to be later 20th century and is likely to date from the conversion to a department store.

Although the building is in a generally good condition, there were signs of water penetration in the north corner and evidence of flooding in the basement.

Historic Interest:

There is a historical association between the building and the Manchester architect, Charles Swain, who designed the cinema. The *Architects of Greater Manchester* website records that he 'was one of the most prolific architects of the inter-war period until a spectacular bankruptcy in 1934 ended his career.'⁵ In 1910, he designed a

⁴ Greater Manchester Historic Environment Record, record no. 17198.1.0

⁵ Charles Swain. [online]. Available at: <https://manchestervictorianarchitects.org.uk/architects/charles-swain> [accessed 3.09.21]

cinema in Whitworth Street, Manchester, with several others following in the next five years. He also designed the Astoria cinema in Prestwich in 1931, in an Art Deco style with strong horizontal lines and a flat roof⁶.

4.3 Contribution to Significance of Listed Building

The NPPF defines the setting of a heritage asset as 'the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral'.

Historic England's *Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets* (Second Edition) explains:

'Setting is not itself a heritage asset, nor a heritage designation, although land comprising a setting may itself be designated.... Its importance lies in what it contributes to the significance of the heritage asset or to the ability to appreciate that significance.'⁷

The Swan with Two Necks fronts onto Prince's Street, being flanked by other buildings on either side; at the rear it is set well in from the street. The setting is now considered to be Prince's Street in both directions and Bridgefield Street.

This assessment uses the non-exhaustive check-list provided in the Historic England *Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets* (Second Edition):

'The starting point for this stage of the assessment is to consider the significance of the heritage asset itself and then establish the contribution made by its setting. The following is a (non-exhaustive) check-list of potential attributes of a setting that may help to elucidate its contribution to significance. It may be the case that only a limited selection of the attributes listed is likely to be particularly important in terms of any single asset.'⁸

The assessment focuses on that part of the setting which includes the site.

Significance of Heritage Assets

The **Swan with Two Necks** is considered in the listing description to be

'...a strong representative example of an interwar urban pub retaining its exterior, its original plan form and interior decorative scheme. * Its special architectural interest is concentrated principally within the interior which retains an intact 'drinking corridor', a significant regional plan form found particularly in Lancashire and Yorkshire.'

⁶ Copy image of the Astoria Cinema, Prestwich, Greater Manchester, viewed from the west [online]. Available at: <https://historicengland.org.uk/images-books/photos/item/NWC01/01/0665> [accessed 3.09.21]

⁷ Historic England *Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets* (Second Edition), 4

⁸ Historic England *Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets* (Second Edition), 11

The public house retains a single-bay street elevation of three storeys with a single central window on each floor. There is a 6-light mullioned and transomed window on the ground floor, with a stained glass panel of a swan with 2 necks in the upper central light. There are projecting bowed casement windows on the upper floors: an 8-light mullioned and transomed window with small pane glazing on 1st floor and a 4-light mullioned window with small pane glazing on the 2nd floor. An offset doorway is retained to the right, north-east side, with a 3-panel door with decorative fielded panels and a 4-light rectangular overlight. The building is constructed of brick and stucco on the ground floor, with the name spelt out in gold letters above the window across the width of the building. There is applied timber framing on the upper floors of rails and studs, with curved diagonal braces on the 1st floor and cusped panels on the 2nd floor.

Views of the rear elevation are much obscured by distance, as the building is set well back from the street, by buildings within the rear yard and by lean-to extensions. Two second floor timber casement windows are visible, with more recent thin brick heads and painted sills, together with a pitched slate roof and a tall brick chimney.



Front Elevation



Rear Elevation

The assets' physical surroundings

- Topography: The land in the vicinity is flat.
- Other heritage assets (including buildings, structures, landscapes, areas or archaeological remains): None.
- Definition, scale and 'grain' of surrounding streetscape, landscape and spaces: The streets in the area are generally in a grid-iron layout, although Merseyway to the south-east covers the River Mersey. The M63 motorway runs close by to the north-west.
- Formal design e.g. hierarchy, layout: N/A.
- Orientation and aspect: The streets run north-east – south-west, parallel to the River Mersey, and the Swan With Two Necks faces south-east onto Prince's Street.
- Historic materials and surfaces: Prince's Street and Bridgefield Street from Hatton Street to the south-west are surfaced in modern setts, being pedestrianised. To the north-east, they are surfaced in modern asphalt.

- Green space, trees and vegetation: There are a few small trees on Prince's Street, with larger trees on Bridgefield Street, outside The Light cinema and adjacent to the car park.
- Functional relationships and communications: The Swan With Two Necks has a historic and functional relationship with Prince's Street.
- History and degree of change over time: Prince's Street was previously called Heaton Lane and is shown with its present name on the 1917 map and a tramway ran along it by 1914. Both streets at that time were densely developed with terraced buildings on both sides, although some buildings were larger. By 1971, some smaller buildings had been replaced with larger buildings and the north side of Bridgefield Street was occupied by car parks, although a historic pub had survived at the junction of Hatton Street and Great Egerton Street. In recent years, the north side of Bridgefield Street has been redeveloped with The Light cinema and Redrock shopping centre and both streets pedestrianised to the south.



View North Along Prince's Street



View North Along Bridgefield Street



Buildings Opposite Listed Building



View from Junction of Prince's Street with Hatton Street



Building at 11-21 Prince's Street

Experience of the assets

- Surrounding landscape or townscape character: Generally urban. Buildings are built up to the pavement and vary from between two to three storeys along Prince's Street with a varied roofline. The scale along the south side of Bridgefield Street is similar although The Light and Redrock shopping centre is a large and tall building. There is a mixture of buildings of different styles and dates in the vicinity, some having more architectural detailing than others but many historic buildings having modern shopfronts.
- Views from, towards, through, across and including the asset: There are views in both directions along Prince's Street which provide information about the external design of the listed building. Views along Bridgefield Street provide little information as it is set so far back from the street, although this does reflect historic change in that buildings on both streets were previously shorter and some on Prince's Street have been significantly extended to the rear.
- Intentional intervisibility with other historic and natural features: N/A.
- Visual dominance, prominence or role as focal point: The height and massing of The Light and its surfacing in blue panels means it forms a focal point in the local area. The dark red brickwork and flat roof of the bank at numbers 32-34 Prince's Street distracts from the listed public house adjoining. The building at numbers 11-21 Prince's Street is a tall three storeys with a plant tower on the road junction which also distracts from the listed building nearby.
- Noise, vibration and other nuisances: The location within the centre of Stockport means the area is usually busy and the motorway close by to the north provides a constant backdrop of noise.
- Busyness, bustle, movement and activity: Movement in the area is largely during the later afternoon and evening.
- Diurnal changes: At night, light comes from streetlights and occupied buildings.
- Land use: The land is entirely occupied by development, with the exception of the car park to the north of The Light cinema.

4.4 Summary of Significance

The building at 28-30 Prince's Street has been substantially altered, with a later 20th century retail frontage, significant alterations to the south-west elevation and the total loss of internal historic features, with no evidence within the building of its former function as a cinema. It is considered that the building retains very little of its

architectural design by Charles Swain and **not enough to constitute a non-designated heritage asset in planning terms. The building is not identified as a locally listed building by Stockport Council.**

This part of the setting is considered to make an **overall positive contribution to** the significance of the Swan With Two Necks, although the building adjacent to the north and that at numbers 11-21 Prince's Street are considered to detract from this contribution. It should be noted that the building's **special architectural interest is considered by Historic England to be concentrated principally within the interior.**

5 HERITAGE PLANNING CONTEXT

5.1 National Planning Policy Framework (2021)

The national legislative framework for development affecting listed buildings and conservation areas is provided by the Planning (Listed Buildings and Conservation Areas) Act 1990; often referred to as the Listed Buildings Act. This sets out the duty on local planning authorities with regard to listed buildings and any buildings or land within a conservation area, when determining applications for planning permission. It is essential that these legal duties are considered, alongside the contents of the NPPF and other planning policies and guidance.

For listed buildings, the planning authority *'shall have special regard to the desirability of preserving the building or its setting or any features of architectural or historic interest which it possesses'* (section 66).

Listed building consent is required for alterations which are likely to affect the character and special interest (significance) of the building. It is not required for like-for-like repairs, nor for alterations to modern fixtures and fittings which will not affect historic fabric, such as the removal of a modern partition.

The National Planning Policy Framework (NPPF) was revised in July 2021 replacing all former planning policy statements (previous edition NPPFs). *The Planning Practice Guide: Conserving and Enhancing the Historic Environment* should be read in the light of the NPPF and does not comprise policy.

The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development. The Government has three interdependent objectives to sustainable development: economic, social and environmental. The latter objective includes contributing to 'protecting and enhancing our natural, built and historic environment.' So that sustainable development is pursued in a positive way, at the heart of the Framework is a **presumption in favour of sustainable development**. Policies 189-208 are related to conserving and enhancing the historic environment.

The *Planning Practice Guide* states: 'In the case of buildings, generally the risks of neglect and decay of heritage assets are best addressed through ensuring that they remain in active use that is consistent with their conservation. Ensuring such heritage assets remain used and valued is likely to require sympathetic changes to be made from time to time.'

Policy 193 states: 'Local planning authorities should make information about the historic environment, gathered as part of policy-making or development management, publicly accessible.'

Policies 194 and 195 of the NPPF require planning applicants and local planning authorities to assess the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be appropriate to the

assets' importance and no more than sufficient to understand the potential impact of the proposal on their significance. Local planning authorities should take this assessment into account when the potential impact of proposed development to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.

Policy 196 states: 'Where there is evidence of deliberate neglect of, or damage to, a heritage asset, the deteriorated state of the heritage asset should not be taken into account in any decision.'

Policy 197 states: 'In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.'

Policy 199 states: 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.'

Policy 200 states: 'Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

Policy 201 states: 'Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) the nature of the heritage asset prevents all reasonable uses of the site; and
- b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
- d) the harm or loss is outweighed by the benefit of bringing the site back into use.'

The *Planning Practice Guide* gives guidance on how to assess if there is substantial harm:

'In general terms, substantial harm is a high test, so it may not arise in many cases. For example, 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.'

While the impact of total destruction is obvious, partial destruction is likely to have a considerable impact but, depending on the circumstances, it may still be less than substantial harm or conceivably not harmful at all, for example, when removing later inappropriate additions to historic buildings which harm their significance. Similarly, works that are moderate or minor in scale are likely to cause less than substantial harm or no harm at all. However, even minor works have the potential to cause substantial harm⁹.'

Policy 202 states; 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.'

Policy 205 states: 'Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.'

5.2 Stockport Local Development Framework Core Strategy Development Management Policy SIE-1: Quality Places

What we're going to do or require:

3.307 Development that is designed and landscaped to the highest contemporary standard, paying high regard to the built and/or natural environment within which it is sited, will be given positive consideration. Specific account should be had of the following:

1. Use of materials appropriate to the location;
2. The site's characteristics including landform, landscape, views or vistas (including to/from the Peak District National Park), landmark or gateway features, biodiversity and micro-climate as well as the site's context in relation to surrounding buildings and spaces (particularly with regard to the height, density and massing of buildings);
3. Ensuring the safety and security of users whilst not causing harm to the wider environment, the character of the building or accessibility;

⁹ Department for Communities & Local Government. *Conserving and enhancing the historic environment: Decision-taking: historic environment* [online]. Available at:

<http://planningguidance.planningportal.gov.uk/blog/guidance/conserving-and-enhancing-the-historic-environment/why-is-significance-important-in-decision-taking/> [accessed 13.05.15]

4. Provision, maintenance and enhancement (where suitable) of satisfactory levels of access, privacy and amenity for future, existing and neighbouring users and residents;
5. The potential for a mixture of compatible uses to attract people to live, work and play in the same area, facilitating and encouraging sustainable, balanced communities;
6. The potential for enhancement of the public realm;
7. The potential to incorporate appropriate landscaping and nature conservation features; and
8. The potential to incorporate the qualities and local distinctiveness of the historic environment.

3.308 Where assessment (through preparation of a development brief or similar) indicates that there are specific historic, built or natural environment features of note at a site or within an area, development will be required to take this into account.

Development Management Policy SIE-3: Protecting, Safeguarding and Enhancing the Environment

What we're going to do or require:

D) Protecting the Historic Environment 3.352

Development which preserves or enhances the special architectural, artistic, historic or archaeological significance of heritage assets will be welcomed. Heritage assets include buildings, sites, places, areas or landscapes positively identified as having a degree of significance meriting consideration in planning decisions.

3.353 Loss or harm to the significance of a heritage asset, through alteration, destruction or development within its setting, will require clear and convincing justification. Substantial harm or loss to designated heritage assets will only be permitted if:

1. there is clear evidence that there is no viable means of securing its preservation and that no viable alternative use can be found; or
2. that the benefits to the community resulting from redevelopment would decisively outweigh the loss resulting from demolition.

3.354 New uses will be permitted for statutorily or locally listed buildings if:

1. the use for which the building was designed is no longer viable in economic terms or cannot effectively be carried out without harming the architectural or historic interest of the building;
2. the proposed use would preserve the architectural or historic interest of the building, its fabric, interior and setting; and
3. the proposal would not detract from the amenities of the surrounding areas or cause traffic danger.

3.355 Where a new use is acceptable the Council may relax controls over land use, density, plot ratio and other matters of detail where this facilitates the preservation of the listed building.

3.356 Development will not be permitted if it would significantly alter, damage or destroy a Scheduled Ancient Monument or other important archaeological site, its

setting or amenity value, unless overriding justification is demonstrated commensurate with the importance of the site.

3.357 Prior to determining applications for development proposals where a site is expected to reveal material of archaeological importance prospective developers will be required to carry out an archaeological field evaluation. Where that evaluation indicates that remains of archaeological importance are likely to be present and where it is not considered essential or feasible to preserve remains in situ developers will be required to excavate and record archaeological evidence prior to the development commencing. Where remains of archaeological or heritage value are preserved in situ opportunities should be sought to provide interpretive information explaining the significance and context of the remains.

3.358 Innovative regeneration proposals will be welcomed for the reuse and retention of mill buildings which are of historic value. Re-use will be considered acceptable in situations where there is no current use or where retention of an existing use is either no longer viable or cannot continue without causing harm to the historic value of the building.

5.3

6 HERITAGE IMPACT ASSESSMENT

6.1 The Proposals

Studio KMA Architects have prepared a design for the re-development of the site, based on an initial *Heritage Appraisal* by the same author.

Taking account of the assessment of significance above and Policies 194 and 195 of the NPPF, the impact of the proposal on the aspects of significance of the designated assets is considered below. The site falls within the setting of the Grade II-listed 'Swan with Two Necks' public house; substantial harm should be exceptional. There are further details in the Design and Access Statement and the drawings which accompany the application.

6.2 Demolition of the Existing Building

It is considered that the building retains very little of its historic architectural design and **not enough to constitute a non-designated heritage asset in planning terms. The building is not identified as a locally listed building by Stockport Council.**

6.3 Impact of the Development on the Significance of the Listed Building

This analysis will use the non-exhaustive checklist given in Step 3 of the Historic England guidance, *Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3*. The analysis will address the impact on the proposed development of the site on this part of the setting of the Swan with Two Necks.

Impact of New Development

Location and siting of development

- Proximity to assets: The proposed building will be around 25 metres from the nearest part of the Swan with Two Necks, with Hatton Street and numbers 32 to 34 lying between.
- Position in relation to relevant topography and watercourses: N/A.
- Position in relation to key views to, from and across: The analysis above in Section 4.3 identified views in both directions along Prince's Street which provide information about the external design of the listed building. The application site falls within these views although it is not as prominent as the distracting red brick building adjacent.
- Orientation: The proposed development will largely face south-east onto Prince's Street, with a residential entrance facing onto Bridgewater Street.
- Degree to which location will physically or visually isolate asset: The application site is set well back from the listed building and it is not considered that the proposed development will isolate the asset in any way.



View South-west Along Prince's Street



Indicative View



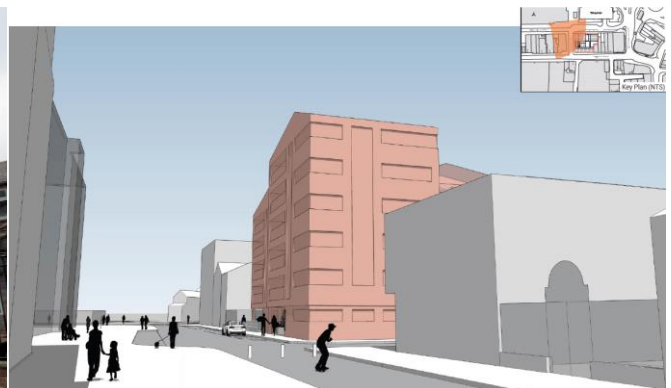
View North Along Prince's Street



Indicative View



View North-east Along Bridgefield Street



Indicative View

Form and appearance of development

• Prominence, dominance, or conspicuousness: Although the development will be conspicuous in views along Princes Street, the height along this side has been kept as low as possible, in order to reduce its impact on the listed building. It is, in any case, lower than the tower at the corner of numbers 11-21 Princes Street. The development site is on a corner and, as such, a taller feature helps to distinguish the corner within the streetscape and helps with way finding.

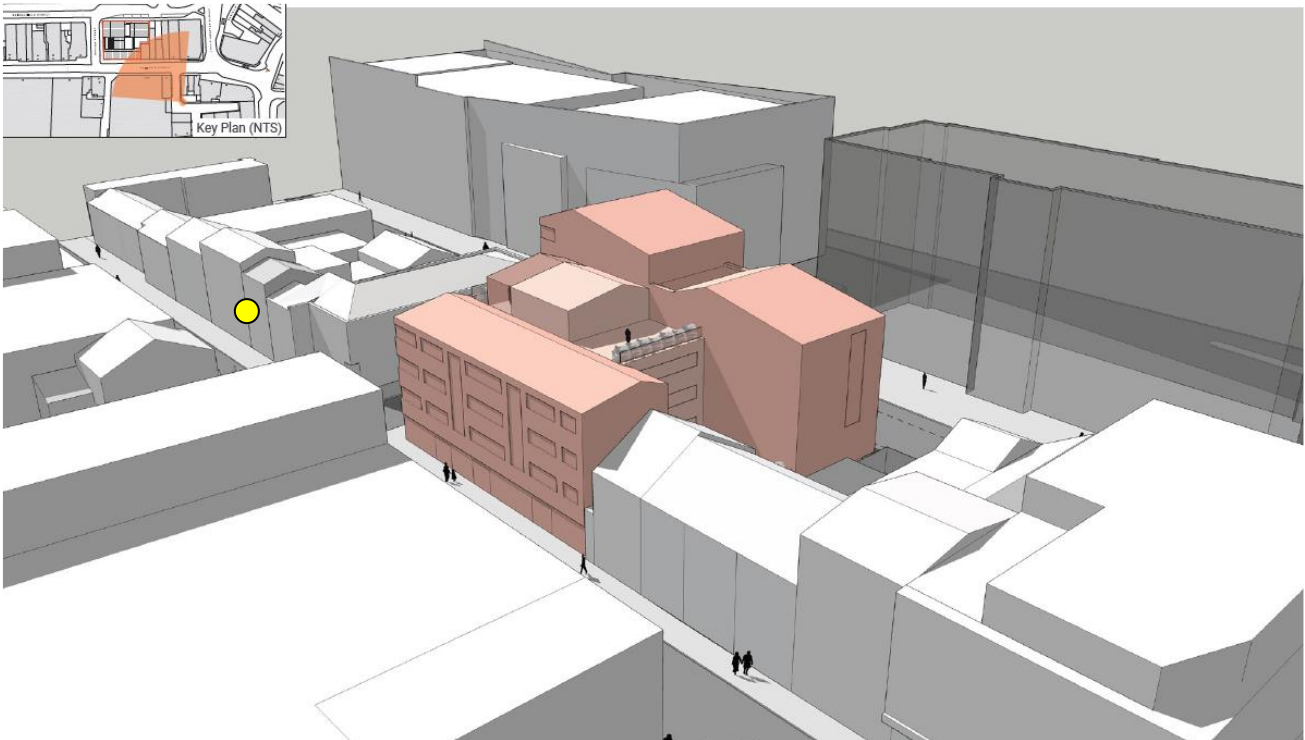
- Competition with or distraction from the asset: The indicative design is simple and contemporary in nature, helping to keeping the viewer's attention towards the asset.
- Dimensions, scale and massing: The proposed development will be four floors on the Princes Street side, with three ground floor units and two long vertical windows which will help to break up its appearance in the streetscape. A covered garden will top the central section to break up the two main parts to the building and the Bridgewater Street wide will have a low fifth floor, again to mark the street corner.
- Visual permeability (extent to which it can be seen through), reflectivity: The indicative design indicates shop fronts on the ground floor and long windows to the upper floors.
- Materials (texture, colour, reflectiveness, etc): The scheme design is indicative only at this stage but proposed building materials should use a more traditional material palette on the Princes Street side, such as brick to match surrounding buildings, stone detailing and a slate roof, and more modern materials on the Bridgewater Street side, although detailed materials are proposed to be dealt with at Reserved Matters stage.
- Architectural and landscape style and/or design: Again, the indicative design is simple and contemporary in nature.
- Introduction of movement or activity: The development would have three commercial units along Princes Street, retaining present activity levels. The Bridgewater Street side is currently very closed and quiet but would become a residential access with more activity out of hours.
- Diurnal or seasonal change: At night, light would come from the occupied building.

Wider effects of the development

- Change to built surroundings and spaces: The application site is already occupied by a building.
- Change to skyline, silhouette: There will be changes to the skyline in that the proposed building is taller than the existing.
- Noise, odour, vibration, dust, etc: There will be increase in noise during the development.
- Lighting effects and 'light spill': See above under diurnal change.
- Change to general character (e.g., urbanising or industrialising): The proposed development is considered to continue the general character of the area, although part of the building would be in residential use.
- Changes to public access, use or amenity: There will be no change to public access.
- Changes to land use, land cover, tree cover: There are two high-level gardens proposed at fourth floor level.
- Changes to communications/accessibility/ permeability, including traffic, road junctions and car-parking, etc: There will be no relevant changes.
- Changes to ownership arrangements (fragmentation/permitted development/etc): The site will be sold to individual ownership.
- Economic viability: The development is considered to be economically viable.

Permanence of the development

- Anticipated lifetime/temporariness: The development will be permanent.
- Recurrence: N/A
- Reversibility: N/A



Indicative 3D Massing Showing Position of Swan With Two Necks

6.4 Overall Impact of Changes

The overall approach to the design for the proposed development has been informed by an initial *Heritage Appraisal*. This recommended that the design should be in a high quality contemporary style which should be of three storeys plus roof in height on the Prince's Street side (or four storeys within the roof space) and could step up to around five storeys on the Bridgefield Street side but should be lower than The Light cinema building. The indicative design has taken key views into account.

3-D massing drawings have been produced to illustrate the likely impact of the development; these include the future hotel development on the site of the current car park on Bridgefield Street. The application site is set well back from the listed building and only affects views along Princes Street which include the front elevation. The height along Princes Street has been kept as low as possible, in order to reduce its impact on the listed building. Bearing this in mind, the development site is on a corner and, as such, a taller feature helps to distinguish the corner within the streetscape and helps with way finding. The development would have three commercial units along Princes Street, retaining present activity levels, and the Bridgewater Street side would become a residential access with more activity out of hours. The indicative design is simple and contemporary in nature, helping to keeping the viewer's attention towards the asset.

It is considered that the proposals, although indicative only at this stage, would not harm the significance of the listed building.

7 CONCLUSION

The information in Sections 3 and 4 of this report provides an assessment of the significance of the existing building on the site and its contribution to the significance of the Grade II-listed Swan With Two Necks. The building at 28-30 Princes Street dates from 1913 and was constructed on a site previously occupied by a timber yard. The Picture House cinema was built to a design by Manchester architect, Charles Swain, and opened in June 1913. The cinema itself was redeveloped as a department store following 'considerable reconstruction' in around 1960.

The building at 28-30 Prince's Street has been substantially altered, with a later 20th century retail frontage, significant alterations to the south-west elevation and the total loss of internal historic features, with no evidence within the building of its former function as a cinema. It is considered that the building retains very little of its architectural design by Charles Swain and not enough to constitute a non-designated heritage asset in planning terms. The building is not identified as a locally listed building by Stockport Council.

This part of the setting is considered to make an overall positive contribution to the significance of the Swan with Two Necks, although the building adjacent to the north and that at numbers 11-21 Prince's Street are considered to detract from this contribution. It should be noted that the building's special architectural interest is considered by Historic England to be concentrated principally within the interior.

Section 5 sets out the legislative and planning policy framework and gives guidance on the circumstances in which consent may be required. Policy 192 of the NPPF sets out the principles guiding the determination of applications for consent relating to heritage assets. This should take account of the desirability of sustaining and enhancing significance, the positive contribution that conservation of heritage assets can make to the establishment of sustainable communities and economic vitality and the desirability of new development making a positive contribution to local character and distinctiveness.

Section 6 provides an assessment of the impact of the proposals on the significance of the listed building. There is no viable future use for the existing building which retains very little of its historic architectural design and not enough to constitute a non-designated heritage asset in planning terms. The building is not identified as a locally listed building by Stockport Council.

The overall approach to the design for the proposed redevelopment has been informed by an initial *Heritage Appraisal*. The indicative design has taken key views into account. 3-D massing drawings have been produced to illustrate the likely impact of the development and show a varied roofline stepping up from Princes Street to the corner of Hatton Street and Bridgewater Street. The application site is set well back from the listed building and only affects views along Princes Street which include the front elevation. The height along Princes Street has been kept as low as possible, in order to reduce its impact on the listed building but is on a corner and a taller feature

can help to distinguish the corner within the streetscape. Three commercial units along Princes Street would retain present activity levels, and the Bridgewater Street side would become a residential access with more activity out of hours. The indicative design is simple and contemporary in nature, helping to keeping the viewer's attention towards the asset.

It is considered that the proposals, although indicative only at this stage, would not harm the significance of the listed building and are in keeping with national and local planning policy.

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9 LISTED BUILDING DESCRIPTION

PRINCES STREET 36 Swan with Two Necks Public House

II

A small urban public house dating from the 1920s or early 1930s. Brick with timbered and stuccoed façade, slate roof.

PLAN: Narrow rectangular plan with wing to rear. Corridor running length of building on right-hand side and widening out in front of servery, public bar (to front), servery, and lounge (to rear).

EXTERIOR: Single-bay street elevation of three storeys. Single central window on each floor. 6-light mullion and transom window on the ground floor, with stained glass panel of a swan with 2 necks in the upper central light, projecting bowed casement windows on the upper floors: 8-light mullion and transom window with small pane glazing on 1st floor, 4-light mullion window with small pane glazing on the 2nd floor. Offset doorway to right, north-east side, 3-panel door with decorative fielded panels and 4-light rectangular overhead. Brick and stucco on the ground floor, name spelt out in gold letters above the window across the width of the building. Applied timber framing on the upper floors of rails and studs, with curved diagonal braces on the 1st floor and cusped panels on the 2nd floor. Modern hanging sign.

INTERIOR: Entrance doorway opens into a panelled lobby with a door to the left (into the public bar) and a door straight ahead (into the corridor). Both doors have 2 tall panels with leaded patterned glass to the upper third, and brass door handles. Above the doors are rectangular overlights of etched and brilliant cut glass: the doorway to the public bar has panelling to both sides with similar overlights. Public bar has oak wall panelling with plain moulded cornice above. To the rear is a panelled servery, which also opens onto the corridor. Corridor has oak panelling with a plain moulded cornice above, and is angled to widen in front of the servery to the left. On the right is a ladies' lavatory with original white, black and orange tiling, then an oak stair, with wall panelling to dado level, to the publican's private accommodation. At the far end of the corridor is a stained glass panel depicting a swan with 2 necks. Beyond servery, to left, is the lounge. Lounge has oak wall panelling with plain moulded cornice above. Lobby screen and top lit by a glazed rectangular lantern. Original fixed upholstered seating and bell pushes set into panelling. Stone Tudor-style fireplace.

HISTORY: A public house has been recorded on this site from around 1830. In 1924 the Stockport-based Robinson's Brewery acquired the building, and rebuilt it within a decade.

SOURCES: G Brandwood, A Davison and M Slaughter, *Licensed to Sell. The History and Heritage of the Public House* (2004), 56-7, 74 (illus.); the CAMRA National Inventory, *Pub Interiors of Outstanding Historical Interest* (2003), 24.

REASONS FOR DESIGNATION

* The building is a strong representative example of an interwar urban pub retaining its exterior, its original plan form and interior decorative scheme. * Its special architectural interest is concentrated principally within the interior which retains an intact 'drinking corridor', a significant regional plan form found particularly in Lancashire and Yorkshire.

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