Heritage Statement

Cunard Building, Pier Head, Liverpool.

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View of Main Space looking towards the entrance from The Strand

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1.0 Introduction

1.1 The proposal is for the change of use and fitting out of the eastern half of the ground floor (facing The Strand) of the Cunard Building, Liverpool into an "Australasia" restaurant, one of the brands of UK restaurants operated by the Living Ventures Group.

1.2 To complement this proposal Liverpool City Council is planning to create a new vehicle drop off in front of the building as part of related public realm improvements and enhancements, which will be designed by others and subject to separate statutory applications and approvals processes.

1.3 This Heritage Statement is prepared in support of an application for Planning Permission for a change of use from offices to restaurant use and Listed Building Consent for the associated structural and mechanical work/intervention ('the Proposed Development') at the Cunard Building, Pier Head, Liverpool ('The Site'). It is proposed that the internal 'dressing' of the restaurant is to be handled by way of 'a prior to installation' pre-condition on any approvals.

1.4 This Heritage Statement is prepared to meet the requirements of paragraph 128 of the National Planning Policy Framework (NPPF), which states that: *'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'*.

1.5 Significance is defined in Annexe 2 of 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.'*

1.6 Accordingly this Heritage Statement includes an assessment of the potential impact of the proposals on the significance of the 'heritage asset'.

1.7 The proposals for the Site are shown in drawings and documents included with the applications for Planning Permission and Listed Building Consent.

2.0 The Heritage Asset

2.1 The Cunard Building was the third series of head offices that Cunard had occupied since its inauguration in 1840. Work commenced on construction of the foundations and basements in December 1912. Erection of the superstructure commenced about February 1914 and the building was opened in June 1916. The building remained the UK headquarters of the Cunard Line from the completion of construction in 1916 until the 1960s when the UK operations were transferred to Southampton and the global headquarters to New York.

2.2 Located at the Pier Head, Liverpool, the Cunard Building is one of three magnificent and internationally renowned Edwardian buildings known collectively as the Three Graces which adorn the city's waterfront (Figures 1 & 2).

Figure 1: Liverpool Pier Head and "The Three Graces", 1947

Figure 2: "The Three Graces"

2.3 The buildings occupy the site of the former George's Dock, which was opened in 1771 and was obsolete by the final decade of the nineteenth century. In 1899 Liverpool Corporation

closed the point of passage from the Mersey, drained the dock and extended Water Street and Brunswick Street westwards as suspended roadways dissecting the former dock area and thus creating three large and separate sites for the construction of new buildings fronting the river (Figures 3 & 4).

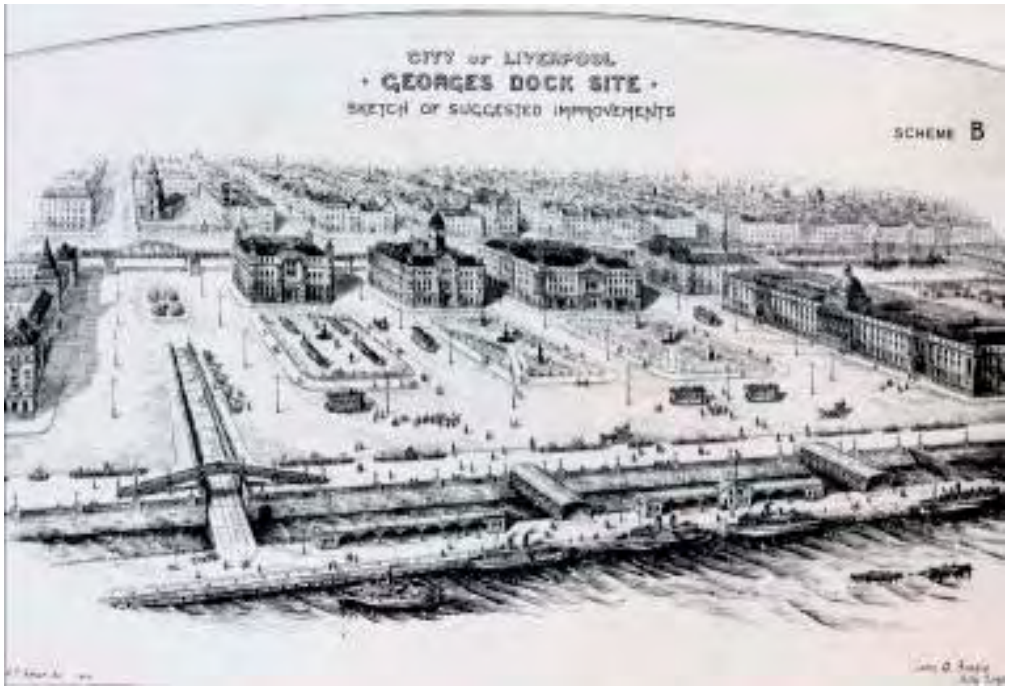

Figure 3: Liverpool Record Office: Sketch of Suggested Improvements to George's Dock, dated 1907

Figure 4: Infilling Georges Dock, 1907

2.4 The buildings were intended to be landmarks, commanding attention and giving international travellers their first or last impression of the city at the height of its prosperity and importance. There were no constraints imposed on the form or design of the buildings and consequentially each has its own architectural style and presence. Viewed from the River Mersey they form a remarkable and memorable group.

2.5 The Cunard Building was the third and final building to be constructed and it was erected centrally within the group between 1914 and 1916 to form the new headquarters of the Cunard Steamship Company. It was designed by Willink & Thicknesse in conjunction with Arthur J Davis of Mewès & Davis as consultant. However, recently discovered drawings, apparently by Davis, show that the design had been brought close to its final form well before the contract with Willink & Thicknesse was signed[1]. Therefore it is now believed that the concept design for the exterior of the building is attributable to Arthur J Davis.

2.6 Arthur Joseph Davis was born in London in 1878. In 1894 he entered the atelier of Godefroy in Paris and came fourth in the Ecole des Beaux-Arts entrance examinations, and subsequently transferred to the atelier of Jean-Louis Pascal. In 1898, while still a student, Davis was invited to assist Charles Mewès (1860-1914) with his competition designs for Grand Palais and the Petit Palais (they came fourth). When Davis completed the course, Mewès made him his junior partner to handle the English side of his practice, the firm making its name in England with the Palm Court of the Carlton Hotel (1901) and the Ritz, Piccadilly (1903-06).

2.7 Charles Mewès, had designed the interiors of the Paris Ritz, and had been commissioned by Albert Ballin, head of Germany's Hamburg-Amerika Line (HAPAG), to decorate the interiors of the company's new liner Amerika in 1905. In the years prior to the First World War, Mewès was charged with the decoration of HAPAG's trio of giant new ships, the Imperator, Vaterland, and Bismarck, while Davis was awarded the contract for Cunard's Aquitania.

2.8 In a curious arrangement between the rival Cunard and Hamburg-Amerika Lines, Mewès and Davis worked apart - in Germany and England respectively and exclusively - with neither partner being able to disclose details of his work to the other. Therefore Aquitania's interiors were largely the work of Davis.

2.9 The Aquitania's passenger accommodation was more spacious and superior to anything seen on the North Atlantic before. The interior was the main talking point of her design. The Aquitania was, so grand and finely appointed, that she became known as "Ship Beautiful" throughout her career.

2.10 The first class drawing room was decorated in the Adam style, copied from certain features in Lansdowne House in London. The walls were adorned with prints of English seaports and portraits of Royalty and prominent people of the day.

2.11 The ship's first class smoking room was modelled on Greenwich Hospital with oak panelling and beams. Aquitania's first class restaurant was her hallmark room, decorated in Louis XIV style, and the grill room was decorated in Jacobean style. With public rooms of this standard

[1] Pevsner Architectural Guides, Liverpool, Joseph Sharples, Yale University Press, 2004

and passenger cabins superior to those on previous Cunard ships the Aquitania became one of the best-known Cunard liners.

2.12 Willink and Thicknesse had already worked on alterations to the interior of the HMS Hildebrand for Booth Steamship Company and on the design of the interior for Cunard's RMS Franconia.

2.13 RMS Franconia was launched on July 23, 1910 and set out on her maiden voyage between Liverpool and New York on February 25, 1911. The interiors of the Franconia were considered to be some of the best on the North Atlantic at that time. The most spectacular feature on board the Franconia was her gymnasium. This 'health centre' was the first of its kind on the seas. In addition the passenger accommodation included a library, a lounge and a smoking room.

2.14 The architectural design of the Cunard Building is a mix of Italian Renaissance and Greek Revival styles, which sets out to contrast with the individual and disparate buildings constructed on either side.

2.15 As the building itself is larger than the Italian palaces that provided its inspiration the structural form was based upon American Beaux-Arts buildings such as those in New York. The style also invites comparison with the work of Americans such as McKim, Mead & White[2].

2.16 McKim, Mead & White was a prominent American architectural firm that thrived at the turn of the twentieth century. The firm's New York City buildings include Manhattan's former Pennsylvania Station, the Brooklyn Museum, and the main campus of Columbia University.

2.17 The architectural historian Quentin Hughes in his book 'Seaport, Architecture & Townscape in Liverpool, Lund Humphries, 1964', stated: *"The Cunard Office is like an Italian palazzo draped in Greek Revival detail: examples of this twentieth-century revival, which in this country is almost unique to Liverpool can also be seen in Reilly's Students' Union, the College of Art and the present Empire Theatre, but is an echo of development in America".*

2.18 In his later book, 'Liverpool, City of Architecture, The Bluecoat Press, 1999 Hughes commented that: *"The style is basically Italian Renaissance, the battered base and the introduction of Greek detail is excused by reference to Baldassare Peruzzi's Italian Renaissance work. The result, seen in historical perspective, is however, a work of the classical Greek Revival inspired by contemporary architecture in the United States and by Charles Reilly's teaching and propaganda at the Liverpool School of Architecture. In spite of its mixed metaphors it is indeed a noble building".*

2.19 The Cunard Building was constructed by Holland, Hannen & Cubitts. The building is of concrete frame construction and is faced with Portland Stone. The masonry is carefully detailed to utilise the polluted atmosphere and accentuate the form and texture of the exterior by the contrast of light and dark (Figures 5 – 9 inclusive).

[2] Ibid

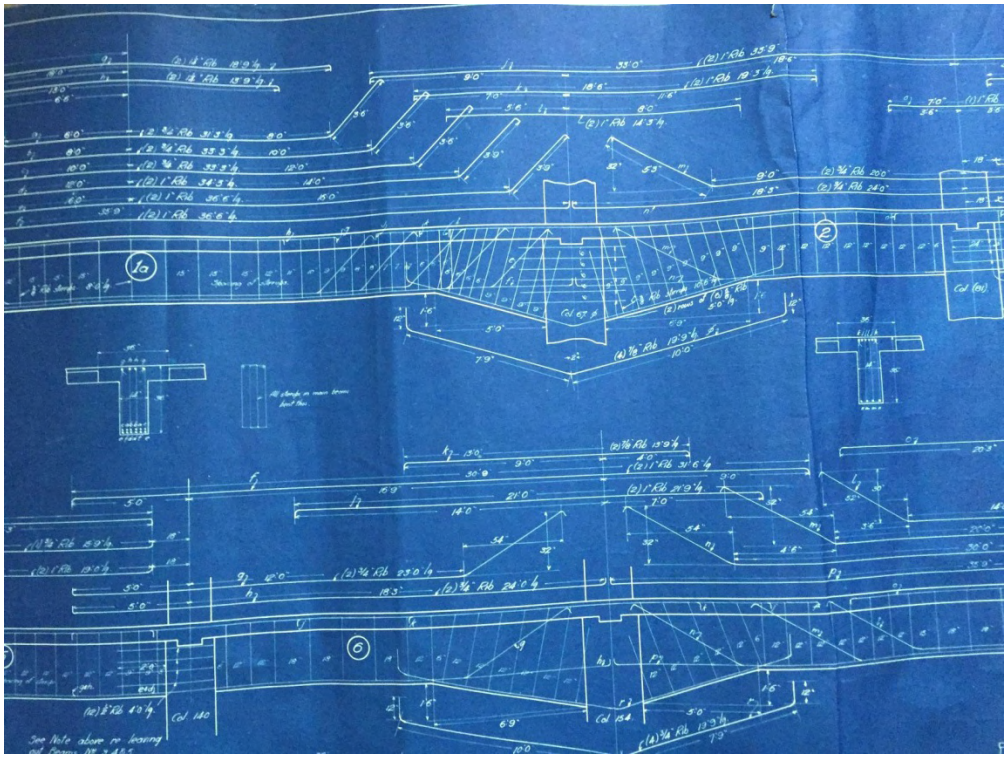

Figure 5: Blueprint of one of the original design drawings of the reinforced concrete structure

Figure 6: Foundations of Cunard Building, July 28 1913 - National Museums Liverpool (Merseyside Maritime Museum)

Figure 7: Early progress of the lower storeys of the Cunard Building, September 4 1914 - National Museums Liverpool (Merseyside Maritime Museum)

Figure 8: Progress to the top storey of the Cunard Building, June 2, 1915 - National Museums Liverpool (Merseyside Maritime Museum)

Figure 9: Cunard Building virtually completed, August 8, 1916 - National Museums Liverpool (Merseyside Maritime Museum)

2.20 The commemorative brochure at the opening of the building noted that '*after much consideration and having due regard to requirements and existent architectural surroundings, it was decided to embody in the structure both in general outline and decorative detail, the best features of the Italian Renaissance as represented by the Farnese Palace in Rome*'. Externally the building boasted solid elegance, whilst internally offered great spaciousness, quality and comfort. Again the opening brochure contended that '*the intending passenger visiting the Cunard Building must carry away a mental picture in which massive grandeur, chaste refinement and a general pervading air of comfort have been artistically blended'*.

2.21 As the former George's Dock was not a true rectangle or the roads defining the site not parallel, the site and consequentially the building are trapezoidal on plan. The east side (Strand) is thirty feet (9m) wider than the west side (River). Structurally the building is formed in nine bays north to south and seventeen bays west to east (Figure 10).

2.22 The central bay on each side contains an entrance to the building set at ground floor level approximately 10 feet (3m) above pavement level each emphasised by a large projecting rusticated stone portal and an almost monumental flight of stone steps. Above ground floor level are six floors of accommodation, the uppermost floor contained within the massive frieze and not visible externally. Below ground floor level is a lower ground floor storey with mezzanine, a basement and sub-basement, which utilise and maximise the depth below pavement level provided by the former dock. Part of the original eighteenth century masonry is still visible at the eastern boundary at basement level.

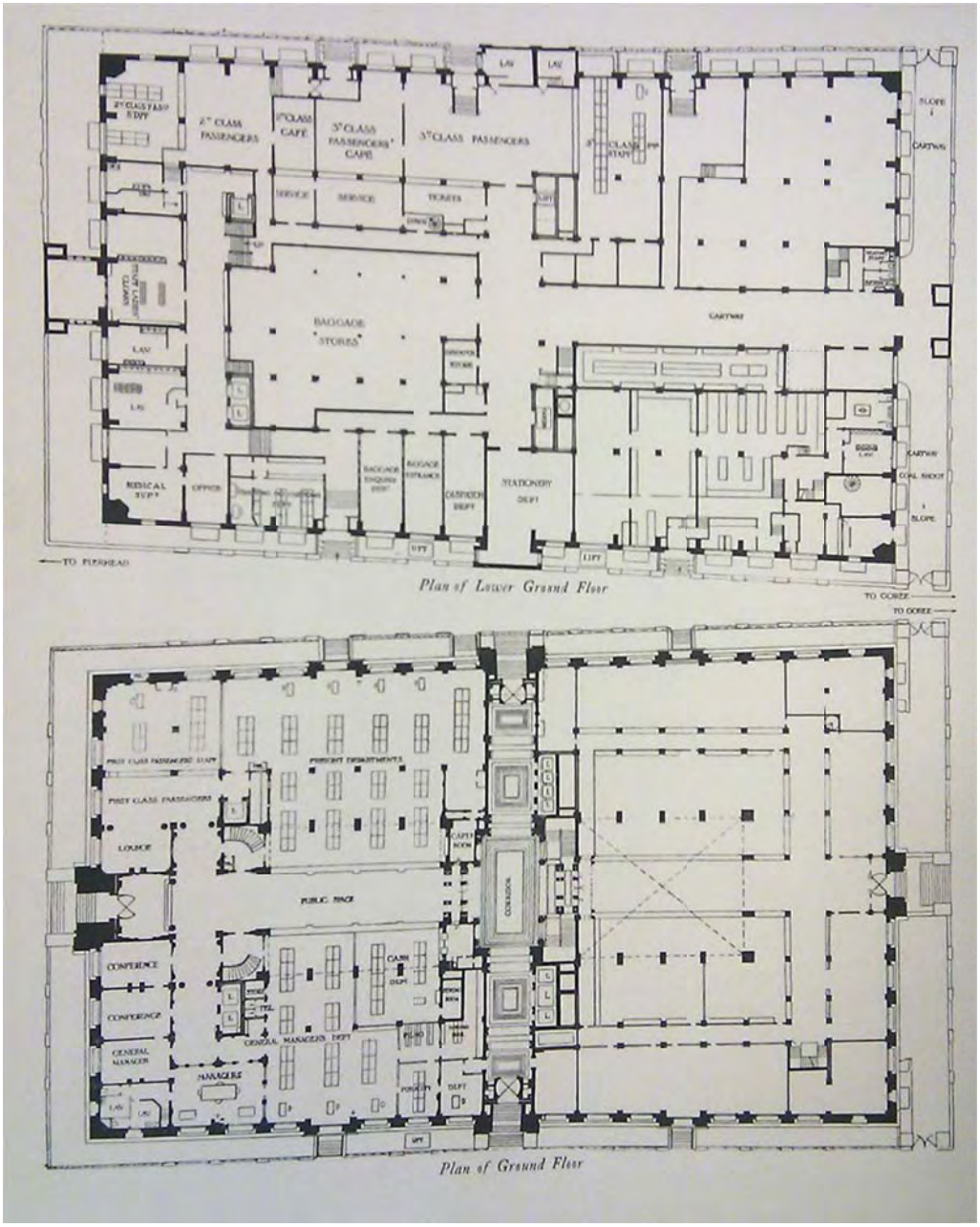

Figure 10: Liverpool University Archive: Plans of Lower Ground Floor and Ground Floor at Opening of Building - Commemorative Brochure 1917

2.23 The frieze is carved with the arms of countries allied in the First World War with each of the four corners decorated by the shield of the Cunard Company supported on a great eagle. Additional carvings including Britannia, Neptune and the Zodiac adorn the exterior whilst internally highly decorative marbles are used to clad columns and line walls, floors and counters of the main halls and corridors.

2.24 The general disposition of the building was simple as entrance doorways at the north and south sides gave access to a broad corridor from which all the floors were approached, the upper ones by means of six passenger lifts and a goods lift in addition to stairs. The public offices of the Cunard Company were located on the west (River) side of the building. The

company also occupied the whole of the fifth floor and the greater part of the lower ground floor.

2.25 Cunard occupied only a part of the building, including the half of the ground floor facing the river, the fifth floor and much of the basement (which accommodated substantial areas for the storage and handling of baggage and was served by an arrangement of chutes, lifts and inclined cartways). The remaining space was let, mostly to other shipping lines. The eastern half of the ground floor facing The Strand, which is the space that is now to be used for the Australasia restaurant, was occupied originally by the Pacific Steam Navigation Company (Figure 11).

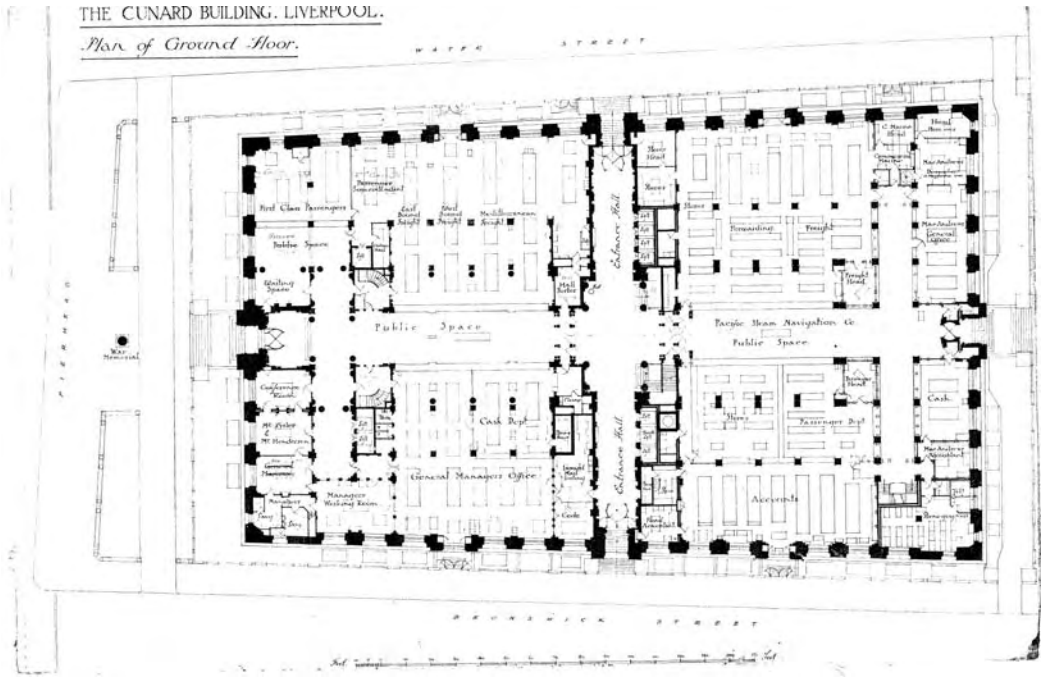

Figure 11: Historic Ground Floor Plan showing the accommodation on the East side was occupied originally by the Pacific Steamship Company

2.26 The Pacific Steam Navigation Company was set up in 1840 to run steamer services on the west coast of South America. By 1843 the majority of the shareholders were Liverpool merchants and, consequently, the Head Office was moved to Liverpool.

2.27 In 1868 The Pacific Steam Navigation Company started a direct Liverpool-Valparaiso service that was extended northwards to Arica, Mollendo and Callao in 1870. By 1873 it had the largest merchant steamer fleet in the world (fifty-seven vessels) but an over ambitious weekly Liverpool-Callao timetable caused losses and cutbacks in 1874-1875.

2.28 In 1877 six of its laid-up steamers were used on a new London-Australia service in partnership with Anderson, Anderson & Co., which eventually became the Orient Line, and in turn, was sold to the Royal Mail Group in 1906.

2.29 The South American services continued to be its main focus but these were beset by local wars, leading to economic disruption, competition and the navigational hazards which led to a continual loss of ships. Nevertheless, it was able to maintain its strong position, helped by

an extension of its charter and the modernisation of its fleet, which began to include larger luxury passenger liners such as the Orcoma, the 'electric ship' of 1908. In 1910 the rapidly expanding Royal Mail Group bought The Pacific Steam Navigation Company, but it continued to operate separately with its existing policies.

2.30 In 1914 The Pacific Steam Navigation Company launched the ocean liner SS Orduna and after two voyages she was chartered to Cunard for deployment on their Liverpool to New York service.

2.31 The Pacific Steam Navigation Company operated from the Cunard Building from the opening of the building in 1916 until about 1934 when the company moved to the former White Star Line headquarters, more recently Albion House, at 30 James Street, Liverpool.

2.32 The Cunard Building remained the headquarters of Cunard until the late 1960s, when the UK operations were transferred to Southampton and the global headquarters relocated to New York. Consequentially, in 1969, Cunard sold the building to Prudential plc, a major insurance company. In 2001, the building was sold to the Merseyside Pension Fund, a provider of public sector pension services in Liverpool. From the 1970s the building provided a range of office accommodation for a variety of public and private sector organisations and the successive building owners have maintained the fabric and structure whilst modifying the layout of the building to respond to modern expectations, demands and service requirements. The building has recently been acquired by Liverpool City Council, and the upper floors are used as offices.

2.33 The two main ground floor areas are currently vacant and the Council is seeking to introduce to both of these areas uses that are accessible to the public. Current proposals are for the eastern half (and a small part of the lower ground floor) to be converted by Living Ventures to an Australasia restaurant and for the western half to accommodate Britain's Museum of Popular Music (BME) that was previously located at the O2, London.

2.34 The Cunard Building has been recognised as a Designated Heritage Asset having been statutorily listed on 12th July 1966 and it is listed currently at Grade II*.

2.35 The site is situated within the Pier Head Conservation Area and the Liverpool Maritime Mercantile City World Heritage Site (Figure 12).

2.36 There are many other Designated Heritage Assets within the immediate vicinity of the site including:

Designated Heritage Asset	Grade
Royal Liver Building, Iron Railings and Stone Piers Surrounding Royal Liver Building	I
Port of Liverpool Building and Stone Balustrade, Iron Gates and Piers	II*
Tower Building	II*
Albion House	II*
Memorial to Heroes of the Marine Engine Room, Liverpool (Titanic Memorial)	II*
George's Dock Ventilation and Central Station of the Mersey Road Tunnel	II
War Memorial in Front of Cunard Building	II

Monument of Edward Vii	II
Monument to Sir Alfred Lewis Jones	II
Merchant Navy War Memorial	II
Pumping Station	II
Simpson Fountain	II
Church of Our Lady and St Nicholas	II
Retaining Wall to West Of, and Railings to South of Church of Our Lady and St Nicholas	II

Figure 12: WHS and Buffer Zone Boundary – Liverpool City Council: Liverpool Maritime Mercantile City World Heritage Site Supplementary Planning Document, Adopted October 2009

3.0 The Listing Description

3.1 The Listing Description for the Cunard Building is as follows:

List Entry Number: 1052283

Location : CUNARD BUILDING, GEORGES PIER HEAD

District: Liverpool

District Type: Metropolitan Authority

Grade: II*

Date first listed: 12-Jul-1966

Date of most recent amendment: 19-Jun-1985

SJ 3390 GEORGES PIER HEAD

L3

27/502 Cunard Building

12.7.66 (formerly listed under Pier Head)

G.V. II*

Office building. 1913-16. Willink and Thicknesse. Portland stone and 6 storeys. 9 bays, 17-bay returns. Ground floor and end bays with rustication. Ground floor battered with round-headed windows the centre bay projecting for the entrance, with carved animals as finials. 2nd floor windows have stone balustraded balconies. 3rd floor windows have cornices on brackets. Frieze above 4th floor. Top floor enriched with shields and drapery between windows, moulded frieze on modillions. Plain top parapet. Other facades similarly treated. 2 simple bronze lamp holders at entrances.

Listing NGR: SJ3392390273

4.0 The Architect: Willink & Thicknesse

4.1 The architectural practice of Willink & Thicknesse began in 1884 and ended in 1920 upon the death of Philip Coldwell Thicknesse.

4.2 William Edward Willink was born on 17 March 1856. He was articled to Alfred Waterhouse in London from 1873 before attending King's College Cambridge where he was awarded a BA in 1881 and an MA in 1884. He commenced independent practice in Liverpool in 1882 and two years later took Philip Coldwell Thicknesse into partnership. His partnership with Thicknesse lasted until the latter's death in 1920, after which he worked in partnership with Harold Alfred Dod until his own death on 11 March 1924.

4.3 W E Willink was elected an Associate member of the RIBA in 1885, having been a candidate in the first RIBA examinations held outside London, and was elected a Fellow in 1898. He was President of the Liverpool Architectural Society 1897-1899. A Justice of the Peace, he also was a member of the Liverpool City Council for sixteen years, serving as both councillor and alderman, and for some time acted as chairman of the Technical Instruction Committee. He was also chairman of the Leeds and Liverpool Canal Company, and a member of the General Committee of the Liverpool Cathedral.

4.4 Philip Coldwell Thicknesse was born on 28 January 1860 at Deane Vicarage, Bolton, Lancashire. He was educated at Marlborough School before entering the office of Richard Norman Shaw. In 1884 he entered into partnership with William E Willink and remained so for nearly thirty-six years, until the time of his death.

4.5 The practice developed strong connections with the expanding shipping companies and an increasingly large proportion of their work was in the design of ship's interiors, over twenty liners being fitted out beginning with RMS Franconia in 1910. In 1911 Willink and Thicknesse were appointed architects for perhaps their most significant building - the Cunard Building, on Liverpool's waterfront. Professor S D Adshead described it as *"one of the finest buildings erected in this country for many years. It is an instance of a building of extraordinary scientific attainment combined with the highest artistic quality."* Willink also remarked about Philip Thicknesse *"To him and not me is to be attributed the greater part of such credit as belongs to this structure."*

4.6 The practice operated from various offices in Liverpool during its existence including at 14 Castle Street, Liverpool from 1894-1900, at 2 Castle Street, from 1910[3] and at the Cunard Building from circa 1918.

4.7 The practice of Willink & Thicknesse was involved with the following notable buildings and projects:

Date started	Building / Project	Notes
After 1903	HMS Hildebrand, ship interior	Alterations
After 1903	Liverpool University, Physical Chemistry Laboratory	
After 1903	Peterborough Cathedral, chancel screen	
After 1903	Shrewsbury School, speech hall	
1910	Liverpool School of Art	Extension to Hope Street
1910	RMS Franconia, ship interior	
1911	Cunard Building	

4.8 Willink and Thicknesse were appointed architects for the Cunard Building in 1911, conjointly with Arthur Davies of Mewès and Davies. However, the respective roles of the two architectural practices remain unclear. Seemingly it was Davies, acting as consultant to Cunard, who determined that the design should be inspired by the Farnese Palace in Rome, designed by Antonio da Sangallo and completed by Michelangelo in 1544. Drawings

[3] Earliest date known from documented sources

prepared by Davies showing the building in almost its final form have also been found. Generally the building is attributed to Willink and Thicknesse and Davies can have played no significant role following the outbreak of World War I when he was commissioned into the army.

5.0 Modification, Alteration and Change

5.1 Few changes have been made to the exterior of the building, but in response to changing business circumstances and ownership, the interior of the Cunard Building has undergone significant alteration/adaptation of the original design and construction particularly primarily in the latter third of the twentieth century.

5.2 This Heritage Assessment restricts its consideration to the areas of the building that are to be leased to the Living Ventures Group and to those parts of the interior and the exterior of the heritage asset that are affected by the proposed use for an Australasia brand restaurant.

5.3 Drawings have been prepared from historic records to show the original historic layout of these parts of the building at Lower Ground and Ground Floor level. (Drawing no's: 15.041/ L(04)100 P02 Lower Ground Floor Historic Plan; and L(04)101 P02 Ground Floor Historic Plan). (Figures 13 & 14).

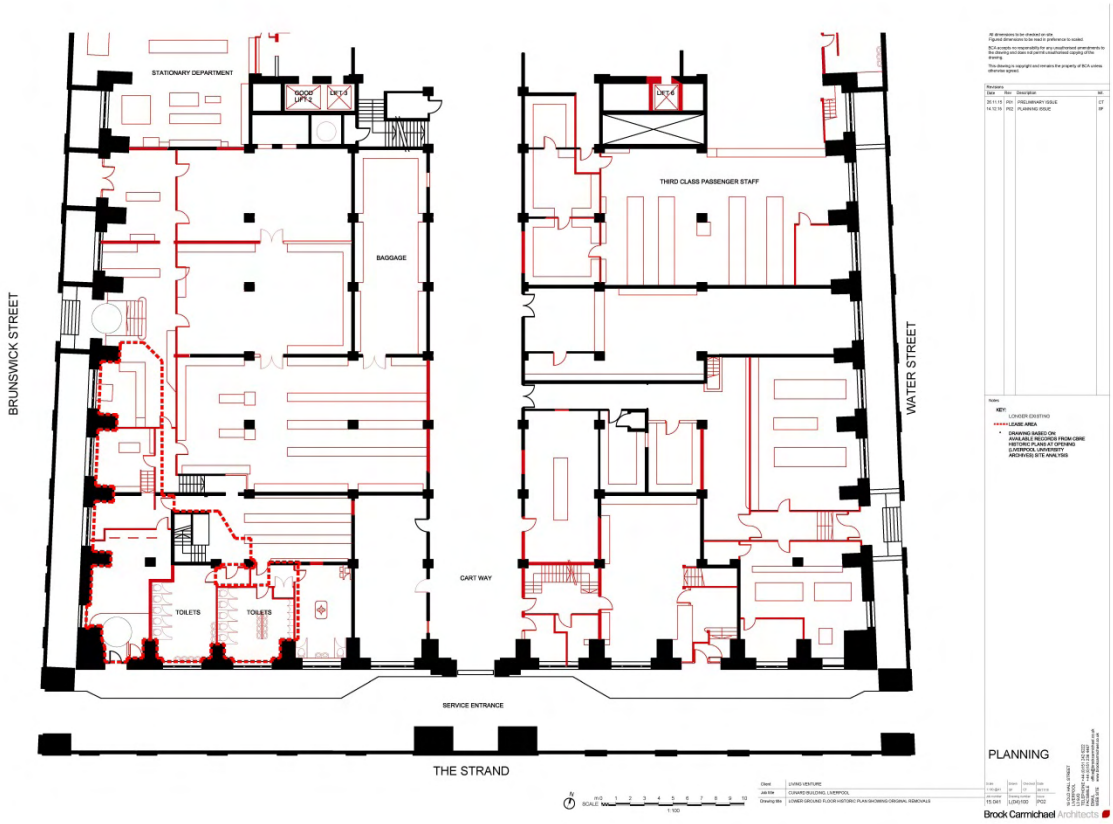

Figure 13: Lower Ground Floor Historic Plan

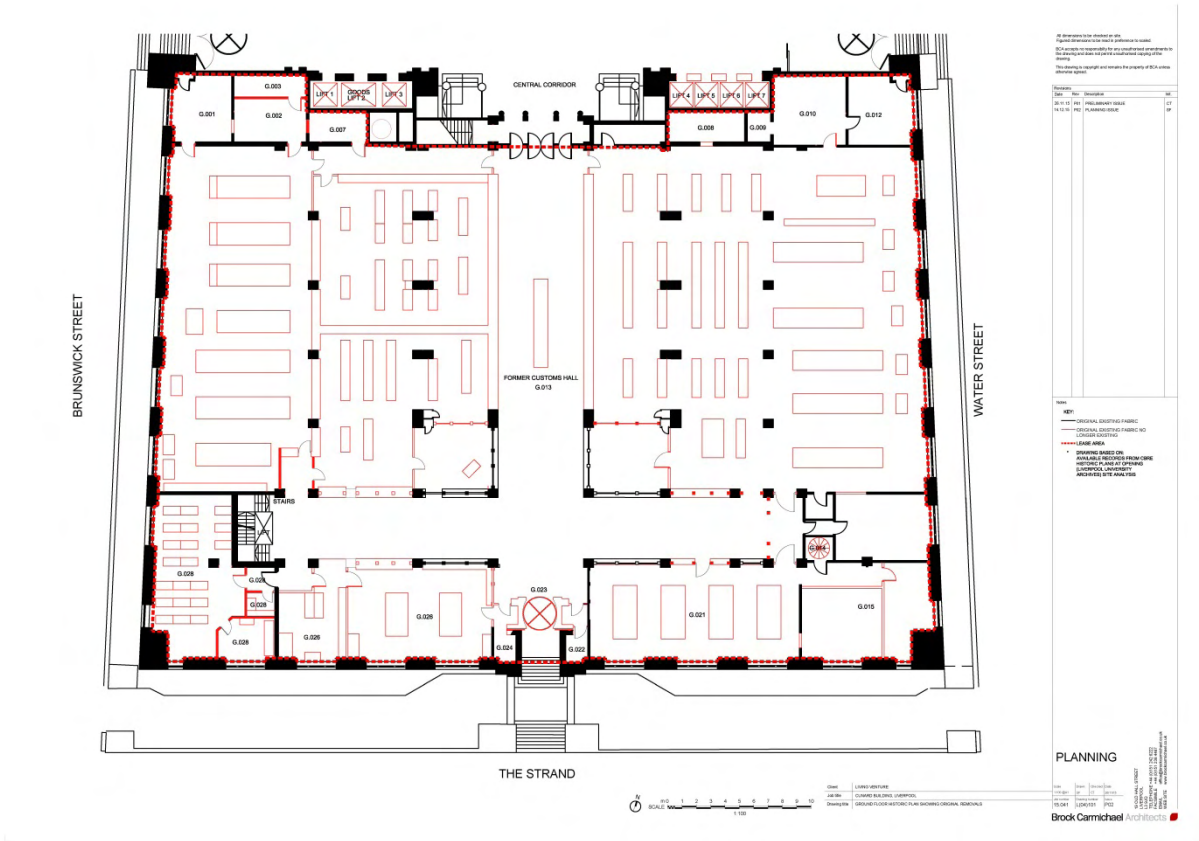

Figure 14: Ground Floor Historic Plan

5.4 Drawings have been prepared of the current layout of the Lower Ground and Ground Floor levels to indicate the original fabric that remains as well what are later inserted elements. (Drawing no's: 15.041/ L(04)102 P02 Lower Ground Floor Remaining Original & Later Additions; and L(04)103 P03 Ground Floor Remaining Original & Later Additions). (Figures 15 & 16).

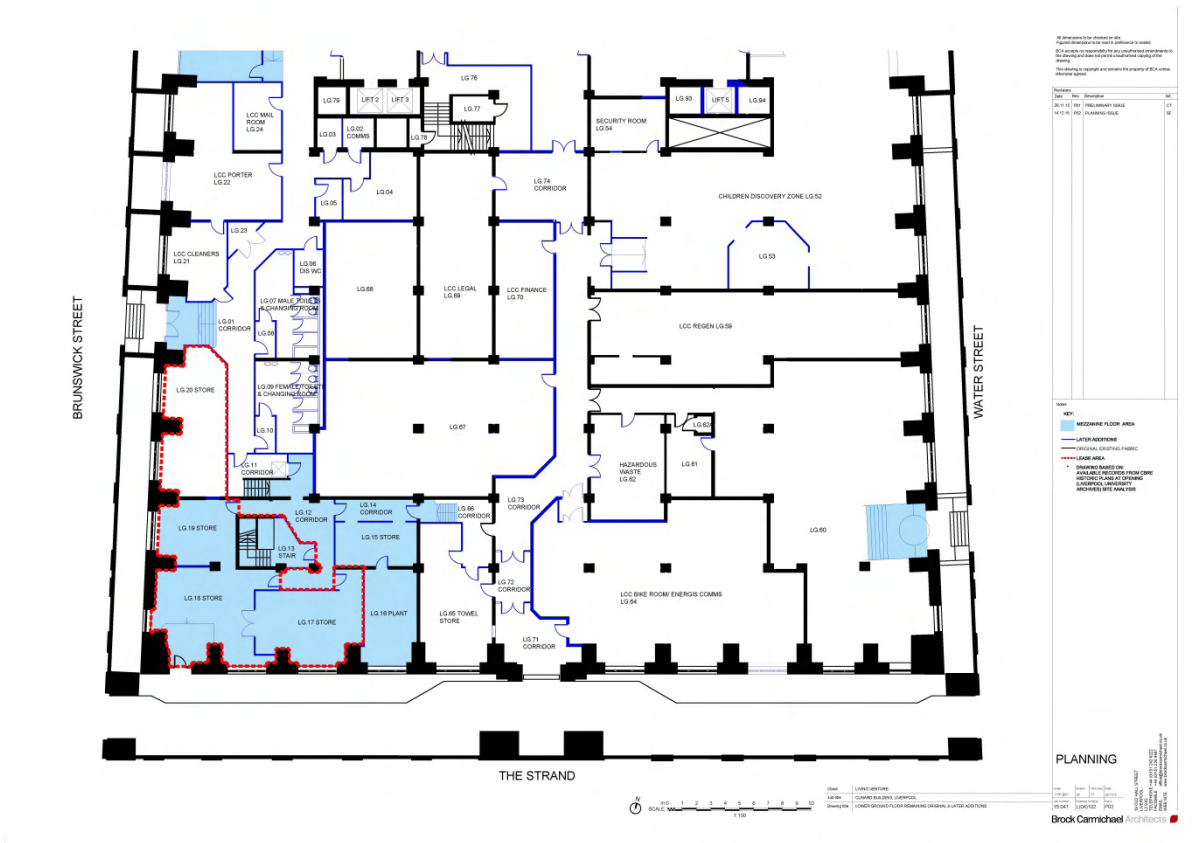

Figure 15: Lower Ground Floor Remaining Original & Later Additions

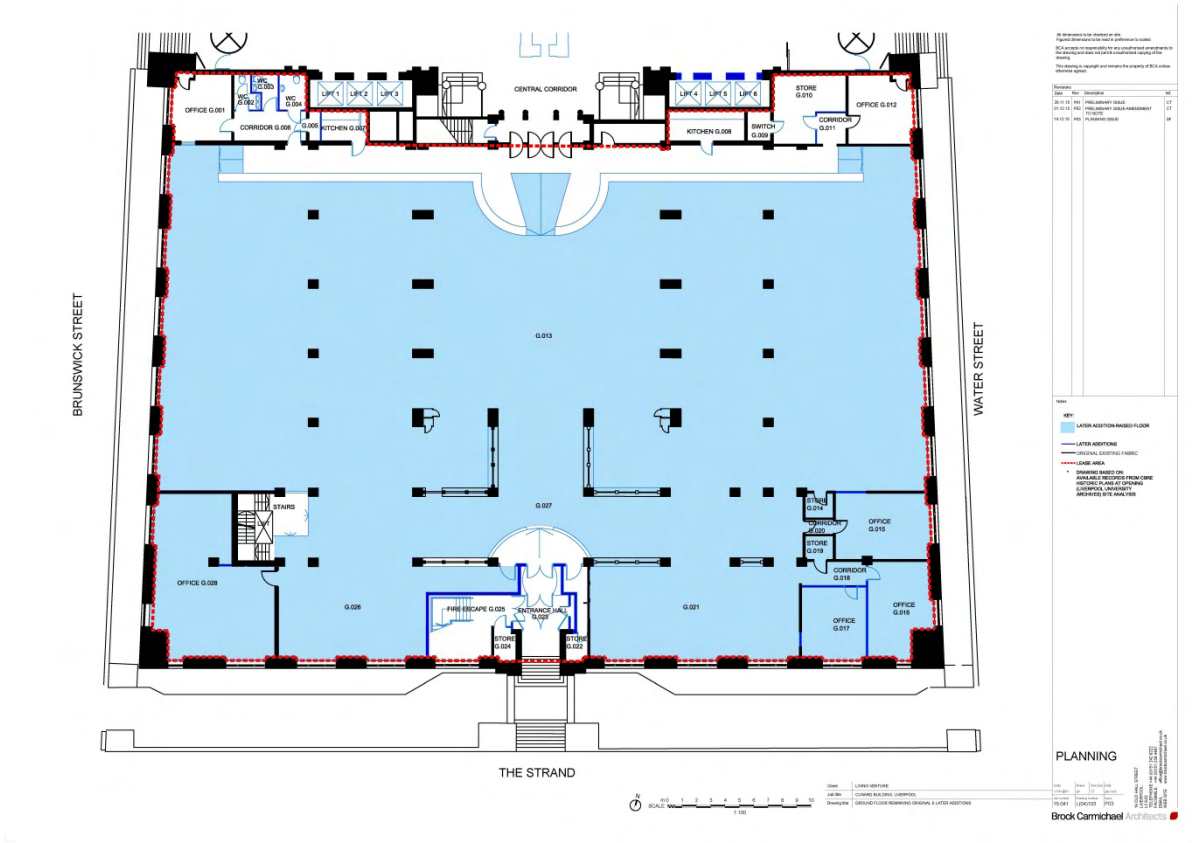

Figure 16: Ground Floor Remaining Original & Later Additions

5.5 The key modifications and adaptations that have been made previously to the spaces that are to be used by the Living Ventures Group for the proposed Australasia restaurant may be summarised as follows:

5.6 External Structure and Fabric

- The replacement of some original windows within the lower ground floor storey and addition of service grilles within the glass at pavement level.
- The addition of a steel ramp and associated handrails within the light well area of the south (Brunswick Street) façade to provide disabled access. The alteration has included modification of the parapet wall/iron guarding and adaptation of an original window opening to provide a new entrance point/associated door/screen.
- The replacement of the original revolving doors and associated screens at the main central entrance points at the north, south and east facades with new doors and screens of contemporary design and construction.
- The installation of a central handrail to the main entrance steps at the north (Water Street) and south (Brunswick Street) facades.
- The provision of a new access point within the light well of the north façade, eastern section with incorporation of associated steps/landing. The alteration has included the modification of the parapet wall/iron guarding and adaptation of an original window opening to provide a new entrance point/associated door/screen.
- The installation of new signage at the disabled entrance (Brunswick Street).
- The replacement and modification of the paving and roadways to the perimeter of the building.

5.7 Internal Structure and Fabric

5.8 Lower Ground Floor Level (with mezzanine)

5.9 The lower ground floor level is split into two separate levels. The larger floor area is set at the lowest level, which aligns with the external pavement level at the east entrance (ramped access to Brunswick Street and Water Street) and thereby originally afforded level access for carts/trucks/trolleys delivering or collecting luggage. The higher floor area (mezzanine) is set approximately 4ft (1200mm) above the lower level and is restricted to an area at the south eastern corner. The southern section of the lower ground floor area has been modified to accommodate new offices, generally small and cellular in layout, with associated welfare and support facilities. The northern section of the lower ground floor has been modified to create larger open spaces. The central core area, void of natural light was originally utilised for baggage processing and storage and today is utilised for archival storage and maintenance stores.

5.10 Whilst undoubtedly some modification to the area occurred with the passage of time to respond to changes in business, operations and activities, the most significant interventions took place in the mid 1990s. The conversion reflects little of the form/quality/character of the original building and the construction and finishes are basic and of their time. New

services are routed within suspended tiled ceilings and include mechanical supply and extract to allow windows to remain closed and traffic noise to be suppressed. Much of the ductwork and pipework serving the ground floor level is also distributed at this level to utilise the relatively generous floor to ceiling height and minimise intervention at ground floor level. A platform lift has been installed to provide disabled access from the lower ground floor level to the mezzanine level.

5.11 The original plan layout, the areas of mezzanine and the alterations/additions to the original building at lower ground floor level are indicated on drawing no: 15.041/ L(04)102 P02 Lower Ground Floor Remaining Original & Later Additions. The key interventions are as follows:

- The installation of new partitions and associated doors/joinery components to subdivide previously open space or modified space to form individual spaces/offices.
- The installation of new suspended ceilings to provide a contemporary finish to office areas whilst concealing services distribution. The construction of associated bulkheads at external wall/window locations and cross beam positions within corridors.
- The installation of new sanitary fixtures and fittings within newly created or modified spaces with associated drainage and services.
- The installation of a lift and wire cage enclosure within the central space defined by the main accommodation stair at the eastern end. The lift does not function. The lift car is at rest at mezzanine floor level.
- The modification of the original flight of steps from the former entrance points within the light well (Brunswick Street) to the lower ground floor level.
- The enclosure and lift installation within part of the lower ground floor area which provides disabled access to the ground floor level and is utilised for access to upper floor areas within the building. The enclosure links to a ramp within the light well, which extends to pavement level within Brunswick Street.
- The installation of mechanical and electrical service installations which are supported and distributed generally at ceiling level.

5.12 Ground Floor Level

5.13 Generally, the ground floor level has been modified to accommodate new office facilities after the relocation of Cunard and cessation of public access. The magnificent structure and the quality and splendour of the original details to the enclosing perimeter walls, ceilings and lay lights remain intact. The original floor has been covered by a new raised floor to facilitate the distribution and enhancement of ventilation services with steps, ramps and associated fixtures and fittings to accommodate the difference in level and safe movement, intrude into the space. The new services include mechanical supply and extract to allow windows to remain closed and traffic noise to be suppressed. Some of the original subdivision of space has been removed whilst new sub-division of space (full height partitions and clerestorey partitions) has been incorporated to provide some individual offices and isolation (fire and acoustic) from the large principal spaces. New staircases providing emergency escape from upper levels have been incorporated within original or

new enclosures. Some original glazed partitions have been modified to create solid construction. The majority of the original fixtures and fittings in the form of counters, screens, desks and workspaces have been removed.

5.14 The original plan layout and the alterations/additions to the original building at ground floor level are indicated on drawing no: 15.041/ L(04)101 P02 Ground Floor Remaining Original & Later Additions. The key interventions are noted as follows:

- The removal of the majority of the fixtures and fittings (counters/screens/desks and workspaces). Some sections of the original timber counters and counter screens have been retained in their original location. Some sections of the original timber components have been relocated and integrated within new work.
- The construction and installation of timber screens, panels and joinery elements to reflect the original timber details to provide a homogeneous appearance and quality to the large open area. The details are not refined and arguably detract from the original character and quality of the original design and appearance.
- The addition of a raised timber floor (approximately 250mm above the original floor level) allowing distribution of mechanical and electrical services with ramps and handrails incorporated at entry and exit locations. Some doors/associated joinery have been modified to accommodate the raised floor level where conflict occurred. The floor is finished with carpet tiles.
- The removal of original partitions and screens which sub-divided the main open space.
- The installation of new partitions and associated doors/joinery components to subdivide previously open space to form individual spaces/offices within the north east corner. The new elements are scribed to the original features to retain the original fabric and detail.
- The installation of new partitions, screens and doors to provide separation of private space from general circulation at the Strand entrance.
- The construction of a new escape steel staircase from ground to sixth floor level to provide secondary means of escape. The staircase discharges into the common lobby area at the principal entrance from the Strand.
- The installation of acoustic panels to the face of existing and new high level areas of wall to provide acoustic control/absorbency within the main open space.
- The installation of new high level/clerestorey partitions at the head of original marble clad walls to isolate individual spaces from the main open area for acoustic/fire separation.
- The modification of previously glazed partitions to create solid construction.
- The installation of a lift and wire cage enclosure within the central space defined by the main accommodation stair. The lift does not function. The lift car is at rest at mezzanine floor level.
- The removal of the original spiral staircase to the north east corner providing access to mezzanine level.
- The redecoration of the interior with consequential loss of quality and detail.

- The removal of the original light fittings. The installation of replacement light fittings for office environment.

6.0 Assessment of the Significance of the Heritage Asset

6.1 This assessment of the significance of the Cunard Building, Pier Head, Liverpool has been informed by reference to the Historic England publication 'Conservation Principles Policies and Guidance – for the Sustainable Management of the Historic Environment' (2008).

6.2 At paragraph 3.2 it defines the significance of a place as embracing *'all the diverse cultural and natural heritage values that people associate with it, or which prompt them to respond to it. These values tend to grow in strength and complexity over time, as understanding deepens and people's perceptions of a place evolve'.*

6.3 At paragraph 3.3 it states that: '*In order to identify the significance of a place, it is necessary first to understand its fabric, and how and why it has changed over time; and then to consider:*

- *who values the place, and why they do so*
- *how those values relate to its fabric*
- *their relative importance*
- *whether associated objects contribute to them*
- *the contribution made by the setting and context of the place*
- *how the place compares with others sharing similar values'*

6.4 The purpose of understanding and articulating the values and significance of a place is explained at paragraph 3.4, which states that this is *'necessary to inform decisions about its future. The degree of significance determines what, if any, protection, including statutory designation, is appropriate under law and policy'.*

6.5 Under the section 'Understanding Heritage Values' in the preamble at paragraph 34 it states that:

*'Many heritage values are recognised by the statutory designation and regulation of significant places, where a particular value, such as 'architectural or historic interest' or 'scientific interest', is judged to be 'special', that is above a defined threshold of importance. Designation necessarily requires the assessment of the importance of specific heritage values of a place; but decisions about its day-to-day management should take account of **all** the values that contribute to its significance'.*

6.6 The guidance that follows suggests that heritage values can be evaluated by using four headings: Evidential value, Historic value, Aesthetic value and Communal value.

- Evidential value is defined as deriving *'from the potential of a place to yield evidence about past human activity'. (Paragraph 35).*

- Historical value is defined as deriving *'from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be **illustrative** or **associative**'. (Paragraph 39).*
- Aesthetic value is defined as deriving *'from the ways in which people draw sensory and intellectual stimulation from a place'. (Paragraph 46).*
- Communal value is defined as deriving *'from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory. Communal values are closely bound up with historical (particularly associative) and aesthetic values, but tend to have additional and specific aspects'. (Paragraph 54).*

6.7 Evidential value

6.7.1 The Cunard Building is listed Grade II*. The concept design is attributable to Arthur J Davis of Mewès and Davies and its detailed design and execution was by the architectural practice of Willink and Thicknesse.

6.7.2 The Cunard Building is well documented by surviving drawings and photographs and in contemporaneous accounts of its design, construction and use.

6.7.3 The Cunard Building both externally and internally was designed to convey the quality and reputation of the Cunard Steamship Company Ltd and its liners. These values that continue to be evident today are enduring.

6.7.4 In 1934, the Cunard Steamship Company merged with the White Star Line to form Cunard White Star Line, which became the largest passenger steamship company in the world, helping to make Liverpool one of the most important centres of the British trans-Atlantic ocean liner industry.

6.7.5 The Cunard Building subsequently acted as the central headquarters for the newly merged firm, with both administrative and ship-designing facilities located within the building. Many ships and liners were developed and designed within the Cunard Building, including the RMS Queen Mary and RMS Queen Elizabeth.

6.7.6 Several secure vaults, which in the past were used to store the most valuable passenger items, are still used today to hold historic documents, drawings and blueprints relating to the Cunard Building and also some of Cunard's Liners, such as the RMS Queen Mary.

6.8 Historical value

6.8.1 Large numbers of people and their baggage passed through the Cunard Building in connection with their transatlantic voyage to the New World and for many it became their final memory of the place they had left behind.

6.8.2 The Cunard Building is the centrepiece of "The Three Graces" that has achieved worldwide iconic status as a symbol of Liverpool and its waterfront.

6.8.3 The Three Graces (comprising the Cunard Building, the Port of Liverpool Building, and the Liver Building) are of outstanding and monumental significance and are a focal point for visitors to the city. Collectively the three buildings provide an iconic representation of the

Liverpool Maritime Mercantile City World Heritage Site, which was inscribed on to the World Heritage List of the United Nations Educational and Scientific Organisation (UNESCO) by its World Heritage Committee in 2004 as *'the supreme example of a commercial port at the time of Britain's greatest global influence.'*

6.8.4 During the Second World War, the sub-basement level of the Cunard Building was utilised as an air raid shelter for workers in the building and also for those from adjacent premises. The basement levels also served as the central Air Raid Precautions headquarters for the City of Liverpool during the war. Additional reinforced steel joists were fitted to further strengthen the basement in case of a direct hit on the building and these additions remain visible today.

6.9 Aesthetic value

6.9.1 The architectural and aesthetic quality of the Cunard Building is still evident both in its exterior and interior. In its publication 'Buildings of Liverpool[4]', Liverpool Heritage Bureau stated that: *"Less of a tour de force than either the Mersey Docks and Harbour Board or the Liver Building, it can nevertheless stand a closer and more critical architectural examination".*

6.9.2 The Cunard Building is an example of the twentieth-century classical Greek Revival style that is inspired by contemporary architecture in the United States, which in the United Kingdom is almost unique to Liverpool.

6.9.3 The fact that the Cunard Building has contemporary American design influences of the period is very important given that at the time is it was the headquarters of a leading transatlantic shipping line. As such it gave passengers a foretaste of aesthetic styles that would be seen both on board in the interior design of its liners and upon arrival in buildings in New York.

6.10 Communal value

6.10.1 In May 2015 The Queen Mary 2, the Queen Victoria and the Queen Elizabeth sailed together in Liverpool for the first time to mark Cunard's 175th anniversary from where Samuel Cunard began his transatlantic line in 1840. The Cunard Building and the Pier Head was the focal point for a seven week programme of activities that celebrated Liverpool's relationship with Cunard.

6.10.2 Around 1.6 million people descended on the waterfront over the seven weeks, from May to July. The event included the opening, for six days only, of up a pop-up restaurant the Aquitania, within the Cunard Building.

6.10.3 These activities together with communication through television, print and social media channels has brought the history of Cunard and the Cunard Building to a current generation and a large local, national and international audience.

6.10.4 The event and the 175th anniversary celebrations have been recorded in a book 'Three Queens, One Magnificent City', which will add to the documentary record of the Cunard Building and to the further appreciation of its communal significance and value.

[4] Buildings of Liverpool, Liverpool Heritage Bureau, 1978

6.11 Overall significance

6.11.1 The following assessment criteria have been used to define the level of significance[5]:

Level of Significance	Criteria
Very High	World Heritage Sites
High	Grade I and II* Listed buildings Conservation Areas containing very important buildings
Medium	Grade II Listed buildings Conservation Areas containing important buildings that contribute significantly to their historic character
Low	Locally Listed buildings Undesignated assets of local importance Historic townscape or built-up areas of limited historic integrity
Negligible	Buildings of no architectural or historical note and buildings or features of an intrusive character

6.11.2 On the basis of its Grade II* listing and its siting within the Pier Head Conservation Area the Cunard Building is considered, as a minimum, to be of high architectural and historic significance.

6.11.3 However the Cunard Building is also considered to be a major and significant component of the setting of the Liverpool Maritime Mercantile World Heritage Site, of architectural and historic significance.

6.11.4 Therefore as a key physical attribute of the Outstanding Universal Value of the World Heritage Site, the Cunard Building is assessed in overall terms as being of very high significance.

7.0 The Proposal

7.1 The proposal is for the eastern half of the ground floor to be converted into an "Australasia" restaurant, one of the brands of UK restaurants operated by the Living Ventures Group. It is proposed that a small part of the lower ground floor will be converted to provide ancillary facilities including ventilation plant, storage and a cellar. The Australasia restaurant will serve modern Australian cuisine combining Pacific Rim flavours underpinned by European cooking tradition. It will also have a bar serving cocktails and there will be amplified music. The proposal will bring back into public use that part of the ground floor area as well as the entrance into the building from The Strand.

7.2 The indicative layout is shown on drawing no: 15.041/ L(04)106_P02_Proposed Ground Floor. (Figure 17).

[5] Based on the criteria set out in the Design Manual for Roads and Bridges (DMRB; HA208/07, Volume 11 Section 3 Part 2) jointly published the Highways Agency, Transport Scotland, the Welsh Assembly Government, and the Department for Regional Development Northern Ireland in 2007 with minor adaptation.

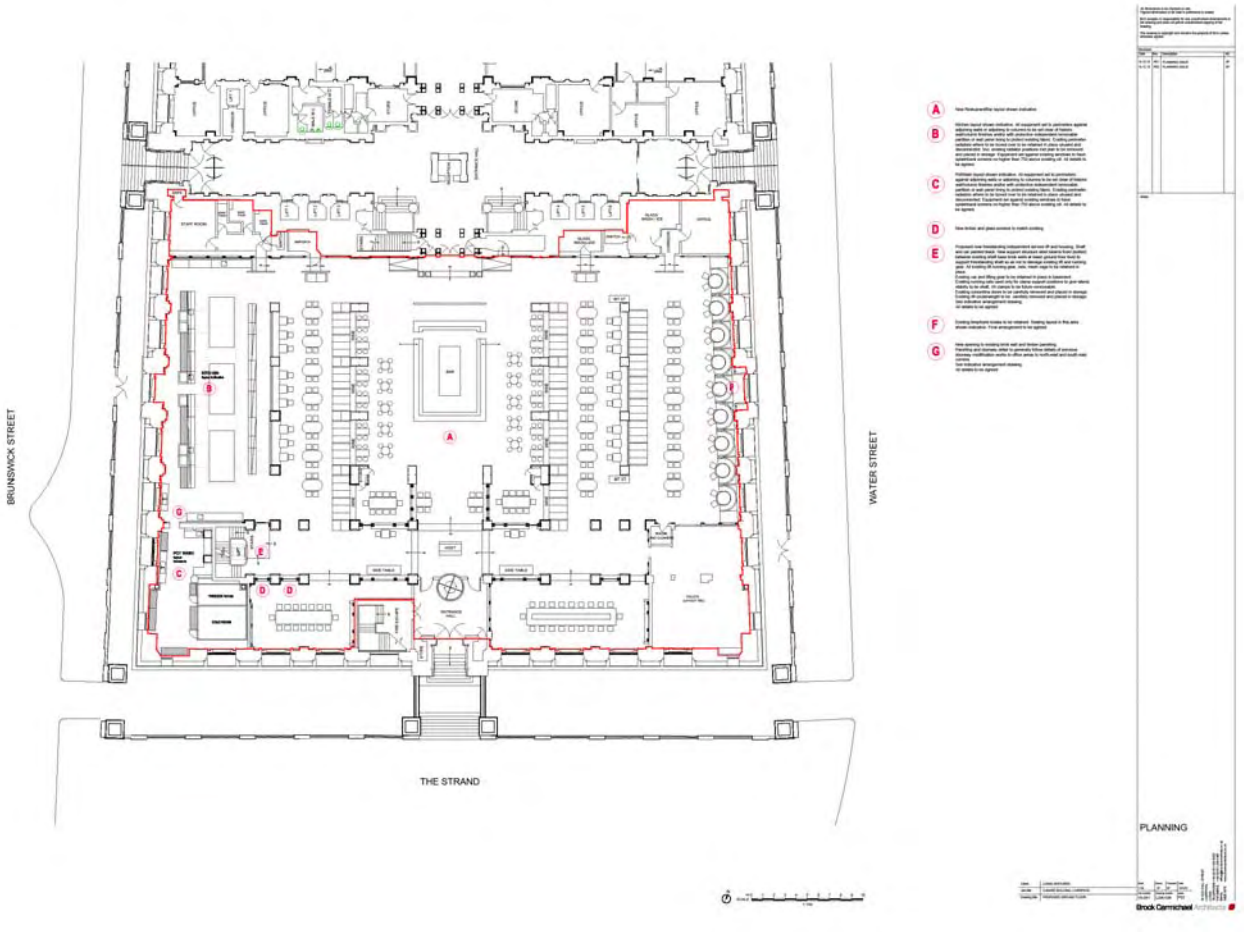

Figure 17: Proposed Ground Floor

7.3 Ground Floor

7.3.1 The principal access to the restaurant will be via the existing main entrance door from The Strand. Internally it is proposed that the entrance hall is remodelled so as to provide for adequate arrangements both for access as well as to comply with statutory requirements for emergency egress and fire escape. This will entail the removal and/or adaptation of previously inserted elements including sections of partition walls and doors and their replacement with newly designed elements – partition walls, doors and a revolving door.

7.3.2 The secondary entrance to the restaurant will be via the existing doors from the main ground floor entrance hall that connects the Brunswick Street and Water Street entrances of the Cunard Building. This will provide an entrance into the restaurant for customers from elsewhere within the building. It will also be the entrance for customers with disabilities for whom access to the building is provided for by means of an existing disabled lift facility adjacent to the Brunswick Street entrance that has disabled parking provision nearby also.

7.3.3 The main area of accommodation is to be retained as an open plan space that will be zoned into specific functional areas – kitchen / bar / dining – and demarcated by the use of purpose designed freestanding counters, wine racks, seating booths and low level dividing screens.

7.3.4 It is proposed that the bar and the associated seating areas are to be located as a focal point centrally in the space and below the main roof lantern, decorative ceiling and lay light.

7.3.5 It is proposed that the kitchen is located on the south (Brunswick Street) side of the space. It is intended that the kitchen shall be a freestanding element to a bespoke design and it will be a feature of interest within the space.

7.3.6 It is proposed that the remaining areas of the main ground floor space shall be open plan dining zones providing a variety of types of table and seating configurations including chair, bench and booth arrangements.

7.3.7 It is proposed that the cellular accommodation in the south east corner shall be a pot wash area with access from the kitchen. This will require a small new door opening to be inserted into the original building fabric.

7.3.8 It is proposed that the cellular accommodation in the north east corner shall be remodelled to provide for customer toilets.

7.3.9 It is proposed that the two areas facing The Strand shall become private dining rooms for larger groups of customers.

7.3.10 It is proposed that the existing small cellular rooms on the west side of the ground floor shall be used to accommodate ancillary functions including staff room, staff toilets, amplifier/data, glass wash, ice machine, cleaners store and office.

7.4 Lower Ground Floor

7.4.1 The lower ground floor is to be used to provide space for ventilation plant, kitchen extract, the storage of goods and a cellar.

7.4.2 Delivery access is proposed to be from the existing service road at the front of the building and via an existing door opening in the south east corner of the building on the front elevation to The Strand.

7.5 Pre-application Consultations

7.5.1 Pre-application consultations have been held with Planning and Conservation Officers at Liverpool City Council. This has informed both the principles of the design approach and the content of the applications.

7.6 Key Principles

The key principles of the design approach are:

7.6.1 Advertisements

- Advertisements will not be allowed on the historic fabric of the building. The signage proposals will be developed in due course and shall be the subject of separate applications for statutory consent at a future date.

7.6.2 Fire Escape

- It is proposed to remodel the design of the entrance hall from The Strand so at to provide a satisfactory arrangement to cater for the numbers of people involved in using the restaurant and to accommodate the escape route for the offices above.

7.6.3 Kitchen Extracts

- It is proposed to take all the ventilation ducting and then drop it through the floors into the lower ground floor – as opposed to taking any extract through the ground floor windows.
- It is proposed to use the existing lower ground floor windows to provide the necessary venting by the introduction of louvres within the windows.

7.6.4 Removal of the Dividing Partition between the Floor Levels

- It is proposed to remove the existing low level partition between the different floor heights as this that creates a barrier and it is an inserted feature from the late 1990's alterations.
- The entrance ways into the individual ancillary rooms on the west side are to be retained at the same floor level as the rooms themselves.
- The remaining sections are to be built up to the same level as the existing raised floor and be finished with the same treatment as the existing i.e. the new floor level to run up to the existing deep skirting boards and be finished in the same manner.
- The proposed alterations to the change in floor level and the provision of the new ramps to provide for disabled access should try and retain a symmetrical design approach that is sympathetic to the original building.

7.6.5 Loudspeakers

- The positioning of any speakers onto the columns is not acceptable.
- The positioning of speakers on stud walls in the private dining areas is acceptable and this may also be acceptable elsewhere such as on the entrance hall walls especially if located in areas where either the existing acoustic attenuation boards or other modern intervention has taken place subject to details of the proposals being submitted for approval.

7.7 Drawings have been prepared of the current layout of the Lower Ground and Ground Floor levels to indicate the proposed minor extent of removal and/or alteration of original fabric and previously inserted elements (and the associated structural and mechanical work/interventions) as well as the identification of the new elements to be inserted all of the works being considered necessary to facilitate the proposed change of use for an Australasia brand restaurant. (Drawing no's: 15.041/ L(04)104 P02 Lower Ground Floor Proposed Demolition & Additions; and L(04)105 P03 Ground Floor Proposed Demolition & Additions). (Figures 18 & 19).

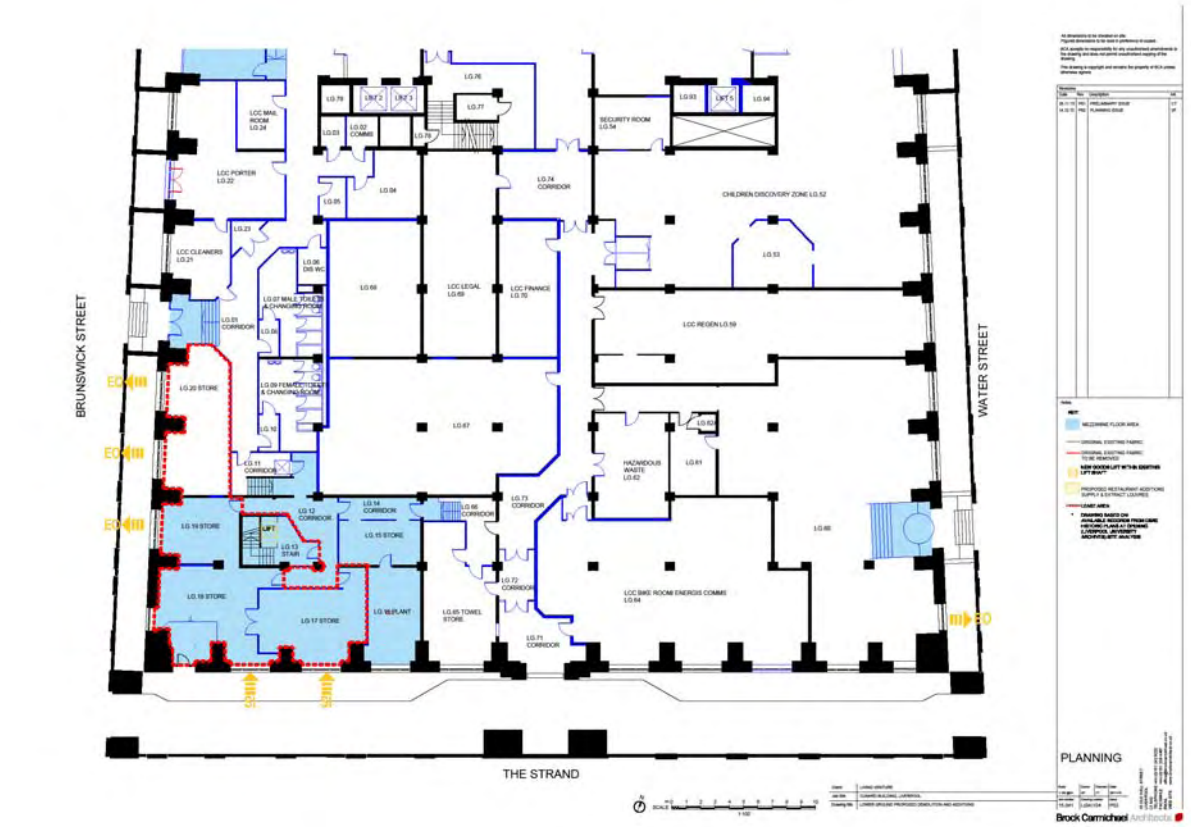

Figure 18: Lower Ground Floor Proposed Demolitions & Additions

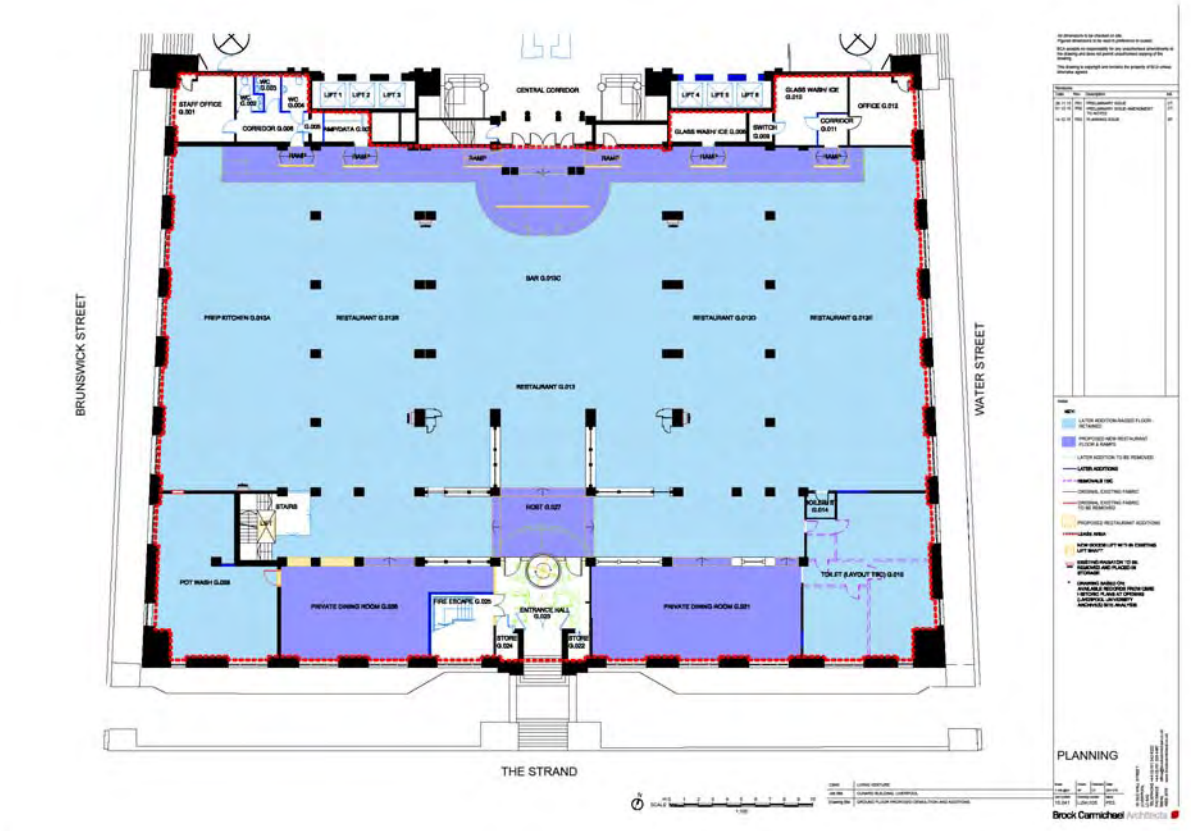

Figure 19: Ground Floor Proposed Demolitions & Additions

7.8 Detailed drawings have been prepared to show the associated structural and mechanical work/interventions that are considered to be necessary to facilitate the proposed change of use. (Drawing no's: 15.041/ L(50)100 P04 Proposed Service Strategy - Lower Ground Floor; and L(50)101 P03 Proposed Service Strategy - Ground Floor). (Figures 20 & 21).

7.9 These drawings shows the proposed routes of ventilation ductwork, pipework services and drainage as well as the location, number and size of the proposed openings that are required to be made in the suspended ground floor slab.

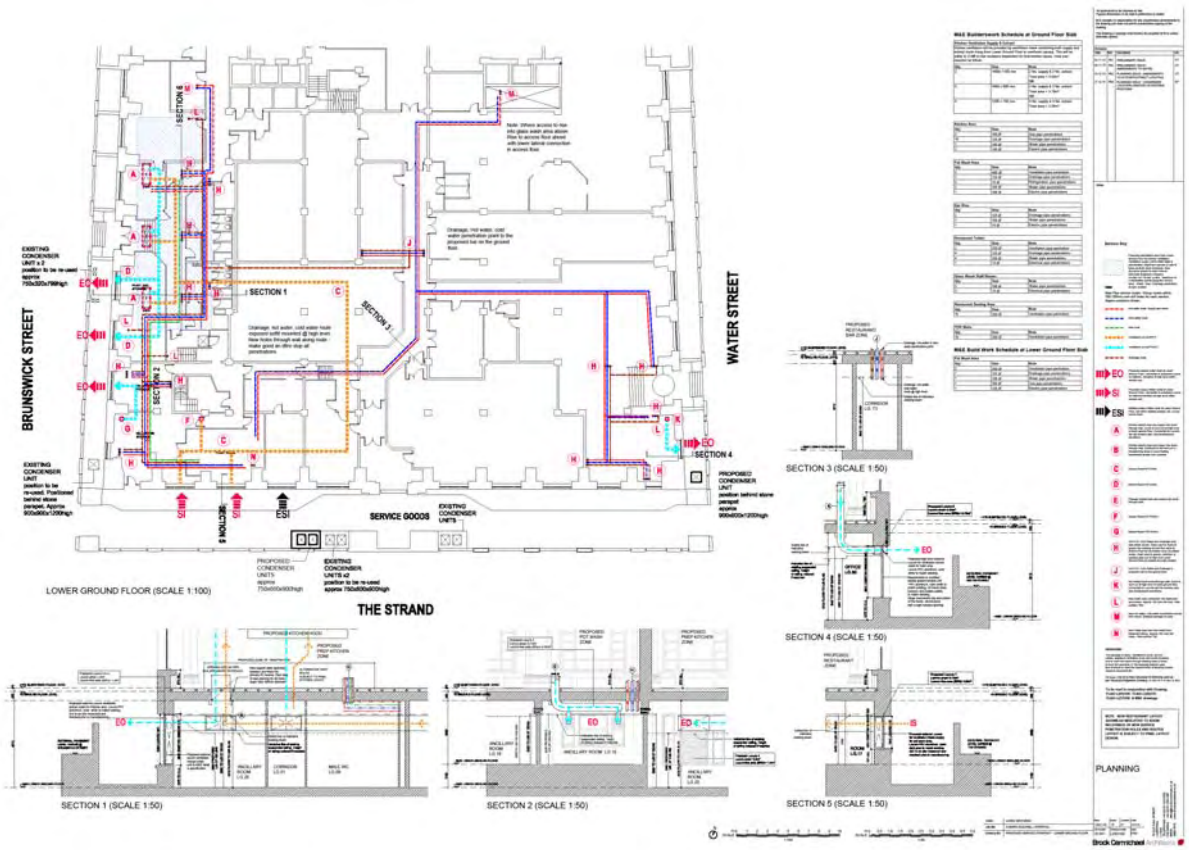

Figure 20: Proposed Service Strategy - Lower Ground Floor

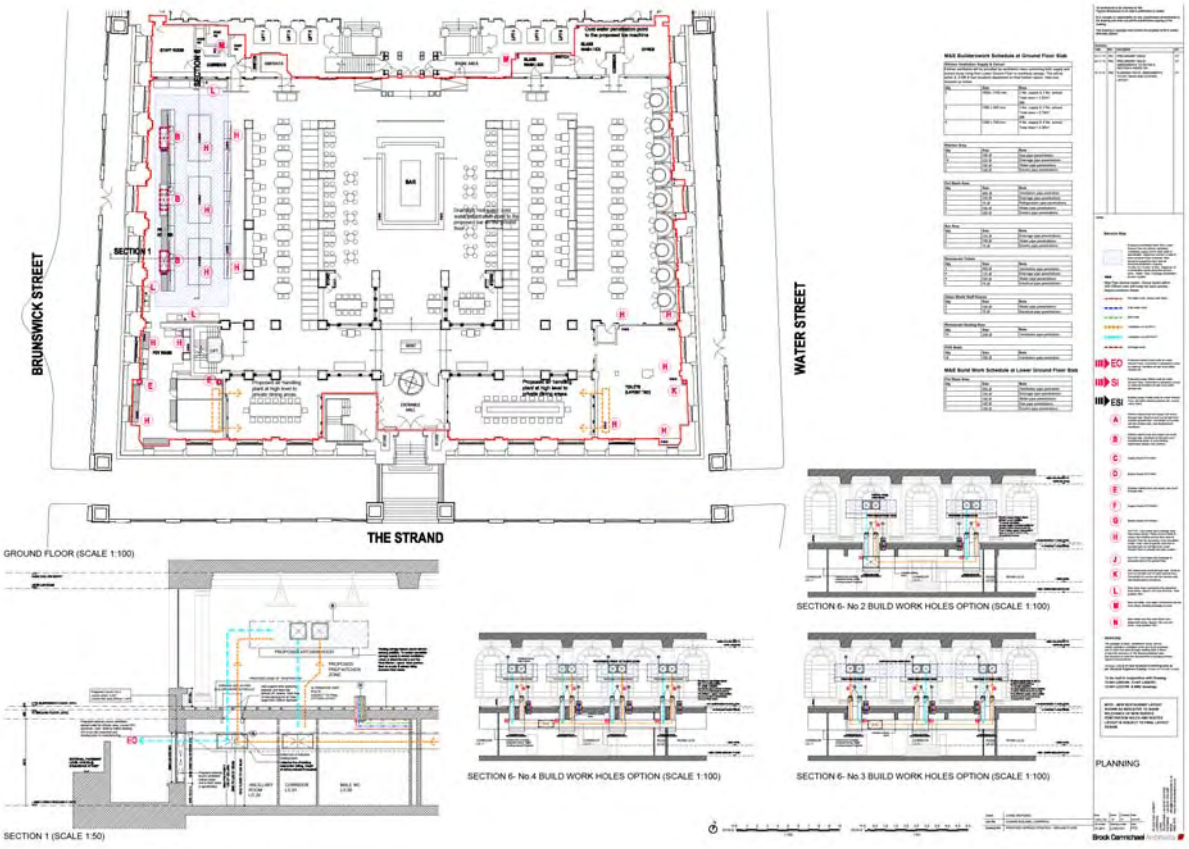

Figure 21: Proposed Service Strategy - Ground Floor

7.10 Holes up to 300mm diameter will be core drilled and will not require any additional support. All holes greater than 300mm will require the introduction of steel trimming around the formed holes. The proposed steel trimming detail and its connection to the existing structure is shown on Gravitate Consulting Structural Engineers drawing no: 15-256/191115/SK-1 and SK-2. (Figures 22 & 23)).

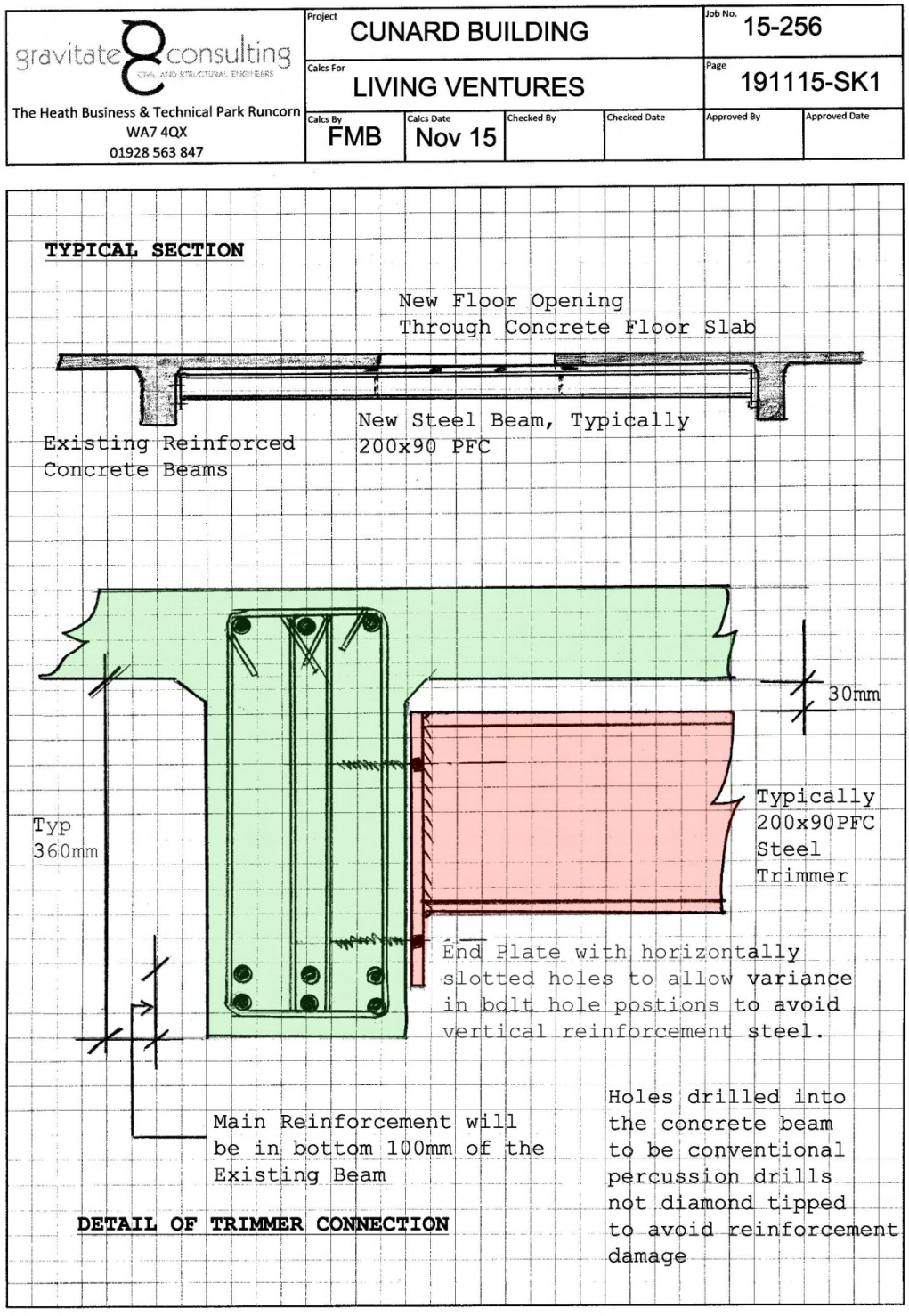

Figure 22: Proposed Trimming Detail – Section and Connection Detail

gravitate consulting CIVIL AND STRUCTURAL ENGINEERS The Heath Business & Technical Park Runcorn WA7 4QX 01928 563 847	Project: CUNARD BUILDING				Job No.: 15-256	
	Calcs For: LIVING VENTURES				Page: 191115-SK2	
	Calcs By: FMB	Calcs Date: Nov 15	Checked By:	Checked Date:	Approved By:	Approved Date:

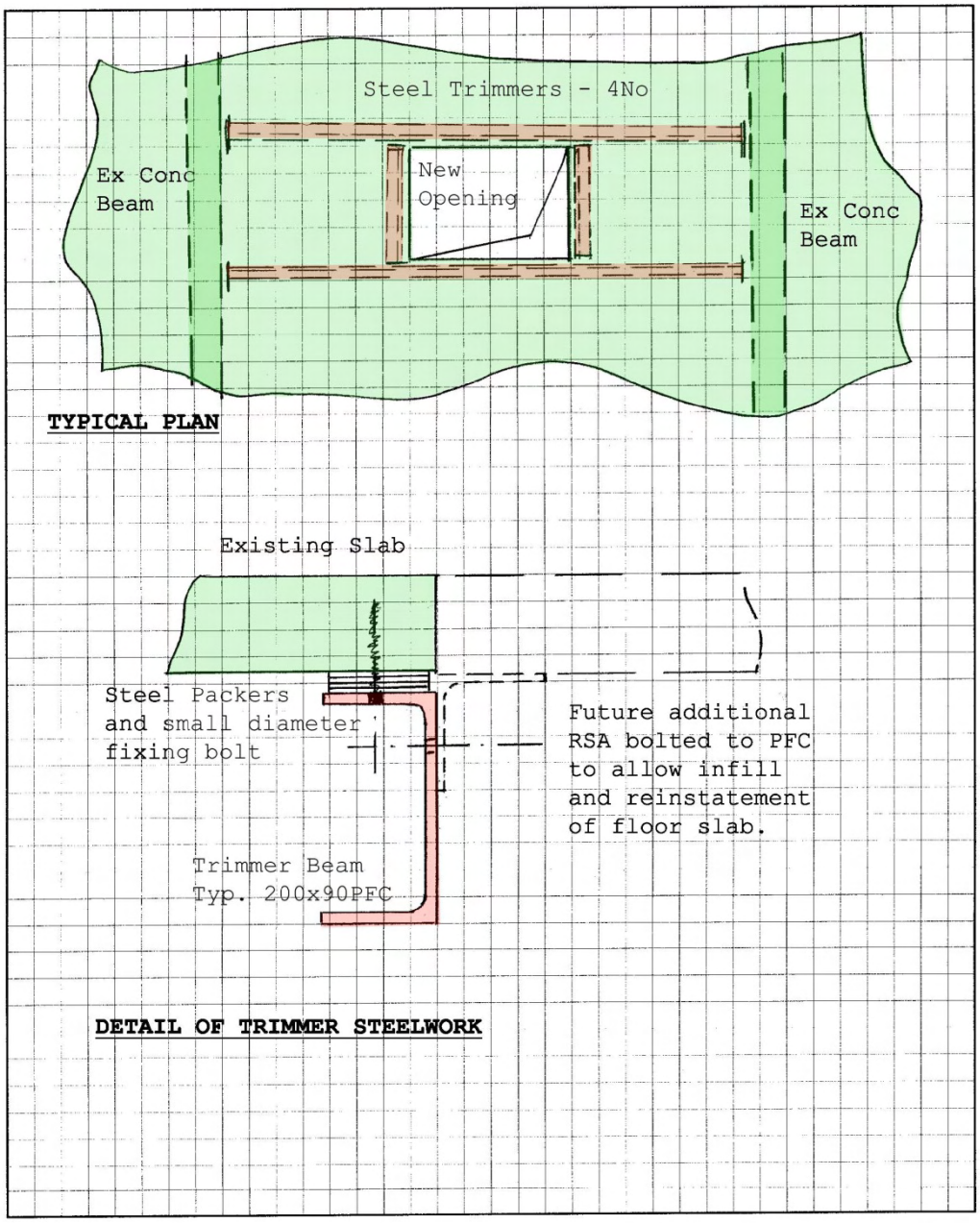

Figure 23: Proposed Trimming Detail – Plan and Trimmer Detail

7.11 A drawing has been prepared to show the associated alteration to a small number of the windows at Lower Ground Floor level to remove glazing and insert louvres. (Drawing no: 15.041/ L(31)100 P03 Existing and Proposed Windows). (Figure 24).

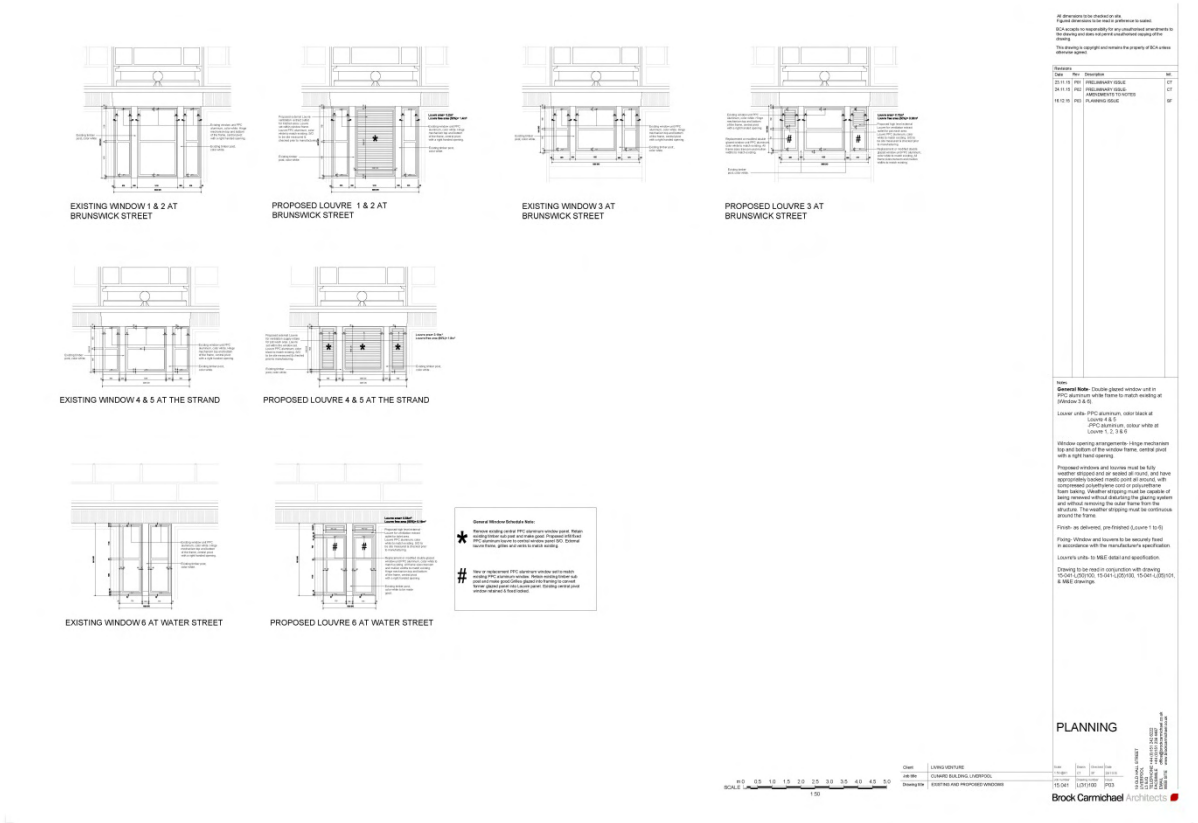

Figure 24: Existing and Proposed Windows

7.12 It is proposed that the perimeter radiators within decorative timber radiator surrounds in rooms G013A, G013E, G015, G016, G017, G021, G026 and G028 are to be disconnected from the heating system but retained insitu.

7.13 It is proposed to remove five existing radiators within the main open plan space (in room areas G013A [1no.]; G013B [2no.]; and G013D [2no.] and place them in storage within the building.

7.14 The kitchen and pot wash layouts shown are indicative and will be subject to further detailed design. However as a conservation design principle all equipment that is to be positioned on the perimeter against adjoining walls or adjoining to columns is to be set clear of historic wall/column finishes and/or provided with a protective independent removable partition or wall panel lining to protect the existing fabric. The existing perimeter radiators where to be boxed over are to be retained in place unused and disconnected. All equipment set against the existing windows are to have splashback screens no higher than 750 above the existing cill. All details to be agreed.

7.15 It is proposed to install two new timber panel and glass screens to match the existing to the private dining area (room G021).

7.16 The two small private telephone kiosks within the window frames to the centre bay on the Water Street side are to be retained. The seating layout in this area shown is indicative. The final detail of the arrangement is to be agreed.

7.17 It is proposed to install a new freestanding independent service lift and housing to provide for dedicated goods transfer between the Lower Ground and Ground Floor areas. It is proposed to insert the service lift within the existing redundant lift shaft. The indicative arrangement is shown on drawing no: 15.041/ A(28)100_P01 Existing & Proposed Lift (Figure 25). It is proposed that the new shaft and car shall be painted black. The new support structure of steel beams to be bolt fixed between the existing shaft base brick walls at lower ground floor level to support the freestanding shaft so as not to damage existing lift and running gear. All existing lift running gear, rails, mesh cage to be retained in place. The existing lift car and lifting gear is to be retained in place in the basement. The existing running rails to be used only for clamp support positions to give lateral stability to the new freestanding shaft. All clamps to be future removable. The existing concertina doors and the existing lift counterweight are to be carefully removed and placed in storage within the building. All details to be agreed.

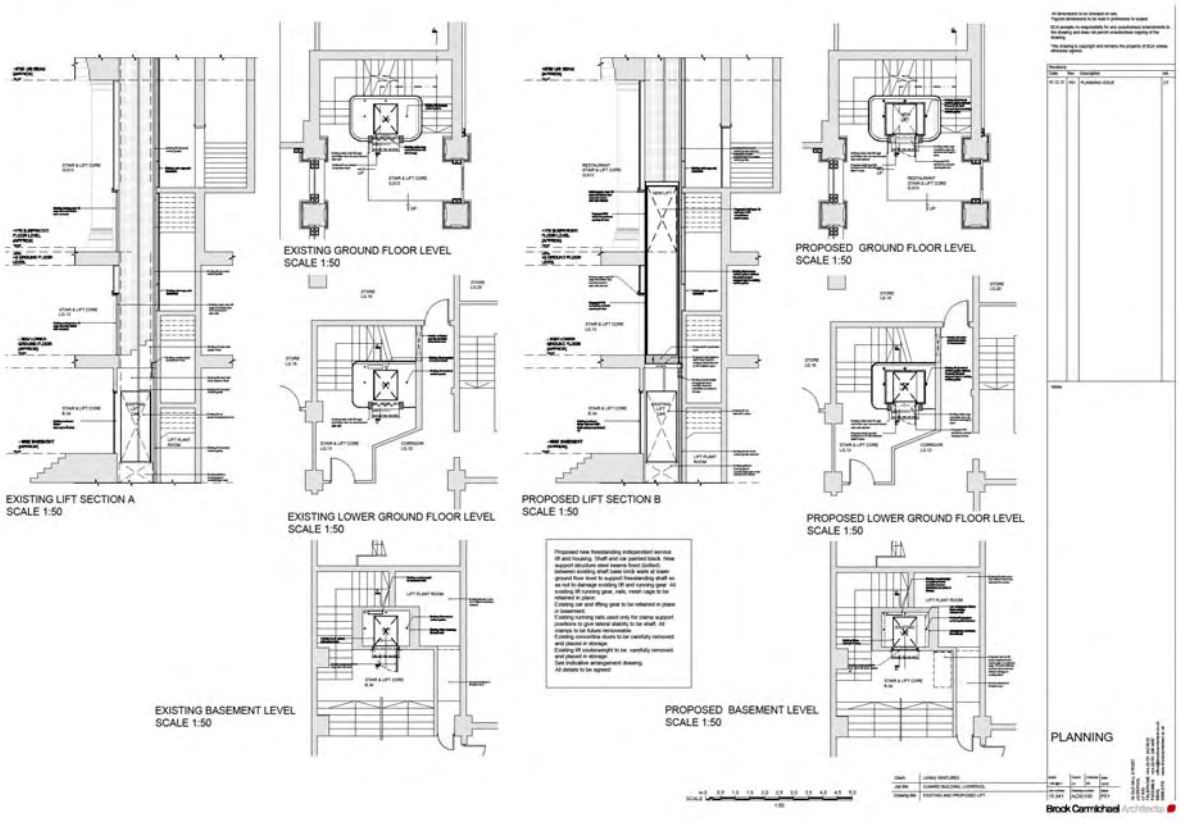

Figure 25: Existing & Proposed Lift

7.18 The new opening will require alteration to an existing brick wall and timber panelling. It is proposed that the panelling and doorway will follow details of previous doorway modification works to the office areas in the north-east and south east corners. A drawing has been prepared to show the proposed new opening to provide access between the

kitchen and the pot wash area. (Drawing no: 15.041/ A(32)100_P01 Pot Wash Entry Panelling). (Figure 26).

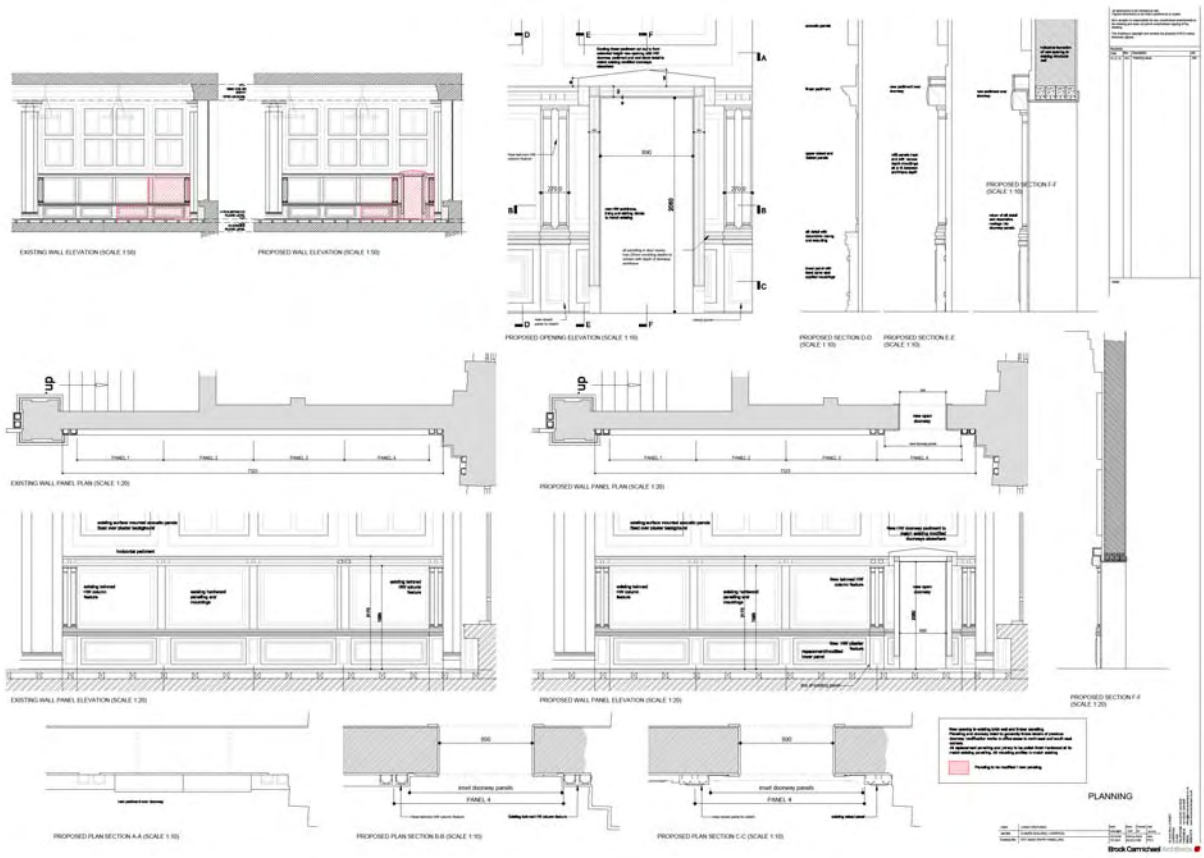

Figure 26: Pot Wash Entry Panel

8.0 The Planning Policy Context

8.1 National Policy

8.2 Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) relates to the statutory duty to have special regard to the desirability of preserving the building or its setting or any features of special interest. It states:

"66. General duty as respects listed buildings in exercise of planning functions.

(1) In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State 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".

8.3 National Planning Policy Framework

8.3.1 Section 12 of the National Planning Policy Framework (NPPF) contains national planning policies in relation to conserving and enhancing the historic environment.

8.3.2 Paragraphs 126-141 of the NPPF are related to conserving and enhancing the historic environment.

8.3.3 Paragraph 128 states that: *'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'.*

8.3.4 Significance is defined in Annexe 2 of 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.'*

8.3.5 Paragraph 129 states that: *'Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal'.*

8.3.6 In determining planning applications Paragraph 131 states that local planning authorities should take account of:

- *'The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *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'.*

8.3.7 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. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification.

8.3.8 Paragraph 132 states that: *'Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional'.*

8.3.9 Paragraph 134 states that: *'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 securing its optimum viable use'.*

8.4 Local Planning Policy

8.4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.

8.5 Liverpool Unitary Development Plan (2002)

8.5.1 The Liverpool Unitary Development Plan (UDP) was adopted in November 2002. The UDP provides the statutory framework to guide development and protect and enhance the environment of the City.

8.5.2 Policy HD4 Alterations to Listed Buildings

Policy HD4 states that consent will **not** be granted for extensions, external or internal alteration to, or change the use of, or any other works to a listed building that would **adversely affect the architectural or historic character** or any works which are not of a high standard of design in terms of form, scale, detailing and materials.

8.6 Liverpool World Heritage Site Supplementary Planning Guidance (SPD)

8.6.1 The Liverpool World Heritage Site Supplementary Planning Guidance (SPD) was adopted in October 2009.

8.6.2 In the Foreword to the SPD it is stated that its purpose is to *'provide a planning framework for development which will enhance the city's heritage and boost investment, tourism and regeneration. Above all, it is intended as a policy document which will encourage economic regeneration with an emphasis on quality'.*

8.6.3 The Foreword also says that *'The SPD includes important principles about World Heritage Site management in the longer term, with the emphasis on preserving and enhancing Liverpool's outstanding universal value and the quality of its public realm'.*

8.6.4 Within the World Heritage Site the Cunard Building is located in Character Area 1 – The Pier Head. The SPD states that the Cunard Building together with The Royal Liver Building, the Port of Liverpool Building; the later 1930s Ventilation Tower and the associated open space were *'designed as the centrepiece of the river frontage when Liverpool was the second city of empire. The view of this group of buildings from the river was the principal view of the city afforded to approaching shipping and was thus designed to be the face that the city projected to the world. It is now the iconic international image of Liverpool and the WHS'.*

8.6.5 In stating the Vision for Character Area 1 the SPD states its purpose as being *'the centrepiece of Liverpool's World Heritage Site waterfront, as an event space, international gateway and visitor destination'.*

9.0 Assessment of the Impact of the Proposal on the Heritage Asset

9.1 The External Changes

9.2 The proposed changes to the exterior of the building are very minor both in scale and number and they are confined to a few windows on the Lower Ground Floor.

9.3 The changes are limited to the removal of glazing within some of the windows on the Lower Ground Floor and the insertion of replacement ventilation louvres. These changes are necessary to facilitate the operation of the kitchen to serve the restaurant. Therefore it is a critical requirement that is entirely necessary to facilitate the proposed change of use.

9.4 The proposed external changes are summarised as follows:

Element	Proposal	Impact
Lower Ground Floor Window 1 to The Strand	Drg refs: 15.041/ L(05)101_P04 and L(31)100_P03 Remove all glazing and insert polyester powder coated aluminium external louvres in the centre section and sidelights of existing window set to provide for ventilation supply intake to the pot wash area. Louvre colour BLACK to match existing.	Low (and reversible)
Lower Ground Floor Window 2 to The Strand	Drg refs: 15.041/ L(05)101_P04 and L(31)100_P03 Remove all glazing and insert polyester powder coated aluminium external louvres in the centre section and sidelights of existing window set to provide for ventilation supply intake to the pot wash area. Louvre colour BLACK to match existing.	Low (and reversible)
Lower Ground Floor Window 3 to Brunswick Street	Drg refs: 15.041/ L(05)101_P04 and L(31)100_P03 Remove glazing and insert polyester powder coated aluminium external louvre in the centre section of the existing window to provide for ventilation extract outlet to the kitchen area. Louvre to match existing window frame. Louvre colour WHITE to match existing.	Low (and reversible)
Lower Ground Floor Window 4 to Brunswick Street	Drg refs: 15.041/ L(05)101_P04 and L(31)100_P03 Remove glazing and insert polyester powder coated aluminium external louvre in the centre section of the existing window to provide for ventilation extract outlet to the kitchen area. Louvre to match existing window frame. Louvre colour WHITE to match existing.	Low (and reversible)
Lower Ground Floor Window 5 to Brunswick Street	Drg refs: 15.041/ L(05)101_P04 and L(31)100_P03 Remove glazing and insert polyester powder coated aluminium external louvre in the top sections of the sidelights to the existing window to provide for ventilation extract outlet to the pot wash area. Louvres to match existing window frame. Louvre colour WHITE to match existing.	Low (and reversible)
Lower Ground Floor Window 6 to Water Street	Drg refs: 15.041/ L(05)101_P04 and L(31)100_P03 Remove glazing and insert polyester powder coated aluminium external louvre in the top sections of the existing window to provide for ventilation extract outlet to the toilet area. Louvres to match existing window frame. Louvre colour WHITE to match existing.	Low (and reversible)
Ground Floor Four Windows to The Strand	Drg refs: 15.041/ L(05)101_P04 Apply opaque window film internally to existing windows to provide for privacy to customer toilet areas and Pot Wash area.	Low (and reversible)
Ground Floor Two Windows to Water Street	Drg refs: 15.041/ L(05)101_P04 Apply opaque window film internally to existing windows to provide for privacy to customer toilet areas.	Low (and reversible)
Ground Floor Two Windows to Brunswick Street	Drg refs: 15.041/ L(05)101_P04 Apply opaque window film internally to existing windows to provide for privacy to Pot Wash area.	Low (and reversible)

9.5 The proposed external changes are fully reversible and will have no detrimental impact to the external character or appearance of the Listed Building.

9.6 The Internal Changes

9.7 The proposed changes to the interior of the building are minor. The changes are confined generally to the installation of mechanical services (most notably the provision of supply and extract ventilation to serve the kitchen, pot wash area and customer toilets) and the associated builders work intervention. This will entail the forming of holes though the ground floor suspended slab for ductwork and pipework penetrations and the consequential requirement for minor structural alterations.

9.8 The proposed changes showing the principles for the ductwork and pipework routing and associated penetrations in floors and walls are shown on drawing no's: 15.041/ L(50)100_P04: Proposed Service Strategy Lower Ground Floor and L(50)101_P03: Proposed Service Strategy Ground Floor.

9.9 It is proposed to form a single new door opening in an existing internal wall to provide for interconnection between the proposed kitchen and pot wash area. The proposals are shown on drawing no: 15.041/ A(32)100_P01 Pot Wash Entry Panelling.

9.10 The proposed internal changes are summarised as follows:

Room no.	Existing use	Proposed use	Significance	Key features	Proposal	Impact
Ground						
G001	Office	Staff Room	Low		Refurbish	None
G002	WC	Staff WC	Low		Refurbish Install new hot and cold water connections Form service holes	)) Low)))
G003	WC	Staff WC	Low		Refurbish	None
G004	WC	Staff WC	Low		Refurbish	None
G005	Switch room	Switch room	Negligible		None	None
G006	Corridor	Corridor	Low		Refurbish	None
G007	Kitchen	Amp/Data	Low		Refurbish and install equipment	) Low)
G008	Kitchen	Glass Wash	Low		Refurbish Install new hot and cold water connections Form service holes Install equipment	))) Low)))
G009	Switch room	Switch room	Negligible		None	None
G010	Store	Ice Machine/ Store/Cleaner	Low		Refurbish Install new cold water connection Form service hole	)) Low))
G011	Corridor	Corridor	Low		Refurbish	None
G012	Office	Office	Low		Refurbish	None
G013	Office	Restaurant	High	Decorative column linings Timber and glass screens Decorative plaster ceiling cornices Timber panels and linings Timber panelled doors Arch headed windows Decorative radiator surrounds Glass lay light ceiling	As detailed below in respect of zones 013A-013E	Medium
G013A	Office	Kitchen	High	Decorative column linings Decorative plaster ceiling cornices	Remove insertions Make-up floor level Form new opening in wall to access pot	))))

				Timber panels and linings Timber panelled doors Arch headed windows Decorative radiator surrounds	wash area Install kitchen Install canopy Install services Install drainage Form service holes Disconnect existing perimeter radiators and retain insitu Install new lighting Install floor finishes Redecorate	))) Medium))))))))
G013B	Office	Dining	High	Decorative column linings Decorative plaster ceiling cornices Timber panels and linings Timber panelled doors	Remove insertions Make-up floor level Install screens Install wine racks Install fixed seating Install new lighting Install floor finishes Redecorate	)))) Medium))))
G013C	Office	Bar/Dining	High	Decorative column linings Timber and glass screens Decorative plaster ceiling cornices Timber panels and linings Timber panelled doors Glass lay light ceiling	Remove ramp Remove insertions Remove part raised floor Install new ramps Install bar Install services Install drainage Form service holes Install fixed seating Install new lighting Install floor finishes Redecorate	))))))) Medium))))))
G013D	Office	Dining	High	Decorative column linings Decorative plaster ceiling cornices Timber panels and linings Timber panelled doors	Remove insertions Make-up floor level Install screens Install wine racks Install fixed seating Install new lighting Install floor finishes Redecorate	)))) Medium))))
G013E	Office	Dining	High	Decorative column linings Decorative plaster ceiling cornices Timber panels and linings Timber panelled doors Arch headed windows Decorative radiator surrounds Two small private telephone kiosks within the window frames to the centre bay	Remove insertions Make-up floor level Disconnect existing perimeter radiators and retain insitu Install fixed seating Install new lighting Install floor finishes Redecorate	))) Medium))))))
G014	Store	Store	Medium		Refurbish Redecorate	) Low)
G015	Office	Customer Toilets	Medium	Timber panelled doors Arch headed windows Decorative radiator surrounds	Apply window film Alter partition walls Install services Install drainage Form service holes Disconnect existing perimeter radiators and retain insitu Install new finishes Redecorate	)))) Medium))))))
G016	Office	Customer Toilets	Medium	Timber panels and linings Timber panelled doors Existing windows Decorative radiator surrounds	Apply window film Remove partition walls Install services Install drainage	)))) Medium)

					Form service holes Disconnect existing perimeter radiators and retain insitu Install new finishes Redecorate	))))))
G017	Office	Customer Toilets	Medium	Timber panels and linings Timber panelled doors Arch headed windows Decorative radiator surrounds	Apply window film Remove partition walls Install services Install drainage Form service holes Disconnect existing perimeter radiators and retain insitu Install new finishes Redecorate	)))) Medium))))))
G018	Corridor	Customer Toilets	Medium	Timber panelled doors	Remove partition walls Install services Install drainage Form service holes Install new finishes Redecorate	)))) Medium)))
G019	Store	Corridor	Medium	Timber panelled doors	Alter partition walls	Low
G020	Corridor	Corridor	Medium	Timber panelled doors	Alter partition walls	Low
G021	Office	Private Dining	High	Decorative column linings Timber and glass screens Decorative plaster ceiling cornices Timber panels and linings Arch headed windows Decorative radiator surrounds	Install services Install ventilation grilles in wall at high level Disconnect existing perimeter radiators and retain insitu Redecorate	))) Medium)))))
G022	Store	Store	Low		Minor alterations	Low
G023	Entrance Hall	Entrance Hall	High/ Medium	Timber panelled doors	Remove partition walls Alter partition wall to fire escape stair Install new internal revolving door and two new internal pass doors (one to either side) Install new finishes Redecorate	)))))) Medium)))))
G024	Store	Store	Low		None	None
G025	Fire Escape Staircase	Fire Escape Staircase	Low		Minor alterations to partition walls	) Low)
G026	Office	Private Dining	High	Decorative column linings Timber and glass screens Decorative plaster ceiling cornices Timber panels and linings Arch headed windows Decorative radiator surrounds	Install services Install ventilation grilles in wall at high level Disconnect existing perimeter radiators and retain insitu Install two new timber panel and glass screens to match existing Redecorate	))))) Medium)))))))
G027	Office & Circulation	Host & Circulation	High	Decorative column linings Timber and glass screens Decorative plaster ceiling cornices Timber panels and linings Staircase with redundant lift car in central well and	Remove ramp Remove insertions Remove part raised floor Install new finishes Redecorate	))) Medium)))

				wire cage surround		
G028	Office	Pot Wash	Medium	Timber panelled doors Arch headed windows Decorative radiator surrounds	Apply window film Form new opening in wall to access kitchen area Install services Install drainage Form service holes Disconnect existing perimeter radiators and retain insitu Install new finishes Redecorate	))))) Medium)))))))
Lower Ground						
Colour shading indicates room outside LV lease demise area						* Asterisk indicates concealed above suspended ceiling
LG01	Corridor	Corridor	Low		Form service holes Install services Install drainage	)) Low*)
LG06	DDA WC	DDA WC	Low		None	None
LG07	WC	WC	Low		Form service holes Install services Install drainage	)) Low*)
LG08	Lobby	Lobby	Low		None	None
LG09	WC	WC	Low		Form service holes Install services Install drainage	)) Low*)
LG10	Lobby	Lobby	Low		None	None
LG11	Stair and Platform Lift	Stair and Platform Lift	Low		None	None
LG12	Corridor	Corridor	Low		None	None
LG13	Stair	Stair	Medium		None	None
LG14	Corridor	Corridor	Low		Form service holes Install services	) Low)
LG15	Store	Store	Low		Form service holes Install services	) Low)
LG16	Air Handling Plant	Air Handling Plant	Low		Form service holes Install services	) Low)
LG17	Store	Supply Ventilation Plant	Low	Windows (not original)	Remove glazing to window and insert three louvres Form service holes Install services	))) Low))
LG18	Store	Store	Low	Windows (not original)	Remove glazing to window and insert three louvres Form service holes Install services	))) Low))
LG19	Store	Cellar	Low	Windows (not original)	Remove glazing to window and insert two louvres Form service holes Install services	))) Low))
LG20	Studio	Extract Ventilation Plant	Low	Windows (not original)	Remove glazing to two windows and insert one louvre in each window Form service holes Install services	))) Low))
LG52	"Underwater Street" (Children Discovery Zone)	"Underwater Street" (Children Discovery Zone)	Low	Windows (not original)	Form service holes Install services to connect into existing riser	)) Low*))

LG60	Office	Office	Low	Windows (not original) Revolving door	Remove glazing to window and insert two louvres Form service holes Install services	))) Low*))
LG65	Towel Store	Towel Store	Low	Windows (not original)	Form service holes Install services	) Low)
LG66	Corridor	Corridor	Low		Form service holes Install services	) Low)
LG67	Store	Store	Low		Form service holes Install services	) Low)
LG70	Store	Store	Low		Form service holes Install services	) Low) Low
LG73	Corridor	Corridor	Low		Form service holes Install services	) Low)
LG74	Lobby	Lobby	Low		Form service holes Install services	) Low)

9.11 Whilst these proposed changes will involve a small loss in terms of the original fabric of the building the overall heritage impact is assessed as being low.

10.0 Conclusion

10.1 General

10.1.1 The Cunard Building is Grade II* listed and it is a major and significant component of the setting of the Liverpool Maritime Mercantile World Heritage Site, of architectural and historic significance. Therefore as a key physical attribute of the Outstanding Universal Value of the World Heritage Site, the Cunard Building is assessed in overall terms as being of very high significance.

10.1.2 The proposal will bring back into public use part of the ground floor area as well as the entrance into the building from The Strand. This is in accordance with the Council's objective to introduce to the ground floor areas uses that are accessible to the public.

10.1.3 The proposal will enhance the city's heritage; it will create investment, contribute to tourism and provide economic regeneration with an emphasis on quality. Therefore it is wholly in accordance with the objectives of the Liverpool World Heritage Site Supplementary Planning Guidance 2009.

10.2 Proposed Change of Use

10.2.1 The proposed change of use from offices to restaurant will introduce a new viable use that will make a positive contribution to the conservation of the Cunard Building and to the economic vitality of the city of Liverpool. This is in accordance with Paragraph 131 of the National Planning Policy Framework.

10.3 Proposed Alterations

10.3.1 The proposed changes to the exterior of the building are very minor both in scale and number and they are confined to a few windows on the Lower Ground Floor. The proposed external changes are fully reversible and will have no detrimental impact to the external character or appearance of the Listed Building.

10.3.2 The proposed changes to the interior of the building are minor. The changes are confined generally to the installation of mechanical services (most notably the provision of supply and extract ventilation to serve the kitchen, pot wash area and customer toilets) and the associated builders work interventions. This will entail the forming of holes though the ground floor suspended slab for ductwork and pipework penetrations and the consequential requirement for minor structural alterations.

10.4 The Impact of the Proposal on the Heritage Asset

10.4.1 A Heritage Statement has been prepared to describe the significance of the Cunard Building. The level of detail is proportionate to the importance Cunard Building as a heritage asset and it is sufficient to understand the potential impact of the Proposal on the significance of the building.

10.4.2 The proposed internal changes will involve a small loss in terms of the original fabric of the building however the overall heritage impact is assessed as being low.

10.4.3 The Proposal will lead to less than substantial harm to the significance of the Cunard Building, which is a Grade II*designated heritage asset. This harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

10.5 Planning Policy

10.5.1 The Proposal fulfils the objectives of paragraphs 128, 129 and 131 of the National Planning Policy Framework.

10.5.2 The Proposal has been designed to avoid and minimise conflict between the conservation of the Cunard Building as a heritage asset and any aspect of the Proposal.

10.5.3 The Proposal will make a significant contribution to sustaining and enhancing the significance of The Cunard Building as an important heritage asset. The proposed zoning of the main space into distinct functional areas – kitchen, bar, dining – that will be demarcated by bespoke designed freestanding elements – counters, wine racks, seating booths and low level dividing screens – is sympathetic to how the space was treated in its original design (when it was fitted out with counters/screens/desks and workspaces). The proposed use is both viable and consistent with the conservation of the Cunard Building.

10.5.4 The Proposal will provide a positive contribution to the conservation of Cunard Building. It will bring investment, create jobs and provide a new high quality dining destination to the City within one of its most important listed buildings. The Proposal will create a new leisure draw for the City on its historic waterfront and close to the cruise liner terminal thus adding to its reputation as a place to visit. This will contribute to the economic vitality of the City and maintaining a sustainable local community.

10.5.5 The Proposal is considered to be highly desirable because it will open up the Cunard Building to greater public use and by the introduction of the proposed new use it will make a very positive contribution to local character and distinctiveness.

10.5.6 The proposed change of use and the works of alteration will not adversely affect the architectural or historic character of the Cunard Building. Therefore it satisfies the requirements of Policy HD4 of the Liverpool Unitary Development Plan (2002).

10.6 Overall Conclusion

10.6.1 The Proposal is for an appropriate viable use that will provide demonstrative public benefits.

10.6.2 It is considered that the proposed works will not adversely affect the architectural or historic character of the Cunard Building and its significance as a heritage asset will not be compromised by the Proposal.

10.6.3 The Proposal satisfies the requirements of both National and Local Planning Policy in respect of development that affects a heritage asset. Therefore it is considered that the applications for Planning Permission and Listed Building Consent should be approved.