

Ref: KH/01(27October2021)ManchesterCityCouncil

Manchester City Council
Planning
Town Hall
Manchester
M60 2LA



27 October 2021

Dear Sir/Madam,

HERITAGE STATEMENT (INCLUDING DESIGN AND ACCESS) FOR THE REFIT OF THE RETAIL UNIT AND NEW SIGNAGE TO EXISTING SHOPFRONT AT 18 MARKET STREET, MANCHESTER, M1 1PT

We have been instructed by our client, Origin Kicks Ltd, to submit an application for Listed Building Consent for the installation of signage and fit out of the unit at 18 Market Street, M1 1PT. Due to the fact that the site is within the City of Manchester (St Anns Square) Conservation Area, as well as forming part of the Grade II listed 'Royal Exchange' building (List UID: 1200826), the following Heritage Statement is submitted as part of the application. The application for Listed Building Consent has Planning Portal Ref. PP-10338573.

Context

An application has been submitted to Manchester City Council for consent to display advertisements at 18 Market Street. This application has been submitted to reflect the branding of the new operator. The application was validated 08 October 2021 and has been assigned ref. 131870/AO/2021.

The advertisement application has been submitted in accordance with the Council's local plan, in addition to the NPPF (2021) and the Royal Exchange Manchester Shopfront & Signage Design Guide (October 2018). The proposed signage offers 'like for like' replacements of the unit's current façade.

This Heritage Statement is submitted in support of the application for Listed Building Consent (Planning Portal Ref. PP-10338573).

Planning Policy Context

Manchester City Council's Statutory Development Plan comprises the Manchester Core Strategy (adopted July 2012) and the Extant UDP policies (adopted 1995; Saved July 2012). The National Planning Policy Framework (July 2021) represents a material consideration in determining the application.

Manchester Core Strategy

Policy CC 9, 'Design and Heritage' requires that development preserves or enhances heritage assets, including listed buildings, conservation areas and scheduled ancient monuments.

Policy EN 1, 'Design Principles and Strategic Character Areas' sets out that opportunities for good design should be fully realised, and requires that the developers consider the City's heritage.

Policy EN 3, 'Heritage' sets out that new developments must be designed to support the Council in preserving or, where possible, enhancing the historic environment.

Saved UDP Policies

Policy 18.1 'Conservation Areas' sets out that the Council will give particularly careful consideration to development proposals within Conservation Areas. The Council will seek to preserve and enhance the character of Conservation Areas by considering a range of issues, including the effect of signs and advertisements.

NPPF (2021)

Section 16 considers the conservation and enhancement of the historic environment. **Paragraph 195** sets out that the local planning authority should identify and assess the particular significance of any heritage asset. 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. **Paragraph 202** continues to state 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, where appropriate, securing its optimum viable use.

Assessment

This Heritage Statement supports our application for Listed Building Consent for the installation of signage and fit out of the unit at 18 Market Street, Manchester.

The proposed signage constitutes 'like for like' replacements of the currently approved façade of the unit, and is in line with all neighbouring units. The internal refurbishment of the unit relates to modern shop fittings as opposed to the historic fabric of the building, therefore, the proposal will have a negligible impact, if at all, upon the building's historic features.

The signage and fit-out respect the built heritage surrounding it through their high-quality nature. Both aspects of the proposal accord with relevant policy, as set out in the Core Strategy, 'Saved' UDP Policies and NPPF. The signage proposed is also entirely consistent with the guidance set out in The Royal Exchange Manchester Shopfront & Signage Design Guide.

In these regards, the signage and fit-out proposed respect the character of and cause no adverse impact on the historic character of the Royal Exchange building or St Anns Square Conservation Area.

We trust the above is clear. Please do not hesitate to contact Steve Buckley or Katie Hutchings should you require any further information.

Yours faithfully



PEACOCK + SMITH