Wellsfield Associates
80 High Street Hadleigh Essex, SS7 2PB.
Tel. No. 00 44 (0) 1702 551123 Fax no.00 44 (0) 1702 558530

PPS5 STATEMENT

Re. Proposed Alterations to,

Co-op Supermarket, 174/175 Burton Road,
West Didsbury, Manchester. M20 2LN.

Local Authority: **Manchester City Council**.

The basis of the statement is to justify the proposals to the above property, which is for the installation of new shopfront windows, new auto sliding entrance/exit door, new ATM to the front elevation and a new security light to the car park at the rear.

The property falls within the Albert Park Conservation Area designated by Manchester City Council.

West Didsbury is a suburban area of the City of Manchester, in Greater Manchester. It lies on the north bank of the River Mersey, South of Manchester city centre, in the southern half of the Greater Manchester Urban Area. It is a dormitory community with a resident population of just over 14,000 people.

Locality history:

Historically a part of Lancashire, there are records of Didsbury existing as a small hamlet as early as the 13th century. Its early history was dominated by its association with Withington under a feudal estate, which covered other areas in what is now the south of Manchester. During the 18th century, Didsbury was being described as a township separate from outside influence.

Didsbury was largely rural until the mid 19th century, when it underwent development and urbanisation during the Industrial Revolution. Introduced into the inner boundaries of Manchester in 1904, Didsbury was integrated into the city 45 years after Manchester gained city status.

Site:

The design and scale of this building does not conform to the adjacent vernacular; indeed the site in question is a relatively modern single storey building within the conservation area and was purpose designed as a retail unit (construction c.1980's).

The buildings in the surrounding area are a mix of styles, immediately to the right of the store there is a brick built gothic style unit; opposite and continuing down Burton Road the style are brick built terraced retail units with residential/office space above.

The existing Co-op building on this site is a traditional buff coloured brick built design with black and white timber detailing to the gable ends facing onto Burton Road. To break up the impact of the brick work, faux window recesses have been incorporated into the wall design. The existing doors and windows are of a powder coated aluminium type (white finish to the window, grey finish to the shopfront/auto doors) with externally mounted roller shutters over both.

The proposal to install new window and shopfront units will have a positive visual effect on the existing building as the faux window installation in the front elevation brick walls are to be opened up. The new single sliding auto door is to replace the existing double unit to facilitate the introduction of the new ATM. The finishes to these elements are:

New aluminium framed windows – powder coated black finish to frames.
New roller shutters, boxes & guides to new windows - powder coated black finish.
New aluminium framed shopfront & auto door – powder coated green (Pantone PMS 375) finish to frames.
New roller shutter, box & guides to shopfront & auto door - powder coated green (Pantone PMS 375) finish.

The new security light in the rear car park will be a Kingfisher CFA 250 unit in black and grey finish on a galvanised four metre tall column.

Conclusions:

These works will provide an improved front aspect to the existing store allowing much greater visibility into the retail sales floor that will enhance the appearance of the building and also create a more open vista to this end of the high street. The security light will afford greater security into this previously dark corner of the site; it will complement the existing security lighting at the far end of the car park.

The Co-op has a long history within the town with stores in many of the areas. It has always been their goal to provide a wide product selection catering for all tastes. The proposal to install the new shopfronts and ATM forms part of the rebranding image currently taking place within stores nationally.