

Heritage Statement

Proposed New Shop front at 89 Oldham Street, Manchester, M4 1LW.

Prepared by Cityscape Estates Ltd – January 2025

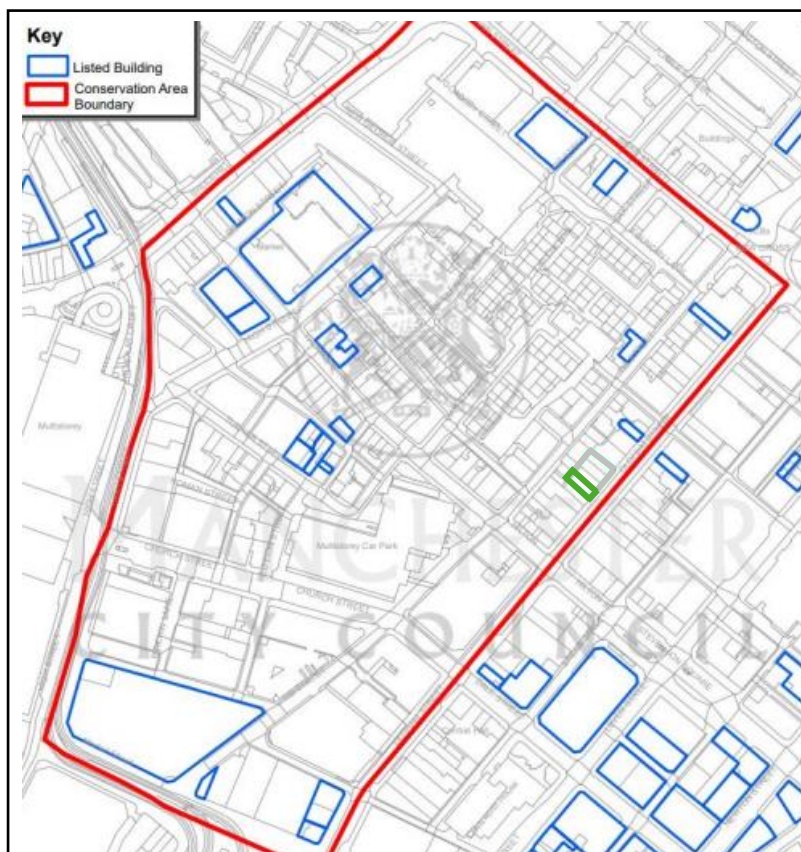
1. Introduction

This Heritage Statement has been prepared to support a planning application for a new shop front at 89 Oldham Street, Manchester on behalf of Cityscape Estates Limited. Whilst not a listed building, the property is located within a conservation area requiring careful consideration of its heritage significance and the impact on the character and appearance of the area.

2. Context and Heritage Significance

89 Oldham Street is situated within the Smithfield Conservation Area as shown on the plan below. It is also adjacent to the edge of the Stevenson Square Conservation Area, the boundary of which runs along Oldham Street.

Plan 1 – Property edged green



The Northern Quarter is characterised by a rich legacy of buildings largely dating back to the 19th and 20th Centuries together with more modern new builds. It has a grid-iron street layout and a variety of street widths from narrow alleyways to wider thoroughfares such as Oldham Street.

The district has been the subject of various physical, social and economic transformations since the 18th century. After the decline of retailing in the area through the 1970s and 1980s, regeneration initiatives led by Manchester City Council have helped revive the area as a mixed use area and a focal point for creative and independent businesses. A thriving residential community now exists accommodated in new and converted buildings. Oldham Street sits within this wider economic context.

Oldham Street itself is very mixed, with a large variety of properties of many different styles ranging from modern structures of limited architectural value to older properties contributing positively to the conservation area through their architectural features, including traditional timber shop fronts, and decorative facades as can be seen in the following photographs taken recently.

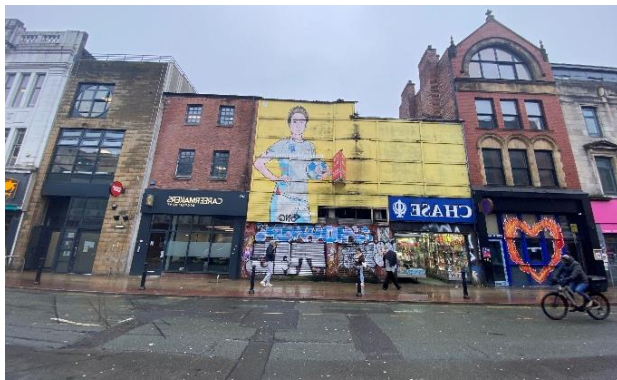


Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6

3. 89 Oldham Street

The property is a mid-terrace building that dates back to the early 19th century. The oldest photograph we have found, believed to be from the 1930s, shows a double-fronted retail unit on the ground floor of 89/91 Oldham Street, trading as Dobkins. The shop front featured full-height glazing and a centrally recessed entrance door.



Photo 7 – 89/91 Oldham Street

Photo 8 & 9 is of the shop front which we believe was installed in the 1960's and shows the property having been converted back to a single unit with a timber frame shop front, timber stall riser and a recessed central entrance with display windows on each side and a box roller shutter above.



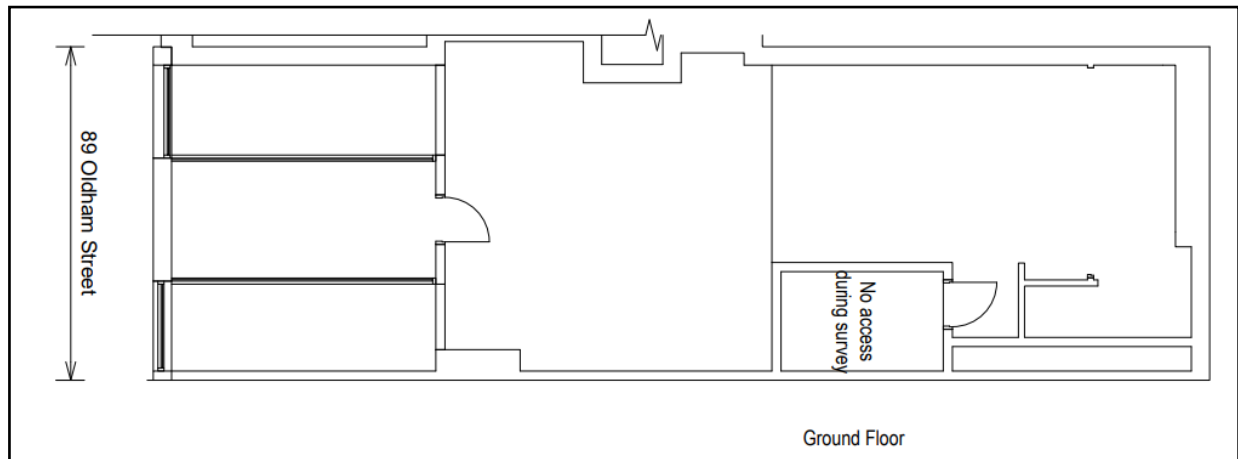
Photo 8 – 89 Oldham Street



Photo 9 – 89 Oldham Street

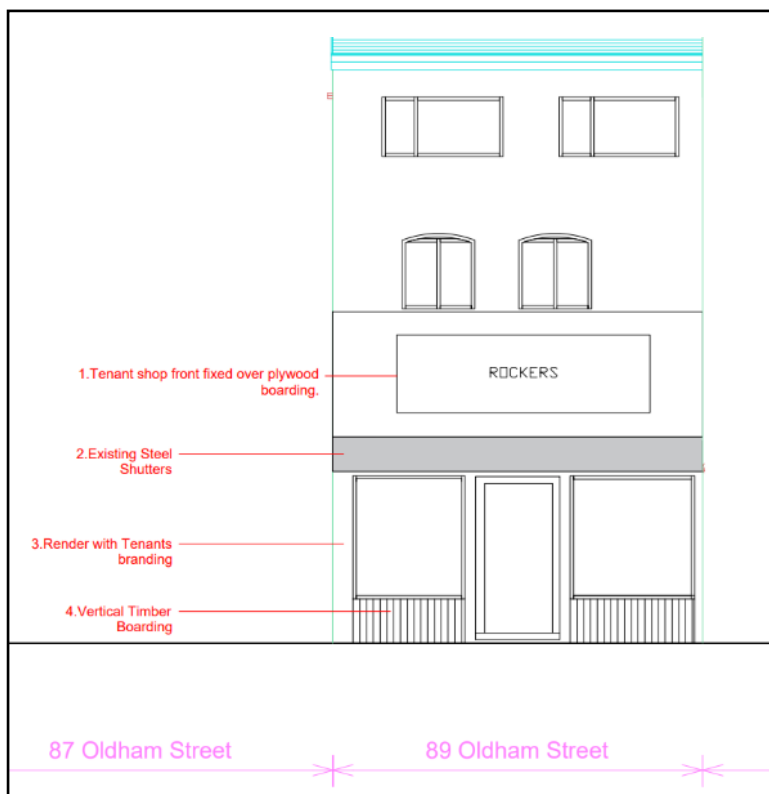
This is shown in the following plan below.

Plan 2



And in the elevation below.

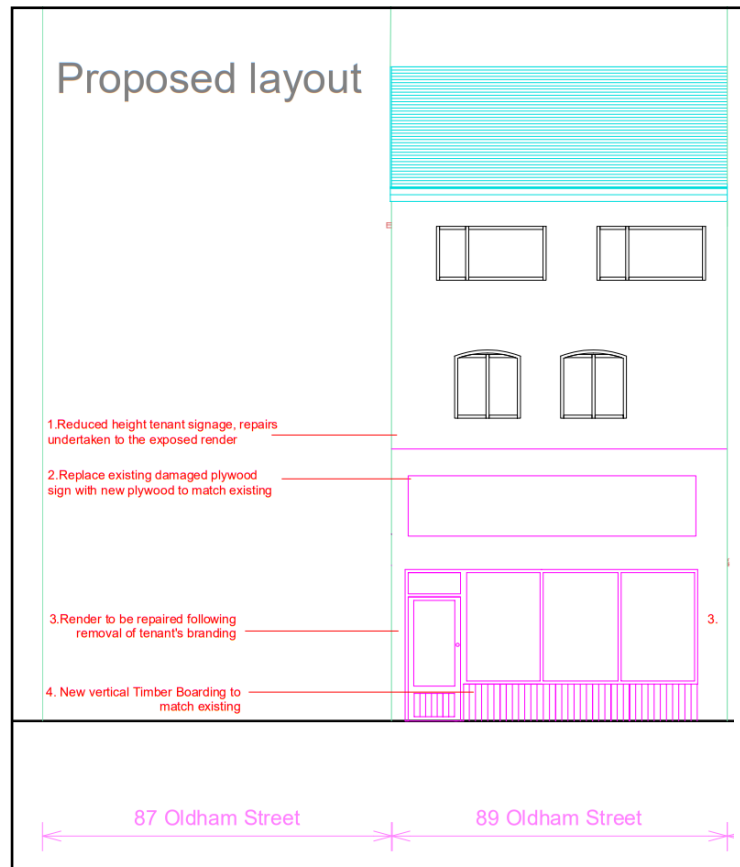
Plan 3



4. Proposed Shop Front

The proposal seeks to replace the existing shop front, signage and roller shutter with a design that enhances the building's contribution to the conservation area.

Proposed Shop Front



The new shop front adopts a traditional design approach, utilising high-quality materials and detailing to respect the building fabric and architectural heritage of the area.

Key elements of the proposal include:

- A timber-framed shop front painted in black to be in keeping with the surroundings
- Moving the entrance to the left side to be away from the residential entrance located on the right for the amenity of the residents
- Losing the recessed entrance in order to dedicate more space internally which is required by modern occupiers
- Inclusion of a stall riser, consistent with historic shop front proportions
- Installation of clear glazing to maintain a sense of openness and transparency
- Reducing the height of the existing sign board and removing the box roller shutter to enhance the aesthetic of the original front elevation.

5. Heritage Impact Assessment

The proposed shop front has been carefully designed to respect the character and appearance of the conservation area. By reinstating a traditionally styled shop front, the proposal aims to:

- Reinforce the historic rhythm and proportions of the streetscape
- Complement the building's architectural features, ensuring the shop front harmonises with its surroundings
- Incorporate materials and detailing that are sympathetic to the building's era and the conservation area as a whole.

The development will replace a non-original shop front that no longer meets the needs of modern occupiers. The previous recessed design also encouraged anti-social behaviour and posed ongoing safety and welfare concerns for the former occupier. The proposed shop front is both functional and visually appropriate, contributing to the enhancement of Oldham Street's overall character.

6. Compliance with Policy and Justification for the Works

The proposed shop front has been designed with consideration of the requirements set out in Section 16 of the National Planning Policy Framework (NPPF). Whilst 89 Oldham Street is likely to be regarded as a non-designated heritage asset, the proposal aligns with the principles of the NPPF whilst addressing the practical and aesthetic needs of the building and its context within the conservation area.

6.1. Existing Shop front

The existing shop front, believed to have been installed in the 1960s, is not original to the property. While there is no photographic evidence of the original design, it is thought that the building was originally a merchant's house, later converted into commercial units at ground floor level during the 1920s and 1930s. This is supported by photograph 7, which dates back to this period.

The current shop front, with its recessed design and display windows flanking a central entrance, is outdated, rarely seen today, and fails to meet the practical and aesthetic needs of modern occupiers. Businesses in the area now primarily consist of cafés, bars, hairdressers, and boutique retail outlets, all of which require contemporary shop front layouts that prioritise functionality and better visual engagement with the streetscape.

Additionally, the existing shop front features excessively deep signage and an unsightly steel box roller shutter, which detract from the building's overall appearance.

6.2. Proposed Shop front

The proposed shop front will enhance the conservation area by reinstating a flush-fronted frame that aligns with the area's architectural character. It will improve the building's aesthetic by removing the box roller shutter and lowering the height of the tenant signage, ensuring it complements and highlights the visual appeal of the original elevation above.

In line with Section 16 of the NPPF, the works:

1. **Sustain and Enhance Heritage Assets (NPPF 16, Paragraph 190):**
The proposed shop front design sustains the significance of the conservation area by reflecting traditional proportions and detailing. It aligns with the building's original architectural style and accords with both the wider historic and current streetscape.
2. **Public Benefit (NPPF 16, Paragraph 202):**
The replacement of the 1960s shop front will bring clear public benefits by enhancing the visual quality of Oldham Street and supporting its role as a vibrant commercial destination. Improved aesthetics and alignment with heritage principles are expected to attract occupiers who align with the area's identity, such as independent retailers and hospitality businesses.
3. **Viable Use and Adaptation (NPPF 16, Paragraph 196):**
The new shop front responds to the practical requirements of modern occupiers, ensuring the building remains in active and viable use. The design balances the need for functionality (clear visibility and accessibility) with respect for the building's historic context.
4. **High-Quality Design (NPPF 16, Paragraph 197):**
By using high-quality materials and craftsmanship, the proposal aligns with the NPPF's emphasis on design excellence in heritage contexts.

7. Conclusion

The Smithfield market conservation area within Manchester's Northern Quarter is valued for its authentic historical character.

The proposed alterations, which involve replacing the 1960s shop front, along with the incongruous signage and box roller shutter, with a high-quality, sympathetic design, aim to preserve and enhance the character of the area. At the same time, they provide a functional and modern space for today's occupiers, contributing to the area's ongoing evolution.

As such, we respectfully request that the planning application be approved.