

HERITAGE AND CONSERVATION STATEMENT

1. INTRODUCTION

This Heritage and Conservation Statement assesses the impact of the proposed development on the significance and setting of both designated and non-designated heritage assets within the local area.

2. LOCAL CONTEXT AND SITE DESCRIPTION

The application site is located on the ground floor of the Royal Buildings, constructed in 1909 following the demolition of the former Royal Hotel. Designed by Manchester architects Messrs J.W. Beaumont & Sons, the building was commissioned by Messrs Lewis’s of Manchester and Liverpool.

The Royal Buildings are considered a non-designated heritage asset due to their high-quality architectural design, featuring a detailed stone façade that positively contributes to the streetscape. The structure reinforces a prominent corner at the junction of Mosley Street and Market Street.

3. HERITAGE VALUE

As a non-designated heritage asset, the site requires planning permission for proposed works. However, listed building consent is not required. Paragraph 203 of the National Planning Policy Framework (NPPF) states:

“The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgment will be required, having regard to the scale of any harm or loss and the significance of the heritage asset.”

The site is not located within a designated Conservation Area but is situated within the setting of four nearby Conservation Areas:

- Smithfield
- Upper King Street
- Stephenson Square
- George Street

Additionally, the site lies in proximity to several Grade II listed buildings:

- No. 10 Mosley Street (currently Betfred), to the south of the site.
- The Rylands Building, situated northwest along Market Street.
- No. 1 Piccadilly, to the northeast.
- The Peel Statue, positioned at the northwest corner of Piccadilly Gardens.

The Royal Buildings and the application site do not form a critical component of the essential settings of these listed heritage assets. The proposed minor alterations to the shopfront and signage are considered to have no material impact on the significance of these assets.

4. DESCRIPTION OF THE PROPOSAL

The proposed works will retain the existing façade of the shopfront, with minimal changes to its external appearance.

The shopfront framework will remain unchanged except for the installation of a new fascia sign and logo above the entrance portal.

Advertisement consent is sought for this new signage, which will replace the existing fascia and projecting sign. The proposed signage is of a similar scale and design to the existing, ensuring compatibility with the building’s character and reducing visual impact.

The three existing windows will remain unaltered, allowing natural light to permeate the interior. Internally, freestanding display fittings are proposed, as shown on the submitted elevation plans. These displays will maintain transparency through the windows while providing adequate privacy for customers.

Reactivating the long-vacant unit will enhance the setting of the adjacent Conservation Areas and nearby listed buildings. The shopfront’s open and inviting design, coupled with regularly changing internal window displays, will complement the area’s commercial and cultural vibrancy.

Paragraph 203 of the NPPF has been considered in this assessment. It concludes that the proposed development will not harm the significance of the Royal Buildings as a non-designated heritage asset. The small-scale works will ensure the unit’s sustainable use, including repainting, minor door alterations, and the installation of signage, all designed to respect the building’s architectural character.

5. CONCLUSION

This Heritage Impact Assessment supports an application for Advertisement Consent to display one fascia sign and two projecting signs at 130 Market Street, Manchester.

The proposal aligns with the regeneration objectives for Piccadilly Gardens and contributes to the vibrancy of the city centre by bringing a vacant unit back into active use. The refreshed shopfront and daily activity will complement the leisure, retail, and entertainment offerings in the area, enhancing the daytime and evening economy.

The reactivation of this prominent unit will contribute to the safety and security of the area while supporting local economic growth and employment. Furthermore, the proposal aligns with sustainable development principles, respecting the architectural and heritage significance of the building and its surroundings.

The proposals are consistent with Core Strategy Policies CC9, EN1, EN3, and Section 16 of the NPPF, ensuring no harm to either the non-designated heritage asset or nearby designated assets. By conserving and enhancing the architectural characteristics of the building and respecting the surrounding Conservation Areas, the scheme represents an appropriate and sustainable use of the site.

For these reasons, the proposal satisfies both national and local policy and represents a suitable and sustainable use for the vacant unit. The application addresses all relevant material considerations, and the Council is invited to assess the submission and support the proposal.

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