

DB3 Heritage Impact Statement

Project Name: Adidas BCS Manchester	Date Created: February 2025
Document No: 18186-DB3-S01-00-DR-A-90-001 V2	Total Pages: 6

Introduction

This document has been produced to accompany and support the planning application for the proposed main shop front alterations, which include a new shopfront and signage installation. The shop front signage will consist of lettering, vinyl decals and a logo applied to the new metal-clad shopfront, as well as a new projecting 'bus stop' sign and an illuminated brand logo positioned within the first-floor window. No major alterations are proposed to the fabric of the main building.

The new Adidas unit will span over the four-storey building at 52-56, on the Southern front of Market Street. The building's street frontage consists of red brick with stone detailing, featuring a symmetrical facade with large, arched windows framed in stone. The upper floors have evenly spaced sash windows with black metal frames and stepped decorative gables at the top, typical of late Victorian and early Edwardian architecture.

The ground floor features a protruding stone cornice above the fascia, as well as two symmetric stone pilasters on either side of the shopfront, providing visual separation with the upper storeys. The existing shopfront facing onto Market Street is entirely modern, consisting of a large black glass tile shopfront featuring three rectangular glazed windows in various sizes and a low sloped stall riser following the gradient of the street. The entrance to the unit is to the side of the shopfront, set back from the line of the building, framed in dark metal matching the stall riser, with a metal roller shutter flush with the façade.

52-56 Market Street is bordered by 48-50 Market Street to the west, a four-story late 20th-century commercial building housing Virgin Money, with a modernist façade and large display windows. To the east, 58-66 Market Street hosts a Tesco Express in a historic red brick building with tall windows and ornate details. Both neighbouring properties have undergone planning applications for signage updates and interior refurbishments, to meet the evolving needs of retail tenants, which has contributed to the mixed character of the area.



Fig. 1. Site location and immediate context

DB3 Heritage Impact Statement

Project Name: Adidas BCS Manchester	Date Created: February 2025
Document No: 18186-DB3-S01-00-DR-A-90-001 V2	Total Pages: 6

The Conservation Area

The site is located within the Upper King Street Conservation Area, sitting on its Northern Boundary of Market Street. Designated in 1970, the Upper King Street Conservation Area preserves the historic financial district, expanding in 1985 to include Market and Mosley Streets. Development began in the 17th century, and by 1825, King Street had transitioned to business use. The Bank of England's 1845 branch at 82 King Street attracted financial institutions.

Market Street, one of Manchester's oldest streets, has been a central retail destination since at least the early 19th century, having grown from a market area to a major shopping street in the last Century. The area was pedestrianised in 1981 as part of the Arndale Shopping Centre Development, the improved pedestrian circulation further cementing its status as a major retail hub. The street features a blend of architectural styles, with notable mid-Victorian buildings contrasting the modern Arndale frontage. The area's most significant structure is the Trustee Savings Bank, originally the Bank of England's Manchester branch; other historic highlights include Mosley Street's Italian Palazzo-style warehouses, such as 14-16, designed by Edward Walters.

We have referred to the Statutory List of Buildings and reviewed the Historic England map search, identifying several Grade II listed buildings in the surrounding area. Notable listed buildings nearby include the former Trustee Savings Bank on King Street, originally the Manchester branch of the Bank of England, and several Victorian and Edwardian commercial buildings on Mosley Street and Market Street.

While 52-56 Market Street itself is not listed, it sits within a historically significant streetscape featuring mid-Victorian and early 20th-century commercial architecture. The Manchester City Council's conservation area appraisal notes that Market Street, one of the city's oldest streets, contains a mix of fine historic buildings and modern interventions, creating a varied urban character.

Planning History

In previous planning applications for nearby properties, the council has emphasised the importance of preserving architectural integrity within the conservation area, particularly in relation to the contrast between historic facades and modern retail frontages.

The council has previously approved similar planning applications for shopfront alterations to neighbouring buildings, such as ref. 124426/AO/2019 for the adjacent 48-50 Market Street, which included the installation of an internally illuminated projecting sign as well as an internally illuminated fascia sign.

Other examples of approved planning applications for similar shopfront works along Market Street include ref. 136632/AO/2023 for an internally illuminated fascia sign and three projecting signs, as well as ref. 125352/AO/2019 for fascia signage including individual lettering and a projecting sign.

52-56 Market Street, having been an Adidas unit in the past, has also been previously approved for similar signage works in 2004 (ref. 070891/FO/2004/C1 for the installation of new shopfront and ref. 070893/AO/2004/C1 for the installation of new internally illuminated projecting sign), as well as 2012 (ref. 099129/AO/2012/C1 for the installation of individually lettered fascia above the shopfront).

A previous submission by Hollis (ref. 137953/FO/2023), which allowed for a full glazed façade with a black granite stall riser, as well as a recessed swing door lobby, was also granted permission on the 31 October 2023 by Manchester City Council.

DB3 Heritage Impact Statement

Project Name: Adidas BCS Manchester

Date Created: February 2025

Document No: 18186-DB3-S01-00-DR-A-90-001 V2

Total Pages: 6



Fig. 2. Snapshot of 52-56 Market Street Shopfront from April 2019.

Proposed Works – Signage

The proposal focuses solely on enhancing the main shopfront facing Market Street while respecting the character of the Upper King Street Conservation Area. The proposed signage works include the installation of various new signage featuring individual lettering, vinyl decals, and the brand logo applied to the new metal-clad shopfront, as well as an internal logo on the first floor and a projecting sign.

The main logo over the entrance doors will be an illuminated logo, where the Perspex is pushed through the metal-clad shopfront, the individual lettering will be backlit illuminated, fixed to the metal-clad shopfront. A single projecting sign will also be installed on the stone pilaster to the left side of the frontage, featuring a dark grey body with white brand logo matching the colour scheme of the shopfront. An additional illuminated sign will be installed on the first floor, sitting internally within the shop floor and visible from the street level.

The lettering will be LED backlit to discreetly emphasise the message and match the internal first floor illuminated sign. The signs all consist of a white logo on a contrasting dark grey background matching the shopfront, consistent with Adidas brand colours.

The proposed signage scheme aligns with the existing character of the shopfronts along Market Street and does not diverge significantly from the previous signage used on the same unit. Both the applied logo and lettering can be seen on the frontages of surrounding and adjacent businesses such as Virgin Money, Lloyd's Bank and the Museum of Illusions on the Southern side of Market Street, as well as further along the street with H&M, Mango and Skechers, whilst retailers featuring a projecting bus stop sign include Tesco, H&M, Virgin Money and Lloyd's Bank in the immediate vicinity. Examples of internal illuminated signage can be found immediately adjacent at Virgin Money, further along the same side of the street at H&M, as well as across the street as part of the Arndale shopping centres at Urban Outfitters.

DB3 Heritage Impact Statement

Project Name: Adidas BCS Manchester	Date Created: February 2025
Document No: 18186-DB3-S01-00-DR-A-90-001 V2	Total Pages: 6

Proposed Works – Shopfront

The proposed works to the main shopfront along Market Street involve the installation of new aluminium cladding to the shopfront in grey RAL 7021, in addition to reconfiguring the layout to better match the slope of the street by creating a new taller continuous glazed display window to replace the previous segmented openings, creating a more harmonious composition with the lower entrance, the position of which will be retained from existing.

The new shopfront will feature striped vinyl decals in geometric shapes applied directly to the glazing and powder coated where the design is on the metal shopfront. The decals will be semi-transparent and colour-matched to RAL 7015 within the glazing, keeping with the Adidas brand image whilst providing tasteful and understated decoration to the shopfront, further enhancing the refined and contemporary appearance of the unit while respecting the historic streetscape of Market Street.

The shopfront stall riser/ upstand will be made of metal to match that of the existing, to help enhance the modern and traditional characteristics of the façade. The geometry of the existing façade has been used to help with the dimensions of the glazing, creating a cohesive and symmetrical shopfront elevation.

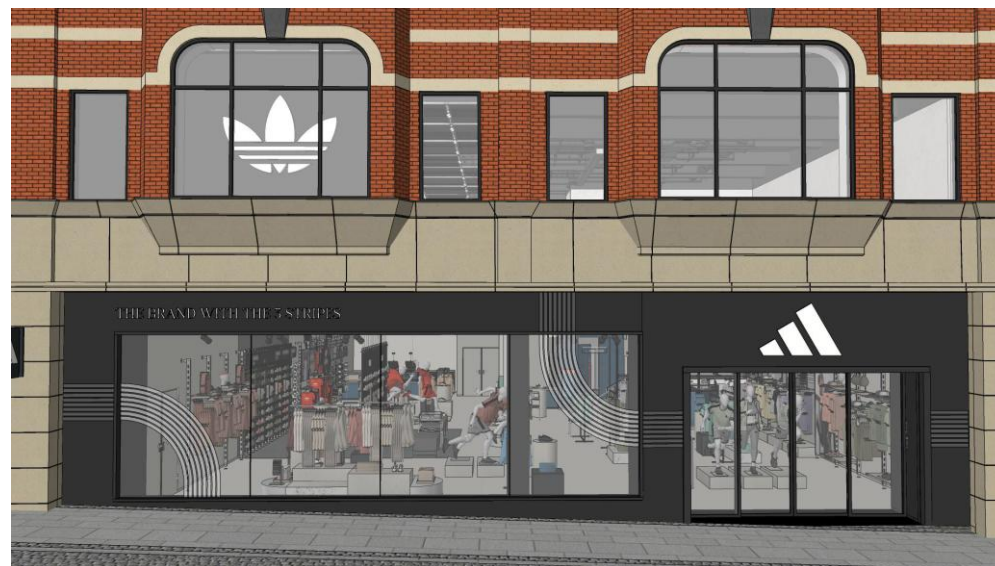


Fig. 3. Proposed shopfront and signage.

DB3 Heritage Impact Statement

Project Name: Adidas BCS Manchester	Date Created: February 2025
Document No: 18186-DB3-S01-00-DR-A-90-001 V2	Total Pages: 6

Impact of the Proposed Work on the Conservation Area Listed Building

The proposed shopfront and signage design was conceived with careful consideration of the policies and advice regarding proposals within areas of heritage and historic value presented in the National Planning Policy Framework (NPPF) 2024, as well as Manchester City Council's Local Development Framework (LDF) Core Strategy Development Plan Document (DPD) 2012.

The proposal seeks to update the existing street frontage in tune with current trends whilst keeping the design timeless and understated, reinvigorating the façade and reintegrating it into the wider retail character of the street, thus ensuring optimum usage of the building and positively contributing to the area's economic vitality, keeping in line with policies as outlined in Section 16, paragraphs 203.f) and 210. of the NPPF.

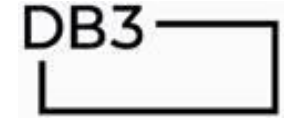
DB3 believe the subtle transition and transformation of the shopfront has a minimal impact to the overall building and conservation area, in comparison to the proposed works included in planning application ref. 137953/FO/2023, which was previously approved by the council in 2023 on behalf of the Landlord. While the aforementioned proposal prioritised maximising the glazing to the shopfront by disregarding the internal structural context and street setting, the current DB3 design allows for a more harmonious geometry, using the stone pilasters and the metal cladding to frame the glazing, providing a more intentional and clear composition, more in keeping with the conservation assets.

The use of metal in the proposed shopfront's cladding was decided in order to ensure longevity, the material being more robust in comparison with the existing glazed tile. The metal cladding is of a subtle matte finish, in keeping with existing finishes around the building, helping to visually differentiate the modern frontage from the historic façade while keeping it subservient to the rest of the building. The use of colour in the shopfront also helps with the harmony of the overall façade, the proposed dark grey of the cladding panels tying in with the existing window frames above.

The new proposal improves on existing and previously approved aspects of the street frontage by allowing them to be redesigned within a conservation setting, with only subtle changes to materiality and composition, therefore avoiding any significant alterations to the fabric of the building and the wider heritage site, as described in Section 16, paragraphs 215. and 216. Of the NPPF, as well as Policy CC 9 of the Manchester City Council's LDF Core Strategy DPD.



Fig. 4. Proposed shopfront and signage.



DB3 Heritage Impact Statement

Project Name: Adidas BCS Manchester	Date Created: February 2025
Document No: 18186-DB3-S01-00-DR-A-90-001 V2	Total Pages: 6

Conclusion

The proposed signage and shopfront design aims to enhance the frontage by creating a more cohesive and visually balanced appearance that complements the contemporary style of the existing shopfront while harmonising with the neighbouring buildings. Great consideration has been given to preserving the historic character of the property, ensuring that the new design does not overpower the existing architectural significance, but instead ties in with this setting.

The proposal aligns with council guidance, and we believe the DB3 shopfront replacement respects the existing geometry, maintaining a seamless integration with the building's original proportions. As a result, the design change will have minimal impact on the overall aesthetic while contributing to the evolving streetscape.