Lululemon, 7 St Ann's Square

Manchester

Heritage Statement

IDL:

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SUMMARY

The proposed alterations will permit the continued use of a retail unit at the Royal Exchange building on 7 St Ann's Square, M42 7EF. This is the original purpose of this space within the building.

Maintaining the original use of the building complies with both National and Local Planning Guidance. The proposed works will not harm any building element, especially those that form a part of its special architectural and historic interest.

The Lululemon proposal will combine the existing Lululemon retail store with the adjacent Moss Bros unit. As part of these works, the shopfront will be rationalised to create a single central entrance into the store, creating a considered approach to the shopfront design. The shopfront will utilise the existing shopfront openings and, therefore, will not affect the historical elements of this building.

As part of the design the proposal will look to bring forward the existing set back door to create a seamless window display – not only does this bring the shopfront design in line with the rest of the building it also minimises antisocial behaviour in the recess during store closing. The works will not affect the external appearance of the building in any notable way.

The brand will fit out the building with their latest concept but this will not affect any of the structural elements of the building other than those noted within this document and supporting drawing pack. The design will also look to protect the beautiful detailed historic cornicing. ***Please note this application is for the combining of the two units' new shopfront, and signage. The internal fit-out will form part of a separate application.***

The study comprised of relevant historical research using both archived and secondary sourced material, along with site inspection. An illustrated history of the building and site, together with sources of reference and bibliography is reproduced for context of the site.

The Lululemon proposal will enable the continued use of an important economic asset, and thus contribute to business and employment in the city. When tested against national and local policies for the historic built environment, the proposals are clearly consistent with guidance and advice.

Extracts of some historical drawings for the building presumed dating to c.1914- 1921 and another plan c.1949 were obtained from the records C+W Architects in the LBC application ref. 109727/AO/2015/C1. Analysis has been based upon these drawings prepared for the Landlord of the Royal Exchange Building and other documentary evidence found on Manchester's planning portal.

1.0 Introduction

The aim of this report is to provide an assessment of the commercial property currently occupied by Lululemon & Moss Bros, on St Ann's Square, Manchester, and to establish as far as possible the historical development of the building and site. This is followed by an analysis of the significance of the property and an assessment of the potential impact of current proposals upon that assessed significance.

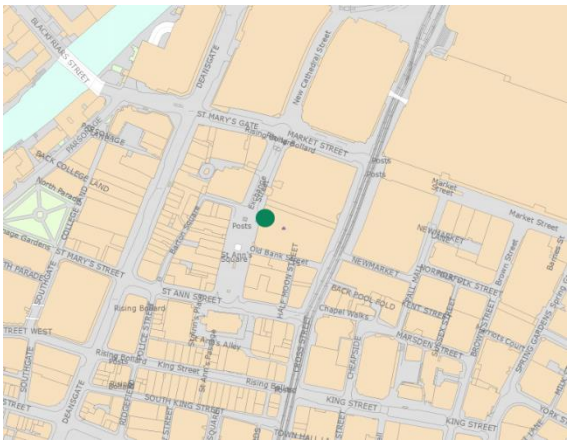
This report should be read in conjunction with the associated existing and proposed drawings prepared by IDL Architects.

It relates to the shop unit at No.7 and No. 8 St Ann's Square, Manchester M2 7EF.

The intention is to combine the existing Lululemon store at No. 7 St Ann's Square with No 8 which is currently occupied by Moss Bros, the proposed works encompass a new rationalised shopfront to match the existing and the fit-out and full refurbishment of the internal Unit, in addition to branding the storefront.

There will be no significant impact or alterations to the listed façade.

1.1 Site Location



The retail premises of Lululemon is located within the Grade II listed former Royal Exchange building in the center of Manchester, as identified on the National Heritage List for England – Listing reference: 1200826.

Grade II listed buildings are classified as nationally important and of special interest. 92% of all listed buildings fall within this category. The site is situated within the St Ann's Square Conservation Area. The units are located midway between the corner of St Ann's Square and the internal arcade that runs east-west through the former Royal Exchange. It comprises 7 and 8 St Ann's Square and the main elevation and entrance fronts St Ann's as well as a window into the royal exchange arcade. The study area comprises the ground floor retail area and basement storage unit of the retail premise.

1.2 Legislative Background

The future increased Lululemon store forms a part of the retail offering within the Royal Exchange building including the Royal Exchange Arcade. It is located on St Ann's Square and extends along Exchange Street with a side window located within the Arcade. It is a Grade II listed building and within the St Ann's conservation area.

The Planning (Listed Buildings and Conservation Areas) Act 1990 is the legislative basis for decision-making on applications that relate to the historic environment. Sections 66 and 72 of

the Act impose a statutory duty upon local planning authorities to consider the impact of proposals upon listed buildings and conservation areas and state that new development should preserve or enhance the special architectural or historic interest of listed buildings or their setting, and the character and appearance of conservation areas.

In considering applications for listed building consent or planning permission, local authorities are also required to consider the policies on the historic environment set out in the National Planning Policy Framework. The key message of the National Planning Policy Framework is the concept of 'sustainable development'. The National Planning Policy Framework requires that heritage assets (a term that, regarding UK planning legislation, includes listed buildings, conservation areas, and unlisted buildings of local importance) should be conserved in a manner 'appropriate to their significance.' It also notes the desirability of 'sustaining and enhancing the significance' of heritage assets and of putting assets to viable uses 'consistent with their conservation.'

The National Planning Policy Framework recognizes the 'positive contribution that the conservation of heritage assets can make towards economic vitality'. However, it also recognizes that, in some cases, proposals can lead to a heritage asset losing significance. The National Planning Policy Framework thus requires that the 'public benefits' of a proposal – which include securing the optimum viable use of a designated heritage asset – should outweigh any 'less than substantial' harm caused to the significance of a designated heritage asset.

1.3 Summary of Significance – Historic England report as follows:

Grade: II
Date First Listed: 03rd October 1974
Listing NGR: TQ2913980914

Details: MANCHESTER

SJ8398SE EXCHANGE STREET 698-1/27/124 (East side) 03/10/74 Nos.1 TO 13 (Odd) Royal Exchange

Includes: Nos.4 TO 20 ROYAL EXCHANGE ARCADE. Includes: Nos.1 TO 19 ROYAL EXCHANGE ARCADE. Includes: Nos.1 TO 17 OLD BANK STREET. Includes: Nos.1 TO 7 Former Royal Exchange ST ANN'S SQUARE. Includes: Nos.2 TO 20 Former Royal Exchange MARKET STREET. Includes: Nos.2 TO 20 Former Royal Exchange CROSS STREET. Commercial exchange, now shops, theatre, etc. Rebuilt and enlarged (for the 4th time on this site) in 1914-21, by Bradshaw, Gass and Hope. Portland stone, slate roof with 3 glazed domes. Very large approximately rectangular plan on island site penetrated by east west arcade at ground floor and enclosing central atrium at 1st floor. Classical style. Four storeys with 2 attic storeys; ground floor treated as rustic, with channelled rusticated piers, giant Corinthian order to 1st, 2nd and 3rd floors with massive entablature and modillioned cornice; 1st attic storey with cornice and balustraded parapet, 2nd attic storey in mansard roof, Baroque turret at north-west corner, domes over other corners. Giant round-headed entrance arch in west side with wide steps up; 1st and 2nd floor windows set in giant round-headed arches; mullioned windows to 3rd floor and 1st attic storey. Interior: very impressive trading hall (now containing modular theatre).

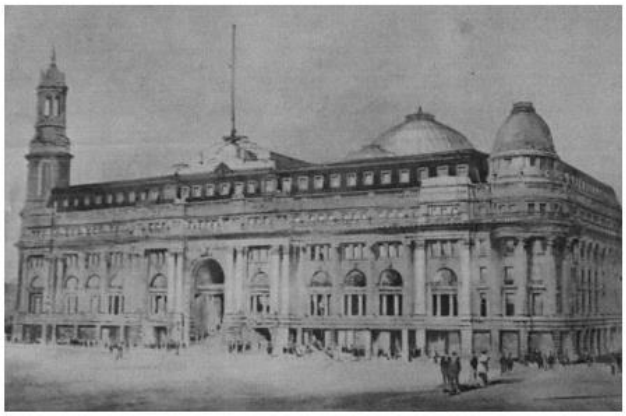
2.0 HISTORICAL BACKGROUND

2.1 Brief History

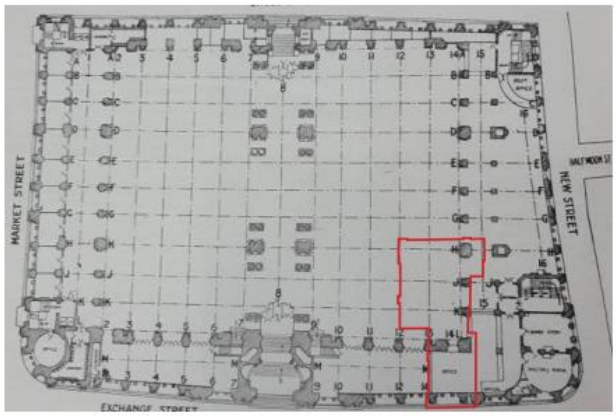
The Royal Exchange replaced three earlier buildings on or near the site of the present building. The building in its current form was built between 1914 and 1921 to designs by the architectural firm of Bradshaw, Gass and Hope. Trading continued in the building until 1968, by which time new technologies and business practices had superseded the need for face-to-face trading.

After 1973, the building provided an interim home for the Sixty-Nine Theatre Company. This temporary use became permanent when Levitt Bernstein Associates created a new 'pod' theatre within the hall. The Royal Exchange was heavily damaged by the IRA bomb of 15th June 1996, which exploded at the southern end of Corporation Street. Levitt Bernstein undertook repairs to the building. The building had also previously experienced rebuilding after damage received in the Second World War.

Bradshaw, Gass and Hope is a long-established Bolton firm that first undertook work as J. Bradshaw in the 1860s and 1870s, and by the early part of the twentieth century was a large successful practice. Their buildings include a broad range of civic, educational and religious buildings, as well as offices and shops.
Listed buildings by the practice include Luton Town Hall, Chesterfield Town Hall, the former Leysian Mission in Islington, Farnworth Baptist Church, and the Methodist Central Hall in Liverpool.



Artist's impression of the façade in 1921 -showing the St Ann's Square elevation of the major extension by Bradhsaw Gass & Hope.



The Exchange Hall layout of the first floor at the time of opening in 1921. 7 St Ann's Square is located to the bottom on ground floor approximately adjacent to no. 14 as shown on this drawing.

Key

Existing Lululemon Store

3.0 BUILDING DESCRIPTION

3.1 Special Architectural and Historical Interest of the building

The Royal Exchange is undoubtedly of profound special architectural and historic interest. However, while the historic and social significance of the building can be assumed, the architectural interest of the building is not uniform. The exterior of the building and the hall are certainly architecturally magnificent, and at this overall level the building is an impressive example of early twentieth century civic/commercial architecture in a neoclassical style.

However, it is clear from the story of the building that it has changed continuously since its completion in the 1920s. War damage, bomb damage, changes in the shops at ground level, changes to the common parts, the insertion of the theatre in the 1970s and alterations to the offices have altered the interior of the building very significantly

3.2 Alterations

The shop units throughout the building have changed constantly over many years. Most of the shops on the street frontages of the building are contemporary chain stores, that have been in place for a relatively short period of time. It is the essence of high street retailing that a shop is designed for the particular retailer and fitted out with custom-made shop-fittings in a specific layout.

The present tenants and their predecessors have all made substantial changes in the shop units. The architectural interest of the overall shop units in the front and rear parts, is confined to plasterwork ceilings, some piers and an arched feature at the very back of the shop unit in the fire escape location.

The vacancy in the rear part of the store shows that this interest has largely been ignored in previous work. Plasterwork has been damaged, and equipment and partitions have been inserted without any consideration for the integrity of these features. The unit has basement area, consisting of WCs and storage. This has some decorative tiling consistent with the Royal Exchange's date, though also much later bathroom fittings.

Since 1996, around twenty permissions and consents have been sought for alterations to 7 St Ann's Square. These have principally been submitted for advertising and external lighting, with only three previous applications made for internal alterations.

4.0 The Proposal

4.1 Scope of works

For this application, the scope of works includes:

- Removing the demise wall at ground level between the existing, No. 7 (existing Lululemon Store) and No. 8 (existing Moss Bros), St Ann's Square. To create on single larger retail space.

- Removing and infilling the existing basement stair found No. 8 (existing Moss Bros), St Ann's Square.

- New shopfronts have been installed to create a more considered entrance into the store and better follow the examples currently found on site.

- *The internal fit-out will form part of a separate application. And will look to protect the feature cornice.*

4.2 The Proposal

The Lululemon proposal will combine the existing Lululemon retail store with the adjacent Moss Bros unit. As part of these works, the shopfront will be rationalised to create a single central entrance into the store, creating a considered approach to the shopfront design. The shopfront will utilise the existing shopfront openings and, therefore, will not affect the historical elements of this building.

As part of the design the proposal will look to bring forward the existing set back door to create a seamless window display – not only does this bring the shopfront design in in line with the rest of the building it also minimises antisocial behavior in the recess during store closing. The works will not affect the external appearance of the building in any notable way.

The proposed retail unit will be largely open plan to the main Ground Floor space. The proposed works involve stripping out the previous occupant's internal modern furnishings and fittings and installing new partitions, shelving and internal finishes in accordance with Lululemon's corporate branding requirements. The basement will not form a part of the proposal and this area will be closed off and left as is. It will only be used for access to existing services.

Please note a structural engineer will provide all details required for the works and approval will also be sought from the landlord.

The proposals include the following works:

Demolition & Strip out

- Strip out the existing Moss bros and Lululemon fit-out
- Removal of demise walls between – protecting the cornice
- Removal of the existing shopfront – protecting the current façade
- Strip out of existing staircase between the ground and basement

Proposed Works:

- Infilling the removed basement staircase to create a larger retail and BOH area.
- Installation of a new shopfront within the existing shopfront openings. Materials and framing sizes are to match the existing to ensure that it suits the existing environment.
- Making good following the removal of the demise wall to create one single retail unit.
- New signage to be installed inline with the latest brand signage and the buildings guidelines.

Whilst the internal fit-out will form part of a separate application it should be noted consideration will be given to the design to ensure the sensitive nature of the ceilings, partitions and wall unit shelving will generally not be taken to the full height of the space, thus leaving ceiling plasterwork visible. Where it is not possible to do this for instance where a partition must be full height or must touch a column, the partition will be carefully scribed around the plasterwork feature in the way that frequently occurs in historic buildings.

Use:
No change is proposed to the use of the building.

Amount:
Whilst the works will create a larger single retail and BOH space – it will need to add any additional square footage to the developed works.

Layout:
The removal of the demise wall and staircase will amend both the retail and ancillary spaces to create a larger unit. The design will take into consideration all protected items and be signed off by a structural engineer.

Scale:
The proposal is contained within the dimensions of the ground floor only.

Landscape:
Apart from the new shopfront proposed to the landscape of the building.

Appearance:
The exterior appearance of the property will be consistent with the existing and surrounding neighbours. New signage will be in accordance with existing signage to the Royal Exchange but amended to the new brand standards.

Access:
No change to general access is proposed. The main access is from St Ann's Square, with a fire escape at the rear opening out onto Old Bank Street.

Method Statement:

Preliminaries

- It is It is a criminal offence to carry out work on a listed building without obtaining consent beforehand.

- All works to comply with Manchester City Council Supplementary Planning Guidance, Planning Enforcement Action to Prevent Deterioration of Listed Buildings.

- Works should be carried out sensitively, and should relate sympathetically to the historic character of the building.

- Any damage or decay should be reported to the Client for further instructions.

- No. 7 and No 8. St Ann's Square is a Listed Building and therefore all fabric is statutorily protected.

- All site operatives should be made aware of the sensitivity of all building fabric in the property at 7 & 8 St Ann's Square and are required to take measures to ensure appropriate protection is established prior to the commencement of works both generally and in local areas.

- Conditions imposed as part of a listed building consent can include requirements for the preservation of particular features of the building

- While every investigative measure has been undertaken prior to commencement, discoveries of lath and plaster, decorative moulding, original timber work, floor boards and structural elements should all be reported to the Client and Contractor to ensure work can proceed without causing harm to the listed building.

Method Statement for fixing and repairs to original fabric: Demolition

- No original historic building fabric will be removed in the proposed scheme. Where non original material has been removed as part of the demolition work, there may be some limited localised damage to the historic building fabric.

  In many areas this historic fabric will be exposed as part of the new proposal. This will be repaired in a sensitive and traditional way. At present much of the ceiling is hidden from view. After the initial demolition work has been undertaken an appraisal of the conditions and extent of work can be made

- Ceilings - it is assumed that the existing high level ceilings are plaster or concrete. Where non original ceiling rafts have been removed, the areas where fixings were located will be repaired sensitively with original materials. Any existing localised damage will be patched and repaired to match existing.

- Walls - some localised damage may occur to original plaster walls where modern partitions have been removed. These areas will be patched to match existing.

- Floors – the subfloors will be made good following the removal of any of the modern existing floor.

- Ceilings - The removal of any associated ceiling equipment, ductwork, cable trays and lighting – the ceiling will be made good and any localised damage will be repaired.

4.3 Description of proposal and the impact on the Listed Building

The aim of the proposal is to refresh and expand the original store in to the adjacent unit that retains the successful business of the Royal Exchange.

This will involve works to:

- Removal of the demise wall, existing shopfront and basement stair in No 8 – all works will be signed off by a structural engineer
- New signage
- Strip-out of existing brand retail finishes from Michael Kors store. (Applied wall, ceiling and floor finishes.
- Branded retail fit-out as per Lululemon design standards (under a sperate application)

4.4 Justification of proposal

The proposal for the creation of a large retail store is to create an exemplary retail space representative of the brand values that is in-keeping with the heritage of the building and local area.

4.5 External Signage

The fascia signage will be replaced with like for like per guidelines. All subject to the advertising consent permission.

4.6 Shopfront amendments

The demolition proposal will not affect the nature and activity or the structure or facade of the Listed Building, the new shopfronts will centralise the entrance doors, bring forward the old entrance door for a single larger shopfront window to match the surrounding and replace the shopfront windows with like to like finishes.

The works are purely driven by the desire to communicate the brand image, elevate the store proposition and enhance the customer experience, there are no works proposed that will detract from the external, appearance of the store in a valued Conservation Area. The alterations are designed to be minimal in nature and sympathetic to the historic nature of the building. The proposals are designed to allow for the successful functioning of the store proposal with de minimis alterations to the actual fabric.

The new signage materials and detailing are designed to be in keeping with the existing installations with matching materials and finishes proposed to the required area. (All subject to the advertisement application).

4.7 Conclusion

It is considered that this conservative proposal would be in keeping within its context and would preserve the character and appearance of the Conservation Area and the Listed Building.