



PEACOCK+
SMITH

Astrid and Miyu
18 Market Street, Manchester

Listed Building Consent and Signage applications

Heritage, Design and Access Statement

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1. Introduction

- 1.1 The Heritage, Design and Access Statement is prepared on behalf of Astrid and Miyu in support of the application for Listed Building Consent (Planning Portal Ref. PP-13466113) at 18 Market Street, Manchester M1 1PT. It is prepared in order to be submitted to support both the application for Listed Building Consent and Advertisement Consent.
- 1.2 The overall proposal seeks to allow a new tenant – Astrid and Miyu – to locate within the premises of 18 Market Street, Manchester which was previously occupied and operated by Origin Kicks. Origin Kicks was a footwear retailer which operated from the site for a period of approximately 3 years. Astrid and Miyu are a jewellery retailer with ancillary studio facility.

2. Site and Surroundings

- 2.1 The site is located at 18 Market Street, Manchester. The site is located in the heart of Manchester City Centre as part of the wider Royal Exchange Building. The unit itself is a modest unit located on the Market Street elevation of the building. Figure 1 shows an image of the existing building.

Figure 1: Existing building



- 2.2 The wider Market Street elevation of the Royal Exchange Building encompasses a range of similar properties also in Class E use. Examples of other units are provided in Figure 2 below.

Figure 2: Other retail units in Market Street Elevation of Royal Exchange Building





- 2.3 Opposite to the elevation (to the north) lies Marks and Spencer main store in Manchester (Figure 3 below). This is a large modern glass building constructed after the 1996 IRA bomb. Market Street runs largely east to west. It is one of the main retail streets in Manchester. To the east lies the Arndale Centre, the main indoor shopping facility in Manchester. To the south lies the main body of the Royal Exchange building, a large complex built originally as a Commodities Exchange, but which now encompasses a complex which includes the Royal Exchange Theatre and the Royal Exchange Shopping Centre.

Figure 3: Marks and Spencer opposite side of Market Street



- 2.4 To the west, the site lies in close proximity to St Ann's Square and also New Cathedral Street. Further west, towards Deansgate Market Street becomes St Marys Gate, then once past Deansgate becomes Blackfriars Street and heads over the River Irwell into Salford.
- 2.5 In summary, the site is in retail use within the main retail core of Manchester City Centre, the main regional retail hub.

Planning History

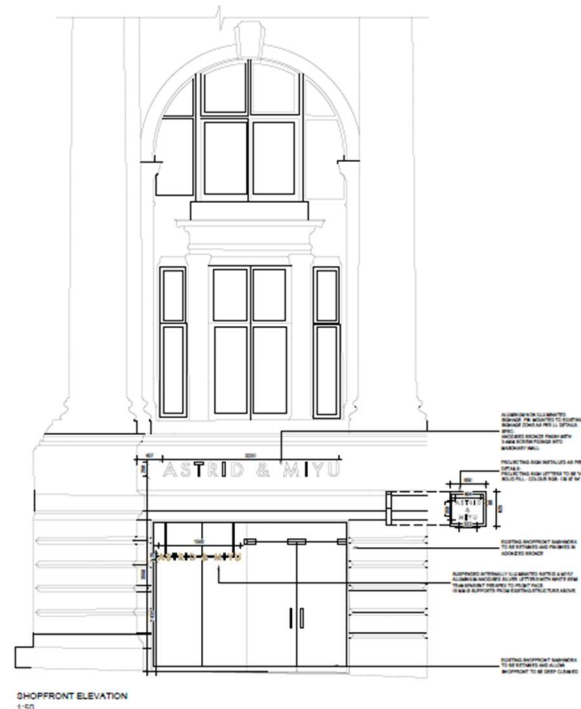
2.6 The site has a recent history of minor amendments to the facilitate the needs of recent occupiers along with signage updated. In detail, the most recent applications were:

- 132056/LO/2021 - LBC Refit of retail unit and new signage - approved
- 131870/AO/2021 - Advertisement Consent for new signage - approved
- 109237/LO/2015/C1 - LBC Internal alterations associated with shop refit and minor internal alterations - Approved
- 109172/FO/2015/C1 - Minor External alterations - Approved
- 109173/AO/2015/C1 - Signage - Approved

3. Proposed Development

- 3.1 The proposed development covers the proposed signage and minor internal works to allow the property to be operated by Astrid and Miyu.
- 3.2 The signage scheme proposed represents a 'like for like' replacement of the existing signage, albeit in company style and font. It is consistent with neighbouring property signage strategy notably those units along Market Street frontage including Hotel Chocolat, Scribbler, The Body Shop and Lush. Figure 4 demonstrates the proposed sections of the plans.

Figure 4: Propose Elevational view



- 3.3 The limited internal works in order to allow the refit of existing unit to meet operator requirements are:
- Internal walls will be built out in order to run electric cables to wall mounted shelving;
 - Plumbing will be required on the back of the ground floor, where there currently is none. This will require new plumbing to be provided through the flooring; and
 - Flooring will be updated using sympathetic materials

4. Planning Policy Context

- 4.1 Section 70(2) of the Town and Country Planning Act 1990 and Section 38(6) of the Planning and Compulsory Purchase Act require that planning decisions should be taken in accordance with the development plan unless material considerations indicate otherwise.
- 4.2 The Statutory Development Plan for Manchester City Council comprises the Manchester Core Strategy (adopted July 2012), the Extant UDP policies (adopted 1995; Saved July 2012) and Places for Everyone. The National Planning Policy Framework (July 2021) represents a material consideration in determining the application.

Manchester Core Strategy

- 4.4 The Manchester Core Strategy was adopted in July 2012. It contains key policies relevant to this application include:
- 4.5 **Policy CC 9**, 'Design and Heritage' requires that development preserves or enhances heritage assets, including listed buildings, conservation areas and scheduled ancient monuments.
- 4.6 **Policy EN 1**, 'Design Principles and Strategic Character Areas' sets out that opportunities for good design should be fully realised and requires that the developers consider the City's heritage.
- 4.7 **Policy EN 3**, 'Heritage' sets out that new developments must be designed to support the Council in preserving or, where possible, enhancing the historic environment.

Saved UDP Policies

- 4.8 Saved UDP Policies Policy 18.1 'Conservation Areas' sets out that the Council will give particularly careful consideration to development proposals within Conservation Areas. The Council will seek to preserve and enhance the character of Conservation Areas by considering a range of issues, including the effect of signs and advertisements.

Places for Everyone

- 4.9 Places for Everyone was adopted in March 2024. Policy JP-P2 entitles 'Heritage' outlines that authorities will proactively manage and work with partners to positively conserve, sustain and enhance our historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets,

as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct character, identity and sense of place.

National Planning Policy Framework

- 4.10 Section 16 of the NPPF considers the conservation and enhancement of the historic environment. Paragraph 195 sets out that the local planning authority should identify and assess the particular significance of any heritage asset. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal. Paragraph 202 continues to state that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

National Design Code

- 4.11 The National Design Guide (NDG) was published on 1st October 2019, and updated in January 2021, and sets out the characteristics of well-designed places and demonstrates what good design means in practice.
- 4.12 It forms part of the government's collection of planning practice guidance and should be read alongside the separate guidance on design process and tools.
- 4.13 The Design Guide gives guidance on Context, Identity, Built Form, Movement, Nature, Public Spaces, Uses, Homes and Buildings, Resources and Lifespan.
- 4.14 The guide also sets out the components of good design in paragraph 20, stating that

"Buildings are an important component of places and proposals for built development are a focus of the development management system. However good design involves careful attention to other important components of places. These include:

- *the context for places and buildings;*
- *hard and soft landscape;*
- *technical infrastructure – transport, utilities, services such as drainage; and*
- *social infrastructure – social, commercial, leisure uses and activities".*

- 4.62 Paragraph 53 sets further good design guidance in relation to existing local character and identity, stating that

"Well-designed new development is influenced by:

- *an appreciation and understanding of vernacular, local or regional character, including existing built form, landscape and local architectural precedents;*
- *the characteristics of the existing built form;*
- *the elements of a place or local places that make it distinctive; and*
- *other features of the context that are particular to the area.*

This includes considering:

- *the composition of street scenes, individual buildings and their elements;*
- *the height, scale, massing and relationships between buildings;*
- *views, vistas and landmarks;*
- *legibility - how easy it is for people to find their way around;*
- *roofscapes;*
- *the scale and proportions of buildings;*
- *façade design, such as the degree of symmetry, variety, the pattern and proportions of windows and doors, and their details;*
- *the scale and proportions of streets and spaces;*
- *hard landscape and street furniture;*
- *soft landscape, landscape setting and backdrop;*
- *nature and wildlife, including water;*
- *light, shade, sunshine and shadows; and*
- *colours, textures, shapes and patterns."*

4.63 Paragraph 56 goes further to give specific guidance on well-designed, high quality and attractive places and buildings, stating that

"Well-designed places contribute to local distinctiveness. This may include:

- *Adopting typical building forms, composition, articulation, proportions, features, materials, details, patterns and colours of an area;*
- *drawing upon the architectural precedents that are prevalent in the local area, including the proportions of buildings and their openings;*
- *using local building, landscape or topographical features, materials or planting types;*

- *introducing built form and appearance that adds new character and difference to places, with particular attention to how buildings meet the ground and sky;*
- *creating a positive and coherent identity that residents and local communities can identify with.”*

5. Heritage Statement

- 5.1 This Heritage Statement considers the value of the asset, before considering whether there would be any impact on the proposal. Finally, it assesses the level of impact against Section 16 of the NPPF to conclude whether planning permission should be granted.

Heritage Asset

- 5.2 Annex 2 of the NPPF defines a heritage asset as:

"A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest."

- 5.3 The focus of this report is on Built Heritage and does not cover archaeology.
- 5.4 A review of the National Heritage List for England (NHLE) has been undertaken. This confirms that the site is a Listed Building – List Entry 1200826 referred to as Royal Exchange.
- 5.5 The Listing identifies that the Listing covers the same building which due to its size and scale benefits from several addresses including:
- 1-17 Old Bank Street;
 - 1-19 Royal Exchange Arcade;
 - 4-20 Royal Exchange Arcade;
 - 1-7 St Anns Square;
 - 2-20 Cross Street;
 - 2-20 Market Street; and
 - 1-13 Exchange Street
- 5.6 The site also lies within St Anns Square Conservation Area.

Significance of the Building

- 5.7 As outlined above, the building is a Listed Building. It is a Grade II Listed Building which was first Listed on 3rd October 1974. A minor amendment to the Listing was made dated 12/12 1999

5.8 The Listing sets out the Building Details to be:

Details

This list entry was subject to a Minor Amendment on 12/12/2019

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

GV II 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 fourth time on this site) in 1914-21, by Bradshaw, Gass and Hope. Darley stone, slate roof with three glazed domes.

Very large approximately rectangular plan on island site penetrated by east-west arcade at ground floor and enclosing central atrium at first floor. Classical style. Four storeys with two attic storeys; ground floor treated as rustic, with channelled rusticated piers, giant Corinthian order to first, second and third floors with massive entablature and modillioned cornice; first attic storey with cornice and balustraded parapet, second 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; first and second floor windows set in giant round-headed arches; mullioned windows to third floor and first attic storey.

Interior: very impressive trading hall (now containing modular theatre).

5.9 In terms of the History of the building, the Royal Exchange website provides details in an electronic format at: <https://www.theroyalexchangemanchester.com/history/>. Notwithstanding, in summary details are also provided on the Historic England, The List Official Listing. This sets out the history as:

HISTORY

Most of the Royal Exchange building that you see today was built by Mills and Murgatroyd, between 1867 and 1874.

In 1914, Bradshaw, Gass and Hope began modification on the building.

Bradshaw, Gass and Hope gave the building the marvellous Edwardian exterior you see today, and in 1921 the building was officially opened.

The Great Hall was once even greater – in fact, it was twice the size, and known as the ‘largest room in the world’. Until the Second World War, when the building took a devastating hit during the Manchester Blitz in 1940, this immense space was one of the world’s centres for cotton.

Reduced in size, the Hall was repaired and trade continued until 1968. To this day, if you look up, you can still see the original trading board with the day’s closing figures.

Having been threatened with demolition, things started looking up for the Royal Exchange building when a theatre company took up residence in 1973. In 1976, under five artistic directors – Braham Murray, Casper Wrede, Michael Elliott, Richard Negri and James Maxwell, and soon joined by Greg Hersov – the Royal Exchange Theatre Company opened its doors to the imaginations of theatre makers in this country and beyond.

The Second World War was unfortunately not the last time the building would be bombed. In 1996, an IRA bomb exploded just fifty metres away from the Royal Exchange building. This explosion had a devastating effect on the building, and it took a lot of time and money to repair before it was reopened by Prince Edward in 1998.

5.10 The significance of the building is that it is a designated Heritage Asset at Grade II value. It is also located within a Conservation Area. The application site forms a very small part of the much larger listing, and there is no direct reference within the listing to the 18 Market Street element.

5.11 Paragraph 201 of the NPPF states that:

"201. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal."

5.12 Paragraph 203 states that:

"203. In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- c) the desirability of new development making a positive contribution to local character and distinctiveness.*

5.13 Paragraph 205 of the NPPF sets out that:

"When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance."

5.14 Proposed works to the building are set out above. It is considered that potential impacts could relate to:

- Impact of Signage being fitted to building;
- Internal harm from internal walls being built out in order to run electric cables to wall mounted shelving;
- Plumbing will be required on the back of the ground floor, where there currently is none. This will require new plumbing to be provided through the flooring; and

- Flooring will be updated using sympathetic materials
- Impact of Projecting signage

5.15 In terms of Paragraph 201 considered each impact, it is considered that:

5.16 **Impact of signage being fitted - external.** Wherever possible, the same fixtures will be used as the previous operators. There is potential for negligible impact from the fittings, but this can be managed by a suitable working practice.

Figure 5: Other Examples of Signage on Royal Exchange Building



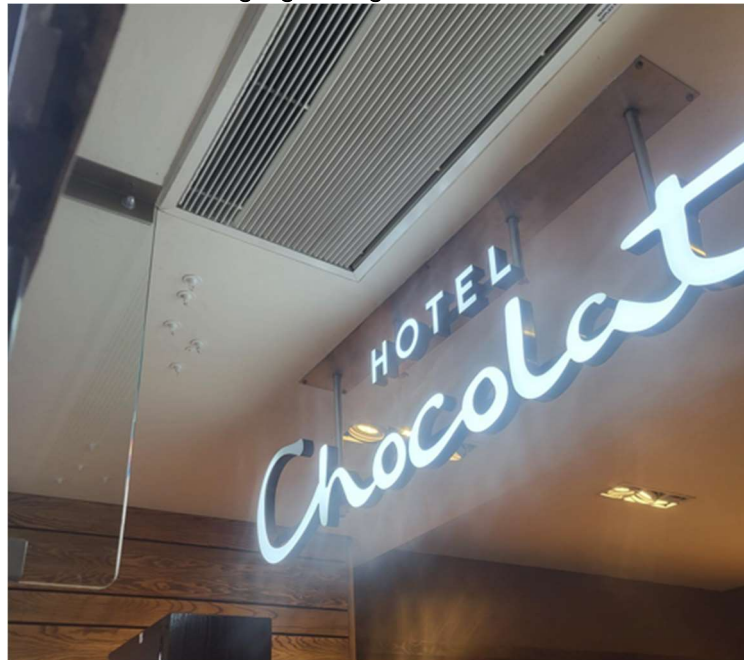
5.17 The signage will be consistent with the wider design strategy on Royal Exchange shown in **Figure 5** above.

5.18 **Impact of signage being fitted - internal.** The signage will be fitted into the existing false roof inside the front window. Figure 6 below highlights the location where the signage will be fitted. This is a modern alteration adjacent to internal recessed lighting. The implementation will be similar to the similar signage in Hotel Chocolat next door.

Figure 6: Location of Securing internal signage (NB M+S is a reflection due to prevailing lighting)



Figure 7: Hotel Chocolat internal signage fitting



- 5.19 **The retail shell element** of the proposal is understood to be of modern construction and not part of the original fabric of the building. Accordingly, any limited works relating to the construction of new internal walls or works to modern existing internal walls would have not impact on the Listed Building.
- 5.20 For the **plumbing** to be provided, there is a requirement for plumbing to be provided through the flooring. It is not known whether the whole floor is an original feature, but the current flooring in the store is understood to be a modern addition. It is considered that providing plumbing through a small part of the store would have a negligible impact on the overall unit, and of the wider substantial Listed Building.

- 5.21 The **flooring** will be updated using a sympathetic material. It is considered that the existing flooring is not part of the original fabric of the building as demonstrated in Figure 8 below. The sympathetic replacement will be a herringbone wood floor which is considered to be more in keeping with the heritage of the building. This change would result in a slight positive heritage impact.

Figure 8: Existing flooring



- 5.22 The only additional amendment would be the projecting signage. However, it is a landlord requirement that the projecting signage box is retained albeit with the signage panel to be amended. This is because the signage boxes are to be of regular appearance in accordance with the Design Strategy as demonstrated in Figure 9.

Figure 9: Projecting Signage Boxes on Market Street Elevation



- 5.23 Therefore, the projecting signage boxes would have no impact in heritage terms.
- 5.24 Overall, combined, it is considered that the proposed works represent *de minimus* works which would have a neutral impact on the Listed Building. The internal refurbishment of the unit relates to modern shop fittings as opposed to the historic fabric of the building, therefore, the proposal will have a negligible impact, if at all, upon the building's historic features. The retail unit element is considered to be a modern alteration. There are no features within this Listing description which would be affected by the proposed development.
- 5.25 In terms of Paragraph 203, it is considered that the reuse of the unit for Class E purposes would meet the test of desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation. Since the IRA bomb and the redevelopment of the Listed Building, this accords with the overall strategy. It would also align with neighbouring retail uses. It would deliver a positive contribution to the conservation of the heritage asset and will sustainable the community including their economic vitality. Finally, it will make a positive contribution to local character and distinctiveness.
- 5.26 Therefore, the application accords fully with paragraph 203 of the NPPF. Indeed, if not developed, then it could lead to a prolonged vacancy within the retail core. This could be

detrimental to the vitality and viability of Manchester City Centre – the key shopping centre within the north of England. An increase in vacancies could lead to a loss of confidence in the overall centre.

Heritage Conclusion

- 5.27 In overall terms, it is considered that the direct impact on the Listed Building would have a neutral impact on the Listed Building. Therefore, there is no reason why planning permission should not be approved. When considering the positive impacts, it is considered that there is an overriding public benefit to the reuse of the premises for Class E purposes.

6. Design and Access Statement

- 6.1 The purpose of this section is to consider the Design and Access issues arising from the proposed development.
- 6.2 The proposed development seeks only minor changes in terms of the design of the building. The majority of changes proposed as part of this application are internal. The only external changes relate to signage proposals. Therefore, the only changes which impact the external appearance of the building are
- 6.3 The Royal Exchange has a Design Strategy which has been produced in association with Manchester City Council. The purpose of the design strategy is to ensure consistency of appearance of the units to ensure that there is no detrimental impact on the Listed Building as a result of visual clutter. It ensures that all operators are uniform to maintain heritage standards.
- 6.4 A copy of the Royal Exchange Design Strategy is provided as part of the application package. The application fully accords with the provisions of the Design Strategy. Furthermore, a series of photographs of the existing property above outline a consistency in design approach which will be respected and maintained by this application. Accordingly, it is considered that the external appearance of the building is entirely suitable.
- 6.5 In terms of accessibility, the development represents a continuation of the Class E. The building will be publicly accessible and will cater for its requirements under relevant legislation including DDA compliance.

7. Conclusion

- 7.1 The Heritage, Design and Access Statement is prepared on behalf of Astrid and Miyu in support of the application for Listed Building Consent (Planning Portal Ref. PP-13466113) at 18 Market Street, Manchester M1 1PT. It is prepared in order to be submitted to support both the application for Listed Building Consent and Advertisement Consent.
- 7.2 Section 2 describes the Site and Surroundings identifying that the site occupies part of a larger Listed Building used for Class E purposes in the heart of Manchester City Centre retail core. Section 3 sets out that the proposed development represents internal works to the unit. There are limited external changes aside from the signage elements.
- 7.3 Section 4 outlines the Planning Policy Framework which is subsequently considered at Sections 5 – Heritage and 6 – Design. Section 5 undertake an assessment of the heritage value of the site. It considers the proposed development and concludes that in overall terms it is not considered that the proposed development would have a neutral impact on the Listed Building and Conservation Area. Accordingly, it outlines that planning permission should be granted.
- 7.4 Section 6 considers design issues. It considers the site set against the Design Strategy agreed between the landlord and the LPA. It notes that the proposals accord with the Design Strategy and will therefore preserve and enhance the appearance of the building and Conservation Area. Furthermore, it notes that access to the site will be suitable in all regards.
- 7.5 It is respectfully requested that Listed Building Consent and the signage application are approved without delay to allow the occupation of the unit in the primary shopping area of Manchester.