Ref: SB/JF6301/01/MCC (07102024) Heritage Statement

Planning Department
Manchester City Council
PO Box 532
Manchester
M60 2LA

7 October 2024

Dear Sir/ Madam

HERITAGE STATEMENT (INCLUDING DESIGN AND ACCESS) FOR THE REFIT OF RETAIL UNIT AND NEW SIGNAGE TO EXISTING SHOPFRONT AT 18 MARKET STREET, MANCHETSER, M1 1PT

We have been instructed by our client, Astrid & Miyu, to submit an application for Listed Building Consent for the installation of signage and fit out of the unit at 18 Market Street, M1 1PT. Due to the site being located within the City of Manchester (St Anns Square) Conservation Area, as well as forming part of the Grade II listed 'Royal Exchange' building (List UID: 1200826), the following Heritage Statement is submitted as part of the application. The application for Listed Building Consent has Planning Portal Ref. PP-13466113.

Context

An application has been submitted to Manchester City Council for consent to display advertisements at 18 Market Street. This application has been submitted directly by the client to reflect the branding of the new operator. The application was submitted on xxx and is still awaiting validation and assignment of an officer.

The advertisement application has been submitted in accordance with he Council's local plan, in addition to the NPPF and in particular the Royal Exchange Manchester Shopfront & Signage Design Guide. Notably, the proposed signage offers a 'like for like' replacement of the unit's current façade albeit

Listed Building Consent Application

This Listed Building Consent Application is submitted on behalf of Astrid and Miyu. In accordance with the approach previously undertaken for the previous change of operator for the unit, the following information is submitted. The signage information is also resubmitted to demonstrate the design approach and amendments to the historic fabric of the building. In detail the following information is submitted:

- Astrid & Miyu Manchester Concept Presentation;
- Astrid & Miyu drawing 1036/001 – Proposed Floor Plan Ground Floor
- Astrid & Miyu drawing 1036/002 – Proposed Flor Plan Basement;
- Astrid & Miyu drawing 1036/100 – General Arrangement Ground Floor;
- Astrid & Miyu drawing 1036/101 – General Arrangement Basement;
- Astrid & Miyu drawing 1036/102 – Shopfront
- Astrid & Miyu drawing 1036/103 – Internal Elevations
- Astrid & Miyu drawing 1036/104 – Internal Elevations

- Astrid & Miyu drawing 1036/105 – Internal Studio Elevations
- Astrid & Miyu drawing 1036/106 – RCP Plan
- Astrid & Miyu drawing 1036/107 – M&E Plan
- Astrid & Miyu drawing 1036/108 – Proposed Finishes
- Lime Green Associates plan LGA-965-02 – Existing Sections

The letter below represents the Heritage Statement (covering Design and Access) and should be considered to be part of this application.

Design, Access and Heritage Statement

This Heritage Statement is submitted in support of the application for Listed Building Consent (Planning Portal Ref. PP-13466113)

Heritage Asset

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."*

The focus of this report is on Built Heritage and does not cover archaeology. 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.

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

The site also lies within St Anns Square Conservation Area.

Planning Policy Context

Manchester City Council's Statutory Development Plan 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

Policy CC 9, 'Design and Heritage' requires that development preserves or enhances heritage assets, including listed buildings, conservation areas and scheduled ancient monuments.

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.

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 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 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.

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.

Proposed Works

The application proposes limited works in order to allow the refit of existing unit to meet operator requirements. The signage scheme proposed represents a 'like for like' replacement of the existing signage. Furthermore, it is consistent with neighbouring property signage strategy notably those units along Market Street frontage including Hotel Chocolat, Scribbler, The Body Shop and Lush.

In terms of physical alterations, the shopfitting plans submitted with the application provide details. However, it is considered the key changes 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

Assessment

This section considers the historic value of the property, set against proposed works to make an assessment of the potential impact on the

In terms of visual impact and design, the building has been designed to be consistent with the wider Listed building across the site. It accords with the Landlords signage strategy which has been agreed with Manchester CC previously. The signage and shop front design will be a sympathetic solution which will be consistent with the wider streetscene. It will be entirely suitable. It is considered that this element will have a neutral effect on the Listed Building and Conservation Area directly which will preserve an enhance the wider Conservation Area by facilitating the building remaining in its most viable use as set out in Paragraph 203 of the NPPF.

In physical terms, the shopfitting plans provide the overall package. There will need to be minor works to the fabric of the building associated with this, along with the fixture of the signage. The wider Royal Exchange building was constructed between 1867 and 1874. It was heavily damaged during the Second World War and was repaired extensively. Furthermore, due to the proximity of the building to the IRA bomb in 1996, further significant repairs were required upto its reopening in 1998. During this time, works were made at ground floor level to facilitate retail usage at ground floor level of the Market Street frontage.

The proposed works represent *de minimus* which would have no detrimental 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.

Conclusion

The signage and fit-out respect the built heritage surrounding it through their high-quality nature. Both aspects of the proposal accord with relevant policy, as set out in the Core Strategy, 'Saved' UDP Policies and NPPF. The signage proposed is also entirely consistent with the guidance set out in The Royal Exchange Manchester Shopfront & Signage Design Guide. In these regards, the signage and fit-out proposed respect the character of and cause no adverse impact on the historic character of the Royal Exchange building or St Anns Square Conservation Area. It is considered that there will be no adverse impact on the Listed Building in terms of design or impact on historic elements of the Listed Building.

The application will also deliver positive benefits in allowing the continued use of the premises within Use Class E– a desirable use class in the city centre main shopping area. It will continue to provide a positive contribution in terms of the local character and distinctiveness in accordance with paragraph 203 of the NPPF.

I trust the above provides sufficient information for the application to be validated. However, should you require any further information, please do not hesitate to contact Steve Buckley on the above phone number.

Yours sincerely

STEVE BUCKLEY