

Heritage Statement

Installation of new external shop front with local elevational repairs and cleaning.

May 2024



Address: 28-30 Oldham Street, Manchester,

Issue Date: May 2024

Revision / Status: P2 S2

Purpose: Planning

P2	20240827	Shopfront arrangement updated in line with design development with LPA.	LM
P1	20240524	Initial issue.	LM
<i>Revision</i>	<i>Date</i>	<i>Details</i>	<i>Initials</i>

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1.0 Introduction

This heritage statement has been prepared to support an application for the installation of a new external shop front, including local elevational repairs and cleaning of the existing building façade at 28-30 Oldham Street, Manchester.

This proposal aims to deliver a high-quality façade refurbishment of an existing vacant former city centre drinking establishment.

The building is not listed, however considered to be a Non Designated Heritage Asset which sits on the western edge of the Stevenson Square Conservation Area and should so be considered within the local and wider urban context.

2.0 Proposals

The proposal involves the high-quality refurbishment of an existing former drinking establishment basement and ground floor level unit forming a new café bar premises.

The application seeks consent for external elevational alterations providing a new customer facing Oldham Street frontage at ground floor level together with local repairs to rotten window frames and smashed windows with overall general non-intrusive cleaning to upper levels of the Oldham Street façade.

“Installation of new external shop front with local elevational repairs and cleaning.”

The proposed exterior changes include a new timber-framed shopfront inspired by the original building's design. It will have centrally recessed double entrance doors, bifold windows on either side set on a traditional plinth with a stall riser base, and a continuous horizontal moulding. The stall riser will have raised timber panels centred on the bifold windows above. The shopfront and doors will be finished in natural timber, with high-level transom glazing above the entrance and windows to enhance natural light inside. The existing canvas awning will likely be replaced to provide shade for potential outdoor seating.

The design intention is to create a high-quality unique façade on one of the main artery vehicular routes into the city, upgrading and celebrating the existing elevation and adding to the vibrancy of the café and bar culture of Manchester's Northern Quarter.

The proposals will also include a dedicated signage zone above the main entrance, details of which shall be submitted under a separate Consent to Advertise application.

Together with the introduction of a new shopfront, other elevational alterations comprise local repair of existing timber window frames subject to rot and replacement of previously glazed window openings currently boarded up (middle photograph). Two high level louvred panels have been introduced historically at first floor level (middle photograph) which shall be removed with the original leaded windows reinstated as part of the elevation works, echoing and maintaining the rhythm and arrangement of elements within the original façade design (left hand photograph). Existing perished and flaking paintwork to the façade will be removed and receive a non-intrusive water cleaning to remove dirt, debris, biological growth and pollutants.



3.0 Heritage Asset

To summarise the existing buildings history, the application site at 28-30 Oldham Street was originally part of the Mitchison's Women's Clothing Store, designed and closed early 20th century, later becoming Mr. E Day's home furnishing store, closing in 1914. Since then and throughout the course of the 20th and early 21st century the original building has been subdivided into the units which can be seen today. The most recent drink establishments the former 'Dry 201' becoming 'Dry Bar' occupied the ground and basement levels.

Dry 201, developed by Factory Records located at 28-30 Oldham Street was established before the term "Northern Quarter" was coined. Since its opening in 1989, this historic venue stood the test of time and remained one of Manchester's prominent food and drink establishments until its closure in 2017. Originally famous for being the first urban café bar that changed public perceptions of bar culture in Manchester, Dry Bar continued to innovate by hosting top new DJs, live performances, and music events.

The building has been unoccupied since its closure in 2017 and appears that the prominent Oldham Street façade has been generally unmaintained for several years and left in a state of disrepair. The poor condition of the building's façade contributes towards diminishing the character of the conservation area and the architectural and historical value of the Non Designated Heritage Asset.

4.0 Summary

The summary statement has been considered against The National Planning Policy Framework and Manchester Core Strategy 2012.

Policy EN3 of the Core Strategy focuses on heritage, stating that the City Council aims to encourage development that complements and leverages the unique historic and cultural heritage of its districts and neighbourhoods, including the City Centre.

The proposed new Oldham Street shopfront and associated repairs will update the vacant, neglected, and unused façade as much as financially feasible, adding activity and interest to street level and overall appearance of the Oldham Street public realm.

The reuse of the ground street level shopfront and elevational repairs ensures the continued maintenance of this attractive historic building while promoting attention to the NDHA and wider heritage assets of the city centre. The reuse in turn would help to enhance the vibrancy of the street scene within the Stevenson Square Conservation Area together with supporting Policy CC9 of the Core Strategy, which addresses design and heritage within the city centre.

Given the poor condition of the existing shopfront, the visual impact of the proposed development will positively impact the character and appearance of the conservation area by conserving and repurposing an underutilised building, thereby ensuring its long-term viability.

The proposed development involves remodelling of the street level shop front, significantly enhancing its appearance and contribution to the character and appearance of the Stevenson Square Conservation Area. The scale, form, massing, articulation, and materiality of the proposed shopfront should be perceived as a modern intervention based on a period historic urban style.

Careful consideration has been made to the the alignment, scale, massing, and materiality of the proposed development, as further detailed in the accompanying Design and Access Statement, application drawings and supporting outline elevation shopfront & elevation specification all supporting paragraphs 56–68 of the NPPF which emphasise the need for integrating new development into the built and historic environment (paragraph 61).

As a result, the proposed development aligns with the goal of new developments making a positive contribution to local character and distinctiveness. Therefore, it complies with the requirements of NPPF, paragraph 131.

Points to consider:

- The site is not listed, however considered to be a Non Designated Heritage Asset falling within the Stevenson Square Conservation Area.
- The building is currently vacant and in a state of disrepair, affecting the overall appearance of the area. The proposals take opportunities within the constraints of the internal fit out project budget to enhance the NDHA and improve the overall condition where feasible.
- The proposed development seeks to adhere to both national and local planning policies.
- The scale of development is reasonable, considering the building's context among other drinking establishments and building uses, as well as the financial feasibility of its renovation for reuse.
- The proposals could signal additional investment in this area of Manchester, contributing positively to the vitality of this section of the city, thereby enhancing the character and uniqueness of the surroundings, including the identified heritage assets.