

Consent to display an advertisement at 58-66 Market Street, Manchester, M1 1PW.

Heritage Statement

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This Heritage Statement has been prepared to support an application for consent to display an advertisement at 58-66 Market Street, Manchester on behalf of Museum of Illusions Ltd.

The consent to display an advertisement application comprises external ground floor entrance area and adjacent window of 58-66 Market Street, within the heart of Manchester City Centre. The accommodation had previously been used as Sports Direct's Manchester retail branch (now relocated to the Arndale Shopping Centre).

The Proposals Map accompanying the Manchester Core Strategy 2012, and also showing the saved policies of the Unitary Development Plan (UDP), indicates that the application site is located within an unlisted conservation area and within the city centre's primary shopping area.

Policy EN3 of the Core Strategy addresses heritage and states that the City Council will seek to encourage development that complements and takes advantage of the distinct historic and heritage of its districts and neighbourhoods, including the City Centre.

The proposals involve dedicated signage zones to the ground floor unit entrance area facing Market Street detailed under this application.

The existing external signage areas relating to the first-floor unit currently has opaque grey window vinyl's to the first floor Brown Street elevation with opaque black window vinyl's to the first floor Market Street elevation (and part Brown Street elevation) with redundant ground floor signage from the former Sports Direct tenant. Tesco Express occupies adjacent ground floor unit signage areas to Market Street and Brown Street. Please refer to supporting application drawings and documents for further information.

Paragraph DC.12.1 of the saved 'citywide development control policies' of the UDP states that in determining applications for commercial uses above shopping frontages, the Council will have regard to the general location; the effect on the amenity of neighbouring residents; the availability of adequate, safe and convenient arrangements for car parking and servicing: the desirability of achieving easy access for all; and the need to provide adequately for the storage and collection of refuse. In addition, Paragraph DC.12.2 states that the Council will normally accept the principle of developments of this kind in the City Centre. The supporting text states that *'The Council wishes to encourage the use of vacant or under-occupied floorspace generally in the City, and particularly on the upper floors of shopping streets'.*

The application proposal is in line with the provisions of national and local planning policy. The provision of an entertaining and educational museum premises will support the economic development, endurance, and growth of the city centre. It will broaden the range of uses present on Market Street and make dynamic use of previously underutilised floorspace at upper levels together with adding variety, vibrancy, and safety of this key city centre street.

Supporting Existing Photographs

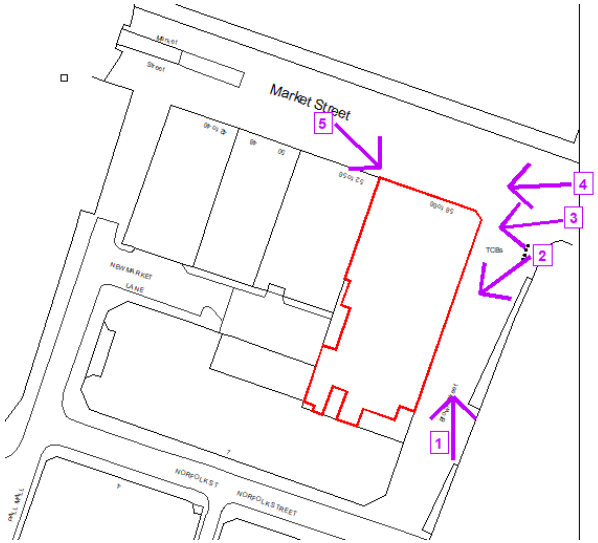


Figure 1 - Site Key Plan



Figure 2 – Existing Photograph 1



Figure 3 – Existing Photograph 2



Figure 4 – Existing Photograph 3



Figure 5 – Existing Photograph 4



Figure 6 – Existing Photograph 5

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Supporting Proposed Indicative Market Street Signage Images





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