



**Retention of existing Use Class E(a) Retail with
Change of Use of ground floor entrance area and
associated first floor level to Use Class F1(c)
Museum's together with installation of new
shopfront.**

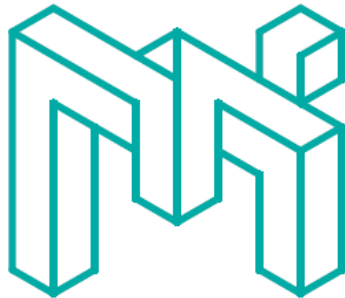
Heritage Statement

March 2024



MHA Architects
Suite 1B
70 Spring Gardens
Manchester
M2 2BQ

t: 0161 834 1018
e: manchester@mhaarchitects.com
w: www.mhaarchitects.com



This Heritage Statement has been prepared to support an application for the addition of Use Class F1(c) Museum's to existing Use Class E(a) Retail to the ground floor entrance area and associated first floor level together with installation of new shopfront to existing retail premises on Market Street, Manchester City centre on behalf of Museum of Illusions Ltd.

The application site comprises the ground floor entrance area and first floor of 58-66 Market Street, within the heart of Manchester City Centre. The accommodation had previously been used as retail (Sports Direct). The property is currently vacant, comprising 998m2 of floorspace including ground floor access via an existing entrance onto Market Street.

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 proposed addition of the above-mentioned Use Class would involve very minor external alterations comprising the introduction of a new, high quality toughened frameless glass entrance shopfront with automatic sliding doors and satin stainless steel patch fittings recessed into the existing entrance opening and thus updating the vacant and unused existing ground floor entrance area in line with the Market Street scene. No other external alterations are proposed to the historic Market Street and Brown Street (corner) façade.

The proposals involve dedicated signage zones which shall be detailed under a separate Consent to Advertise application.

The effective use of the first floor of the application site by Museum of Illusions would also ensure that this attractive historic building is well maintained in the future together with encouraging attention to the heritage asset of the city centre. It would also introduce activity at first floor level that would contribute to the vitality of the street scene within

the conservation area. This will also support Policy CC9 of the Core Strategy that addresses design and heritage within the city centre.

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 Photographs

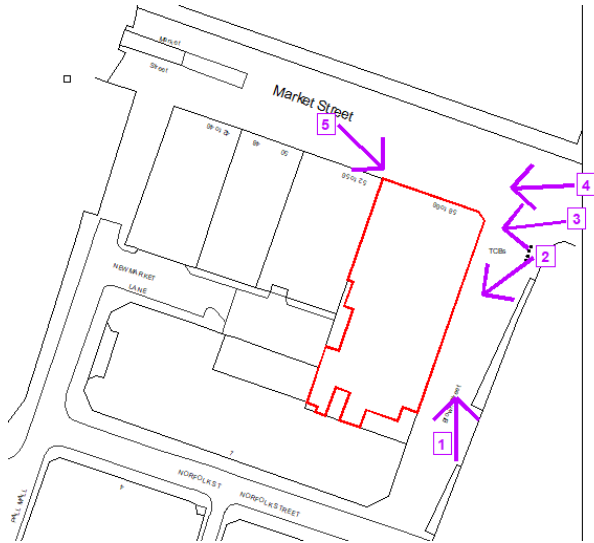


Figure 1 - Site Key Plan



Figure 2 - Photograph 1



Figure 3 - Photograph 2



Figure 4 - Photograph 3



Figure 5 - Photograph 4



Figure 6 - Photograph 5