

1.0

KEMPS CORNER
WILBRAHAM ROAD
CHORLTON
MANCHESTER

JH.A

INTRO

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This presentation has been prepared as part of the planning application for the redevelopment of the former HSBC bank on Wilbraham Road, Chorlton. The scheme promotes a mixed use with commercial opportunities on the ground floor, with residential above

This presentation aims to outline the ongoing work J H architects have undertaken on the mixed use development on Wilbraham Rd, Four Banks, Chorlton. We are local to Chorlton, and regularly use its amenities. By using this suburb over time, we understand the areas evolution both in terms of architecture, and the cultural programming.



SITES HISTORY



Wilbraham Road was built in 1869 to connect the Egerton holdings across Withington from Edge Lane to Fallowfield. The Midland Railway built a line from Manchester Central through Chorlton station which opened on 1 January 1880. Over the following decade land close to the station was developed for residential and commercial purposes centred on the Barlow Moor Road/Wilbraham Road crossroads, northeast of the old village centre. Houses built in the 1880s attracted more affluent residents who worked in Manchester city centre to high quality homes in a more rural area.

Further growth was aided by the arrival of Manchester Corporation's tramway before the First World War and a terminus was built on Barlow Moor Road a short distance south of the junction with High Lane. Today the junction is dominated in popular consciousness by the four high street banks, which until recently dominated the junction. But from 1901 and perhaps even earlier, until the 1960s it was Kemps corner, a local landmark standing tall on this corner with a feature clock as a beacon.

For years the spot occupied by this building was known as Kemp's Corner, after Harry Kemp's Chemist shop, which occupied what was until recently the HSBC Bank. Before that, there is a reference in a picture post-card to the junction as Bank Square. What all three have in common is that they were popular names which arose from ordinary usage and have been more enduring than the official title of the junction of Chorton Cross.

Today the junction is dominated in popular consciousness by the four High Street Banks, which until recently dominated the junction. But from 1901 and perhaps even earlier until the 1960s it was Kemp's Corner so named after the Chemist shop which stood where the HSBC bank now stands. The shop was a local landmark not only because of its position but because of the big clock above the entrance.



FOUR BANKS HISTORY

By the 9th century there was an Anglo-Saxon settlement on this site. Later in the Middle Ages, improved drainage methods led to population growth. In the late Victorian and Edwardian periods its perceived rural character made it popular among the middle class. The loss of its railway station, the conversion of larger houses into flats or bedsitters, and significant social housing development to the south of the area changed its character again in the 1970s. Until the last quarter of the 19th century Chorlton's population had increased slowly. When the railway reached neighbouring Stretford in 1849, upmarket villas were built on a flood-free area in Edge Lane and High Lane.

Needless to say, this is a very rich site in terms of heritage and storytelling. We have ideas to reintroduce this history into the architecture.



Kemp's Corner is having a 'facelift'

Builders are knocking out the ground floor and rebuilding one of Chorlton-cum-Hardy's best-known landmarks: Kemp's Corner. For as long as most local people can remember "See you at Kemp's Corner" has been a favourite way of fixing a meeting point.

Now this place is set to have a new look. The reconstructed building will have a whole host of special features as it takes on part of the old Kemp's Corner which is being extended from its previous best door.

Kemp's corner at the junction of Barlow Moor Road, and Wilbraham Road, was always a local point of interest.

It got its name from Mr Kemp, a chemist, whose shop stood on the corner for many years. Mr Kemp was one of Chorlton's first business men to move to the City Centre when the district was taken over by Manchester in 1904.

Present branch manager is Mr John Pepper, who came from the bank's Manchester University branch in 1946 and has been there since.

A new hotel plan

An application to use premises in Alexandra Road, south of the residential town, has been received by the Manchester City Council planning department. The plan for 44-46 Alexandra Road, south, has been submitted by First.

One of Chorlton's best-known landmarks, Kemp's Corner, which is being re-built to form an extension for a bank.

Parish meeting

Annual parish meeting of St Andrew's Church is to be held at the hall on Wilbraham Road on Wednesday.

Bowls aid

A bowls match is set to be held at the hall on Wilbraham Road, Chorlton-cum-Hardy, on Sunday.

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CHORLTON TYPOLOGY



Chorlton has become a reputable source of thriving independent businesses with the architecture of the area lending itself to this form of trade. Notably since the early 2000s Barlow Moor Road has become one of Chorlton's most active street frontages.

The typology itself has helped cater for a number of wide-ranging local businesses, such as restaurants, bars and bike shops. This mantra extends beyond Barlow Moor Road and into Chorlton more generally, with Wilbraham Road and Manchester Road dominated by local businesses.

Chorlton is exemplified by its mix of traditional materials, twinned with a distinct character that seeks innovation and sustainability in its urban design & architecture. Many of the buildings lining the high streets are decorative, expressive and unique. There is a mixture of styles and scales across Chorlton.

Much of the housing stock is brick and Victorian in detail. The centre of Chorlton has several parade like typologies and in particular the success of the Barlow Moor parade is something this project would like to celebrate and build upon, with the prominent location of the corner building itself a tool for marketing.

The local typology of external verandas will work within the scheme to form a year round terrace

SITE PLAN



SITE CONNECTIVITY

The building sits in a prime location to the main transport links in Chorlton. The main road system is going through major changes to create cycle routes and priorities to pedestrians. Within a 3 minute walk, users can reach the Metro-link, with direct routes into the City Centre, along with 7 bus stops with 9 minute wait times per transit. The site is also a 15 drive to Manchester Airport and 25 minutes to Manchester City Centre



PLANNING POLICY

The site falls into two major planning policy areas, Policy EC 9 South Manchester and Policy C 6 South Manchester District Centres.

Policy EC 9

This policy states that District Centres, such as Chorlton will be suitable for mixed use development providing local needs and services.

Development proposals and planning applications should have regard to:

- Ensuring efficient use of existing employment space;
- Improving public transport, walking and cycling connectivity between residential neighbourhoods and employment locations such as the City Centre, district centres, Trafford Park and Manchester Airport, particularly orbital connectivity.

Policy H 8

This policy states that South Manchester South Manchester will accommodate around 5% of new residential development over the lifetime of the Core Strategy. High density development in South Manchester will generally only be appropriate within the district centres of Chorlton, Didsbury, Fallowfield, Levenshulme, and Wilthinton, as part of mixed-use schemes.

We feel that the development of this site to provide a new retail unit to the ground floor and apartments above fits well with the aims of these two strategies.

Policy H 8 Affordable Housing sets out requirements for affordable housing or an equivalent financial contribution, as set out in Providing For Housing Choice, or any future published SPD and Planning Guidance, currently apply to all residential developments on sites of 0.3 hectares and above or where 15 or more units are proposed.

The scale of this development currently sits outside these parameters and therefore will not be subject to Affordable Housing requirements.

Manchester's Core Plan sets out a number of policies in relation to the quality of proposed developments, that will have to be considered when looking at the detailed design proposals for this site. These include the following:

Objective 4 - Centres

10.1 S04. Provide a network of distinctive, attractive and high quality centres, strengthening local identity, providing essential services close to homes and local access to healthy food.

District centres have an essential role in providing key services to the City's neighbourhoods including shopping, commercial, leisure, public and community functions, ensuring that residents can access such services easily. They are also a focus for the City's residential neighbourhoods, providing an important opportunity to define local character. Development in these centres should primarily respond to the needs of the catchment and recognise the need to support the vitality and viability of other centres.

Policy C 6 - South Manchester District Centres - Chorlton, Didsbury, Fallowfield, Levenshulme and Wilthinton. Across the area there is capacity for both further convenience and comparison retailing floorspace. In total, approximately 8,000 square metres of convenience and 4,500 square metres of comparison retail floorspace will be promoted up to 2027.

Identified capacity will be directed to Chorlton centre to support more sustainable shopping patterns, with enhanced provision also promoted in Levenshulme. Redevelopment in Chorlton will provide a substantial increase in retail, alongside improvements to other commercial and community services. New development should also make a contribution to the character of the centre, including a range of unit sizes and environmental improvements.

10.37 Chorlton is the largest shopping centre in Manchester outside of the City Centre. Already highly accessible by public transport, the centre is further enhanced by the recent Metrolink extension. It performs well, particularly in terms of retail and commercial services, though the centre has more limited civic and community provision. Chorlton is recognised for its significant independent retailing sector, which makes a significant contribution to its character.

10.38 The Retail Study indicates that Chorlton District Centre retains a relatively high proportion of expenditure by local residents in both the large foodstore and small local shops, although it is notable that there is leakage to larger foodstores. There is an opportunity for redevelopment in Chorlton which can improve performance, providing it builds on the centre's existing strengths. Further development is expected to be accommodated through the redevelopment of the precinct, and this may be alongside an increase in capacity at existing facilities. A comprehensive scheme in the centre should provide opportunities

for the continued growth of the independent sector and improved facilities for other services (including health and education).

In addition to the core strategy, supplementary design guides will have to be taken into consideration.

In accordance with PPS1 and its companion guide, 'By Design - Urban Design in the Planning System: Towards Better Practice', development in Manchester will be expected to follow the seven design principles set out below:

- Character: a place with its own identity
- Continuity and enclosure: a place where public and private places are clearly distinguished
- Quality of the public realm: a place with attractive, and successful outdoor areas
- Ease of movement: a place that is easy to get to and move through
- Legibility: a place that has a clear image and is easy to understand
- Adaptability: a place that can change easily
- Diversity: a place with variety and choice

Emphasis in planning policy is shifting further towards sustainable development and this is reflected in the implementation of a number of policies that cover this area.

Policy EN 4 Reducing CO2 Emissions by Enabling Low and Zero Carbon Development

The Council will seek to reduce fuel poverty and decouple growth in the economy, growth in CO2 emissions, and rising fossil fuel prices.

All development must follow the principle of the Energy Hierarchy, being designed:

- to reduce the need for energy through design features that provide passive heating, natural lighting and cooling
- to reduce the need for energy through energy efficient features such as improved insulation and glazing
- to meet residual energy requirements through the use of low or zero carbon energy generating technologies.

Wherever possible new development and retrofit projects, including energy generation plant, must be located and designed in a manner that allows advantage to be taken of opportunities for low and zero carbon energy supplies.

Where possible new development and retrofit projects will be used as a mechanism to help improve energy efficiency and provide low and zero carbon energy supplies to existing buildings.

Where appropriate new development and retrofit projects will be required to connect to and/or make contributions to low or zero carbon energy schemes and/or to incorporate provision to enable future connection to any existing / potential decentralised energy schemes.

Guide to Development in Manchester Supplementary Planning Document and Planning Guidance Adopted April 2007

District and Local Centres

11.24 District and Local centres are an important feature of neighbourhoods and contribute to the image and sense of place of an area.

11.25 Whether they play a district or local function, centres should accommodate a range of facilities and services, not simply shops and hot food premises. More genuine mixed use will be encouraged in new developments, within both individual buildings, with upper floors and entrances designed to accommodate a mix of uses, and in adjacent buildings.

11.26 We will positively promote District Centres as destinations, each with its own unique character and range of services. Whilst it is recognised that some centres will remain specialised, e.g. Rusholme, it will be necessary to ensure that a broad range of local services are retained.

11.27 Development proposals will need to help enhance the character and quality of the centres by well-designed shop fronts, signage and security, by providing up to date refuse and waste minimisation facilities, and by contributing to the upgrading of the public realm.

11.28 The provision of on-site car parking will not be an automatic requirement, however opportunities to provide well-designed, secure car parking for the whole centre, rather than for the individual development alone, will be explored with developers, as long as this can be done safely.

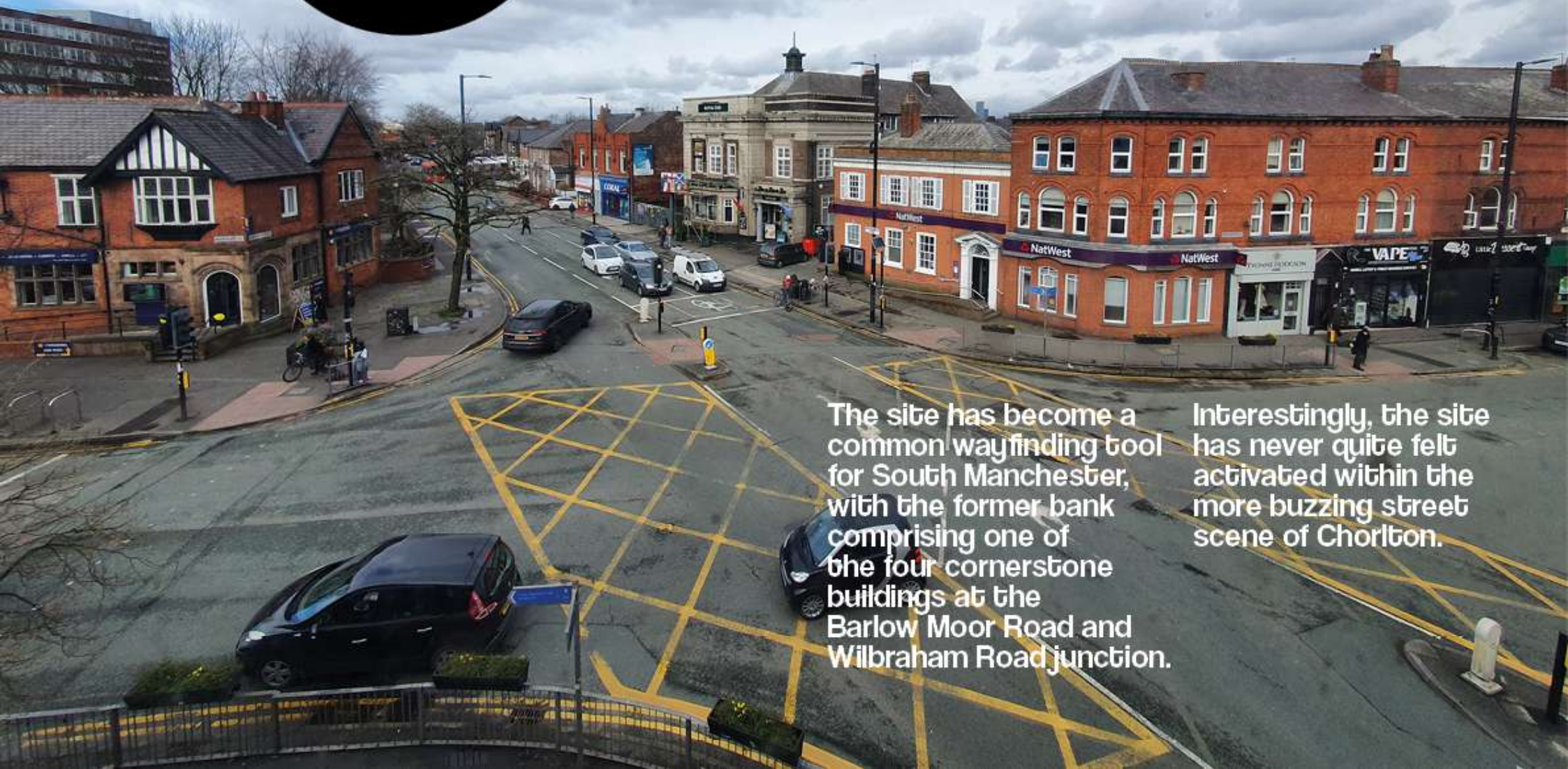
11.29 The Council is committed to the principle of clustering public and commercial services within centres, where residents can conveniently access them. Master planning exercises, which are underway for many parts of the outer City, will provide information on local needs to support and inform the principle of service clusters.

11.30 Similarly, public and commercial services will be located near public transport facilities, both to encourage sustainable access to these services and to facilitate interchange in line with the Greater Manchester Accessibility Strategy.

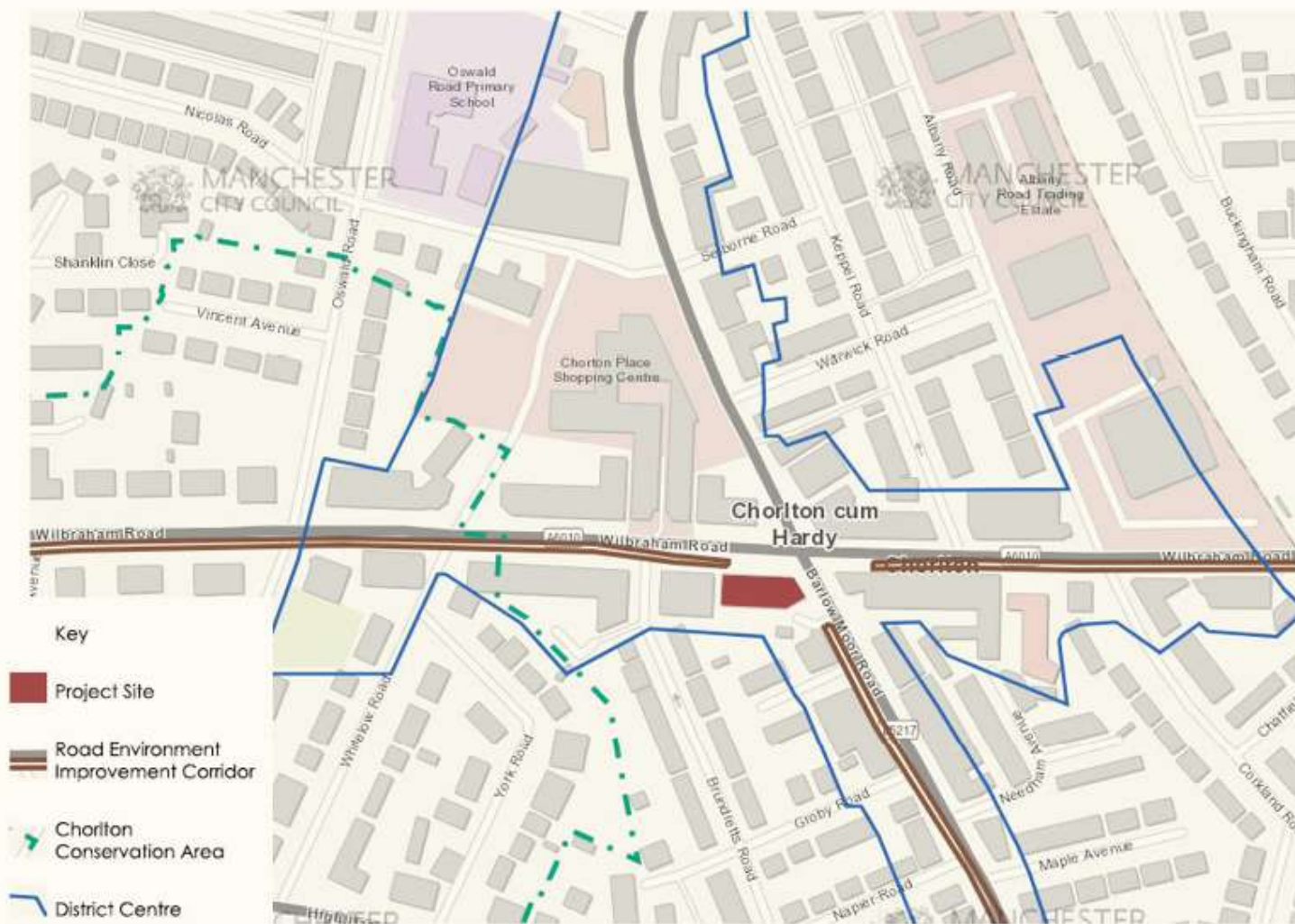
What will Chorlton look like in 20 years? Given the ambition for the growth of the suburb and Manchester in general, it is vital to match that inspiration with a high quality architecture.

The site has become a common wayfinding tool for South Manchester, with the former bank comprising one of the four cornerstone buildings at the Barlow Moor Road and Wilbraham Road junction.

Interestingly, the site has never quite felt activated within the more buzzing street scene of Chorlton.



CYCLE CONNECTIVITY

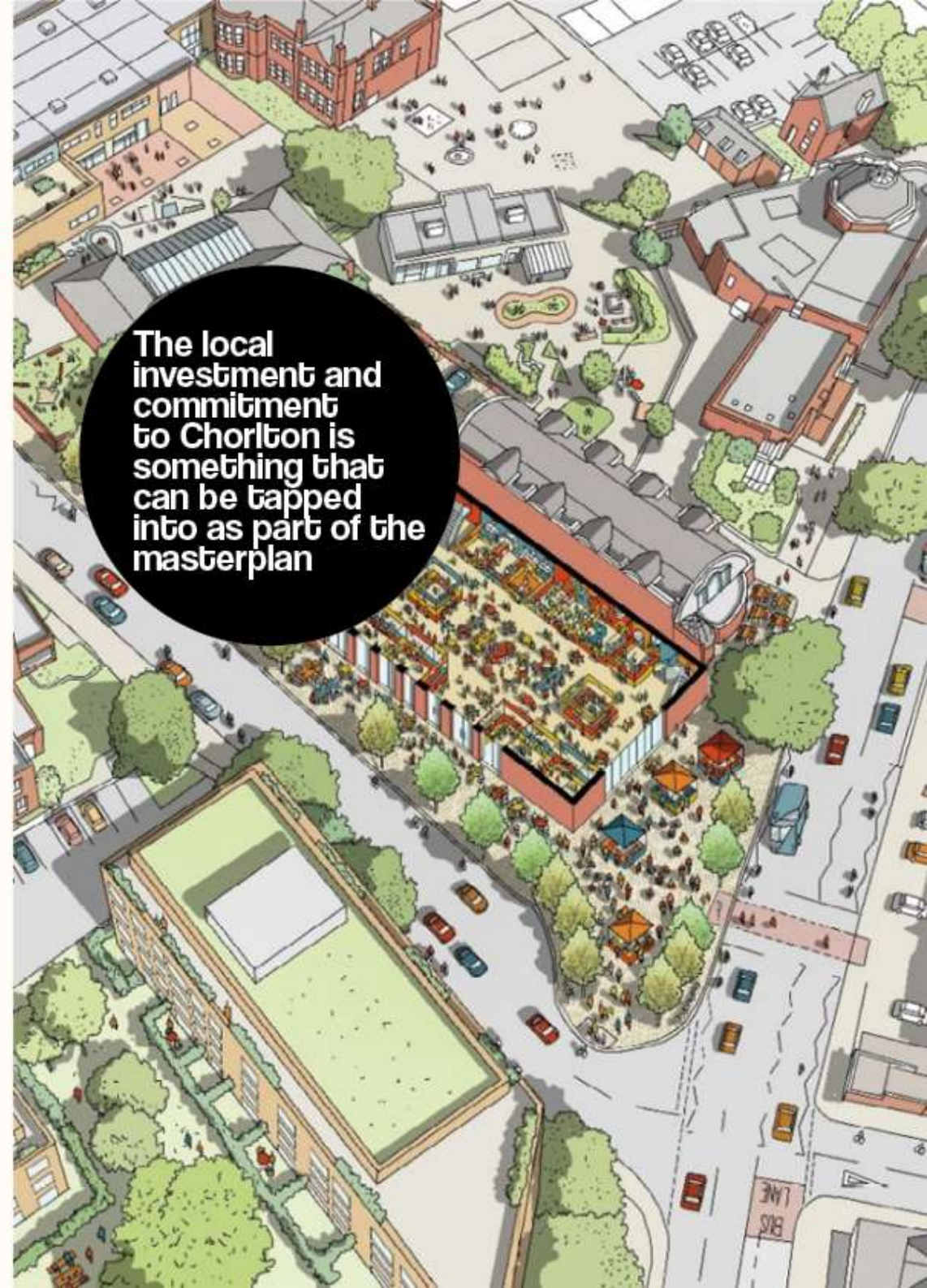


The Road Environment Improvement Corridor is already on site with much of the district centre having complete new road layouts. Our proposal has aims to tie into this development by promoting ease of access for pedestrians and cyclists.

There are dramatic plans to change the face of Chorlton centre. Chorlton has been developing and improving at a unique pace since the late 20th century and this continuum of development is about to step up a notch with future plans to demolish the precinct, and swimming baths.

Chorlton precinct, which sits beside this site would be demolished to make way for new shops along Manchester Road. The plans state that the precinct is no longer fit for purpose and could be redeveloped to ensure Chorlton's shopping district, can 'build on its existing success', this is relevant in that our scheme can tap into this bigger picture and at the same time will provide much needed housing.

Meanwhile, the former leisure centre, which was closed in 2015 and replaced by the new Hough End Centre, would be sold by the council under plans for new affordable 'rent to buy' housing.



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EXISTING BUILDING

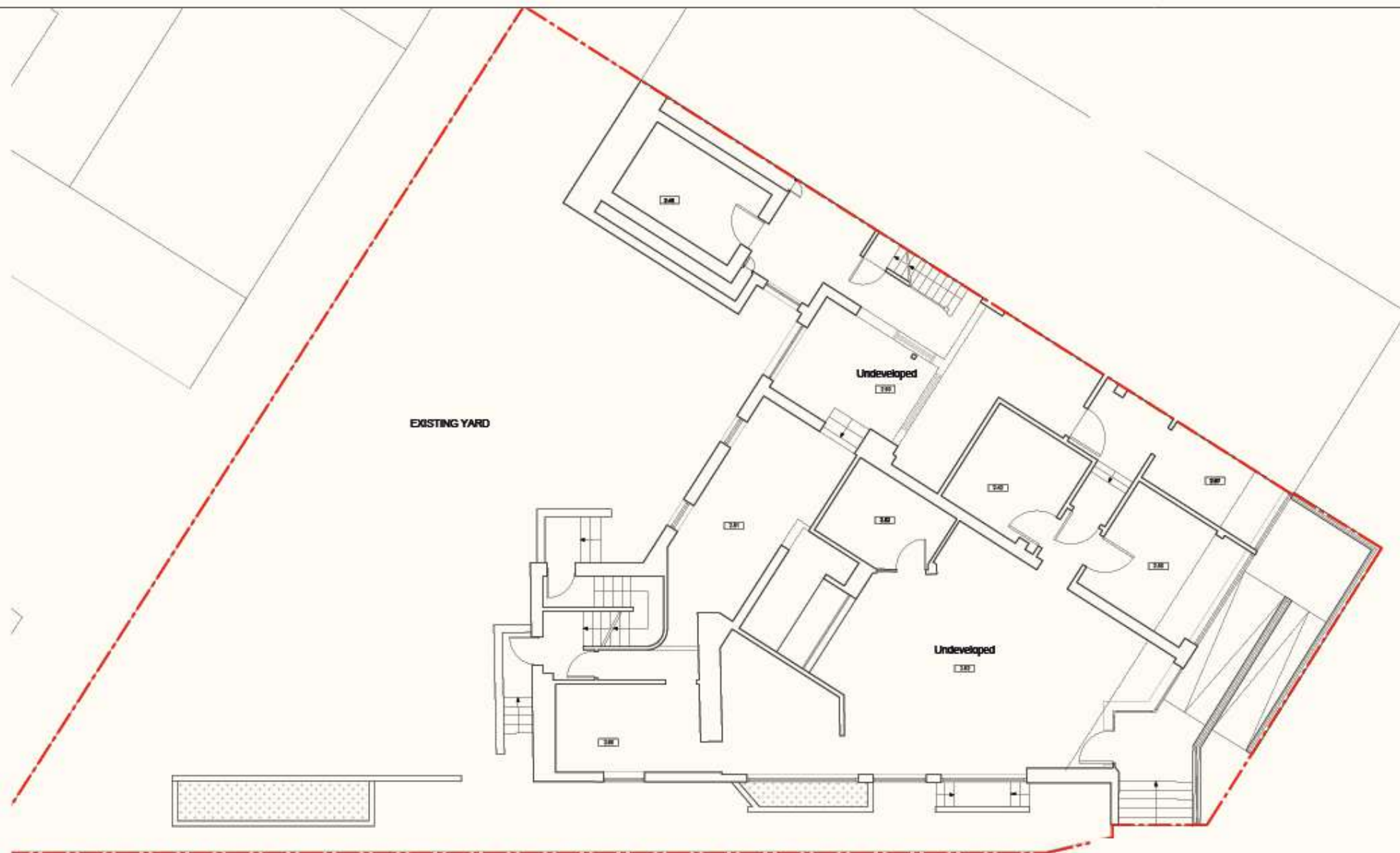
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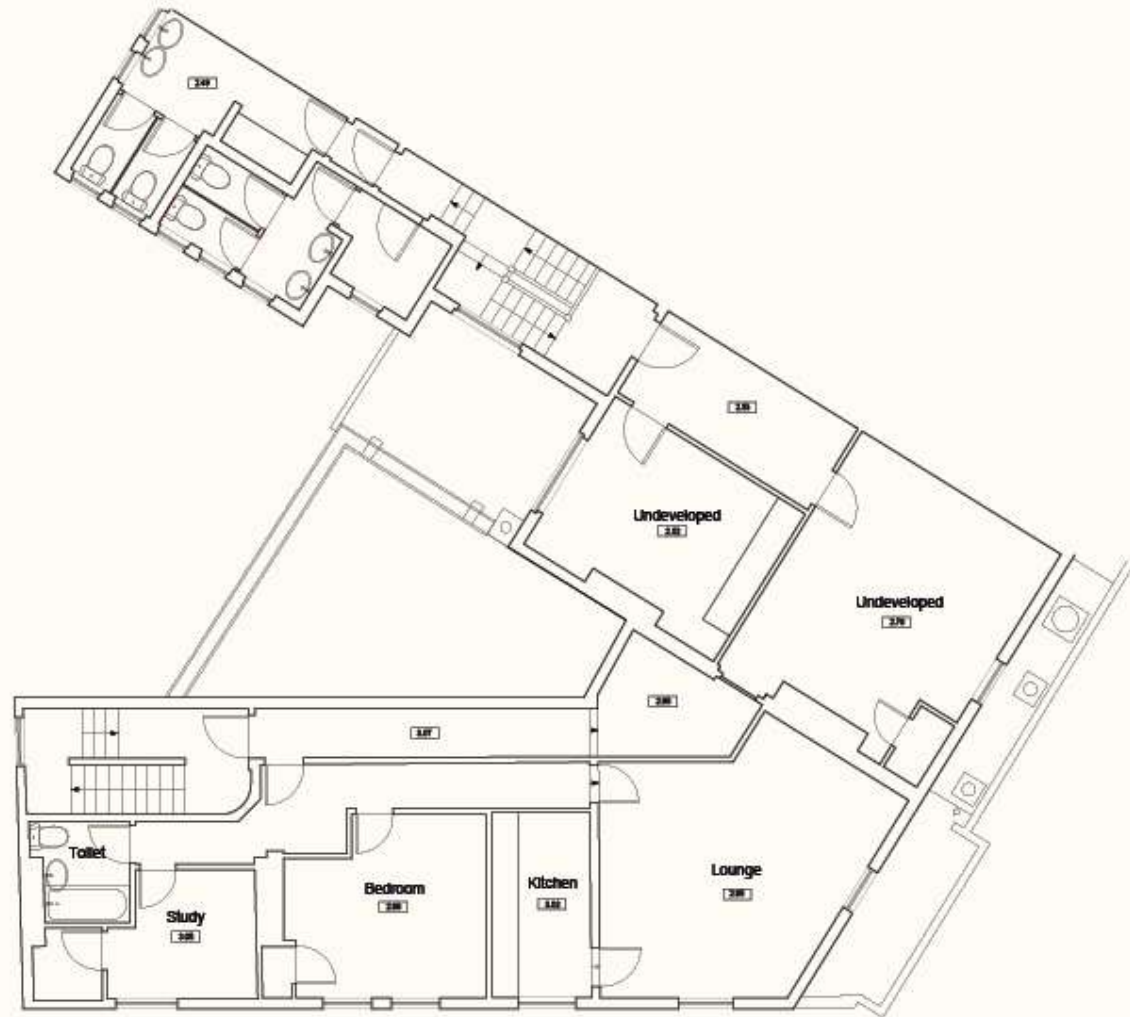
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EXISTING FLOOR PLANS



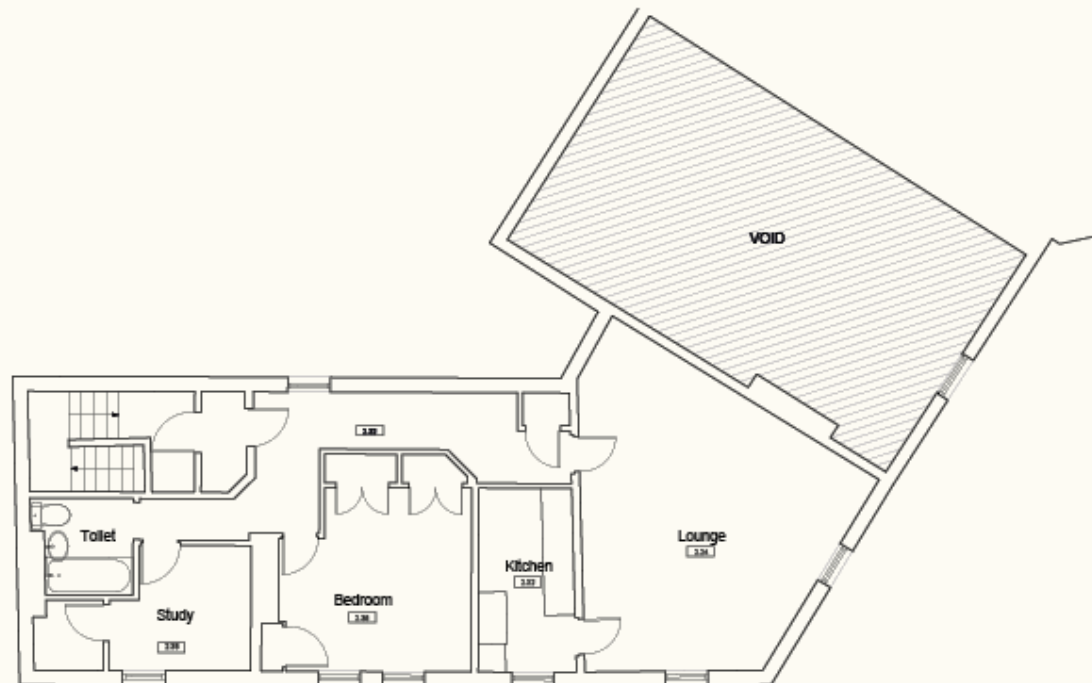
EXISTING GROUND FLOOR

EXISTING FLOOR PLANS



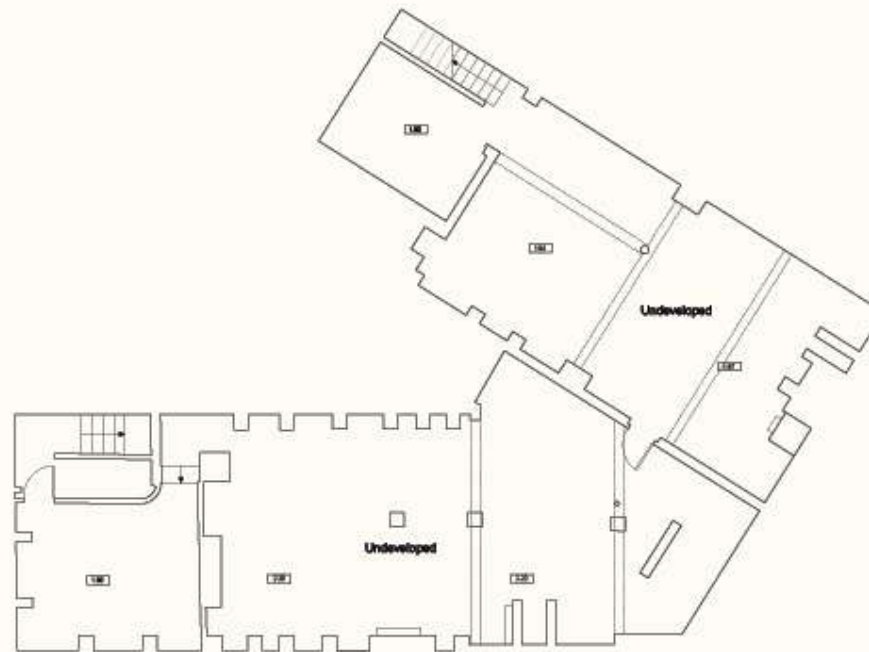
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EXISTING FLOOR PLANS

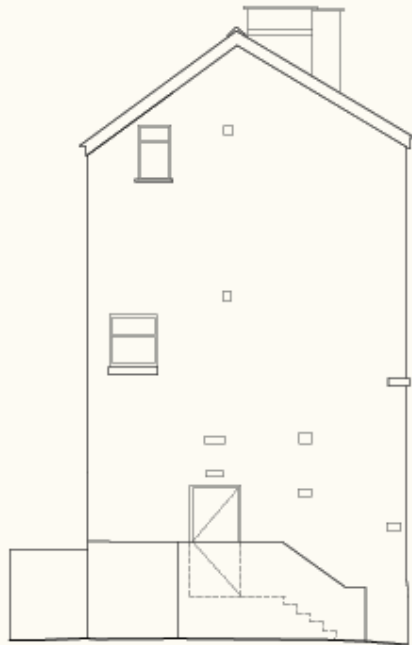




EXISTING FLOOR PLANS



EXISTING ELEVATIONS



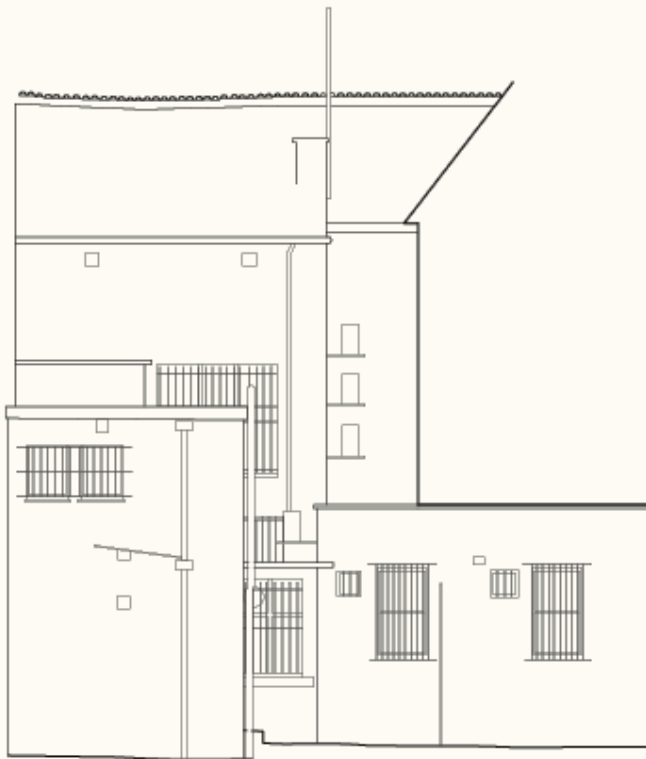
SOUTH ELEVATION



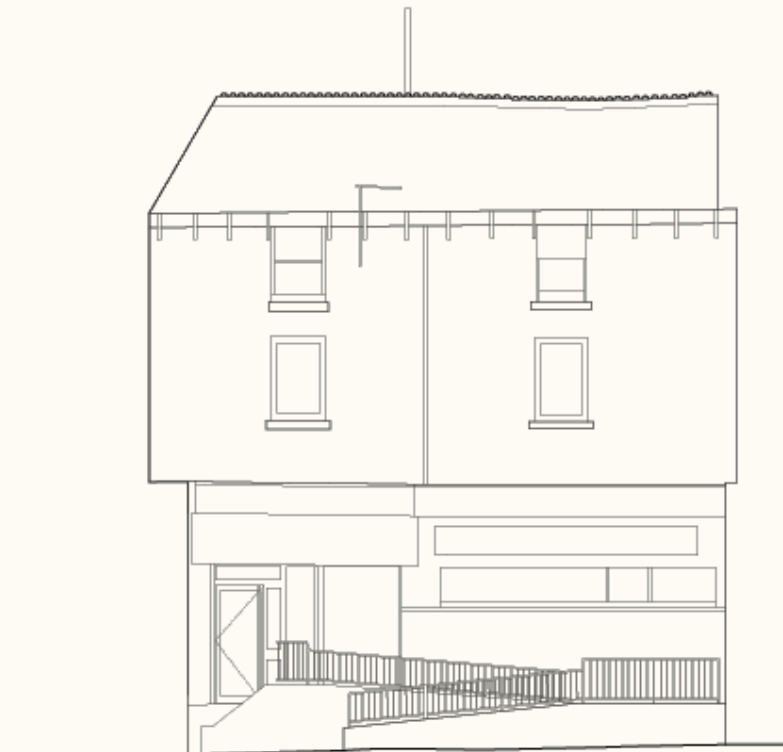
EAST ELEVATION

⌚ EXISTING BASEMENT

EXISTING ELEVATIONS



SOUTH ELEVATION



NORTH ELEVATION

⌚ EXISTING BASEMENT

3.0

KEMPS CORNER
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DESIGN DEVELOPMENT

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DESIGN PRINCIPLES



Connect old and new with a complimentary palette. Unify the corner building with a common language and material palette. This can be complimented by the use of good signage.



Increasing the light within the scheme with new openings

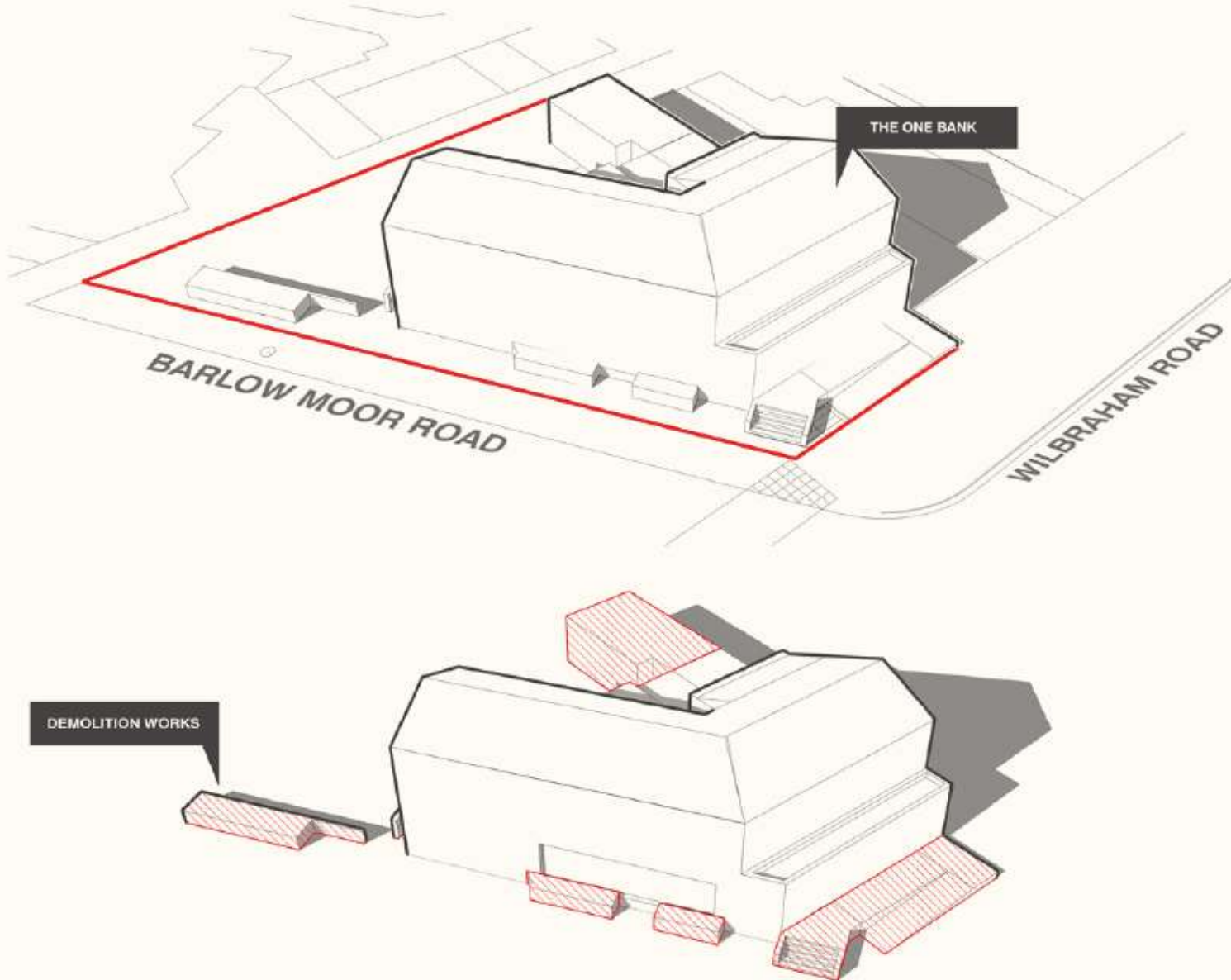


Build upon a local tradition of seeking sustainable solutions and creating a distinct character



Material palette for the proposal should be bold

DEMOLITION



The existing demise has seen a vast amount of change from its original form, the corner that once represented Kemp's Corner has since been extensively reconfigured during its transformation into the Midland Bank.

The proposed scheme should consider minor demolition works to remove and rationalise the additions to the building, which have distorted its original form.

ORIGINAL DESIGN ITERATION



The original design proposal opted for a timber finish with integrated balconies and contrasting material changes. This, however, had been redesigned to be more sympathetic to the sites existing character and planning feedback



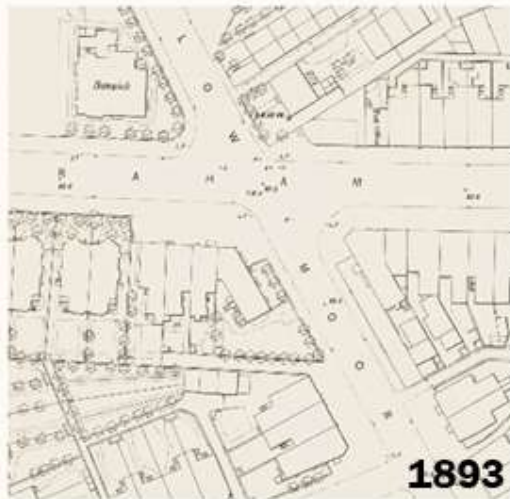
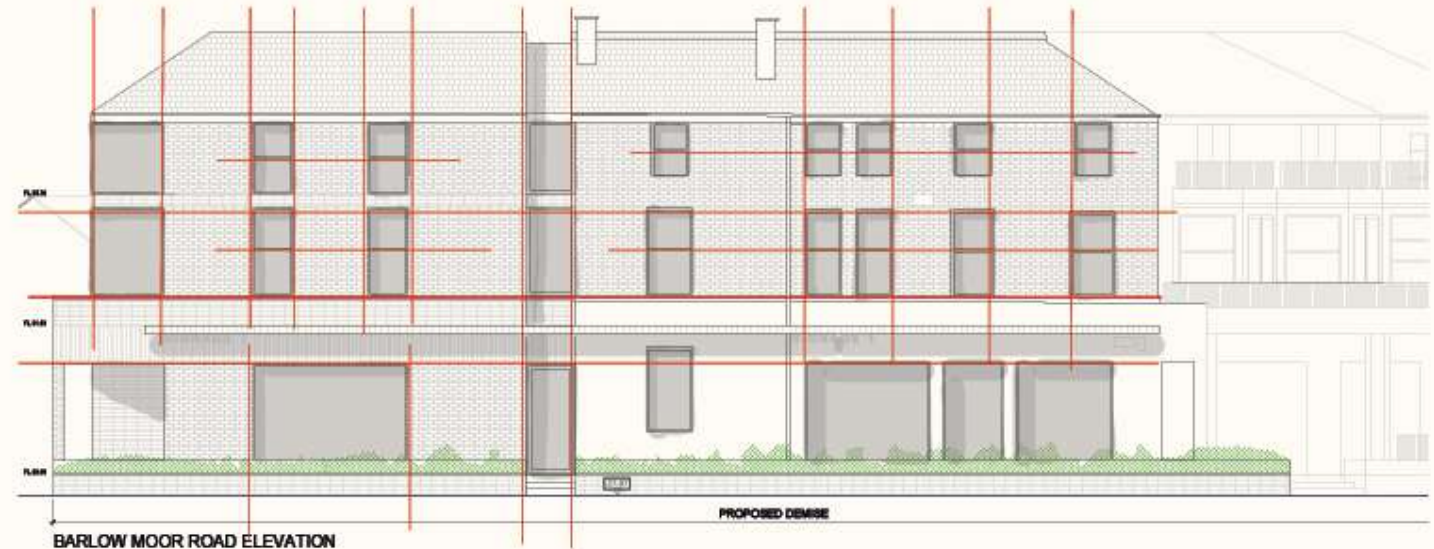
REFINED DESIGN ITERATION



HERITAGE LED DESIGN

BALANCE AND SYMMETRY

The building as taken inspiration from the form and layout of the existing linear grid from the street. The proposed extension has influences in its window positions to replicate a similar pattern language of the old. This allows the building to be more contextually driven and less contentious.



4.0

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PROPOSED BUILDING

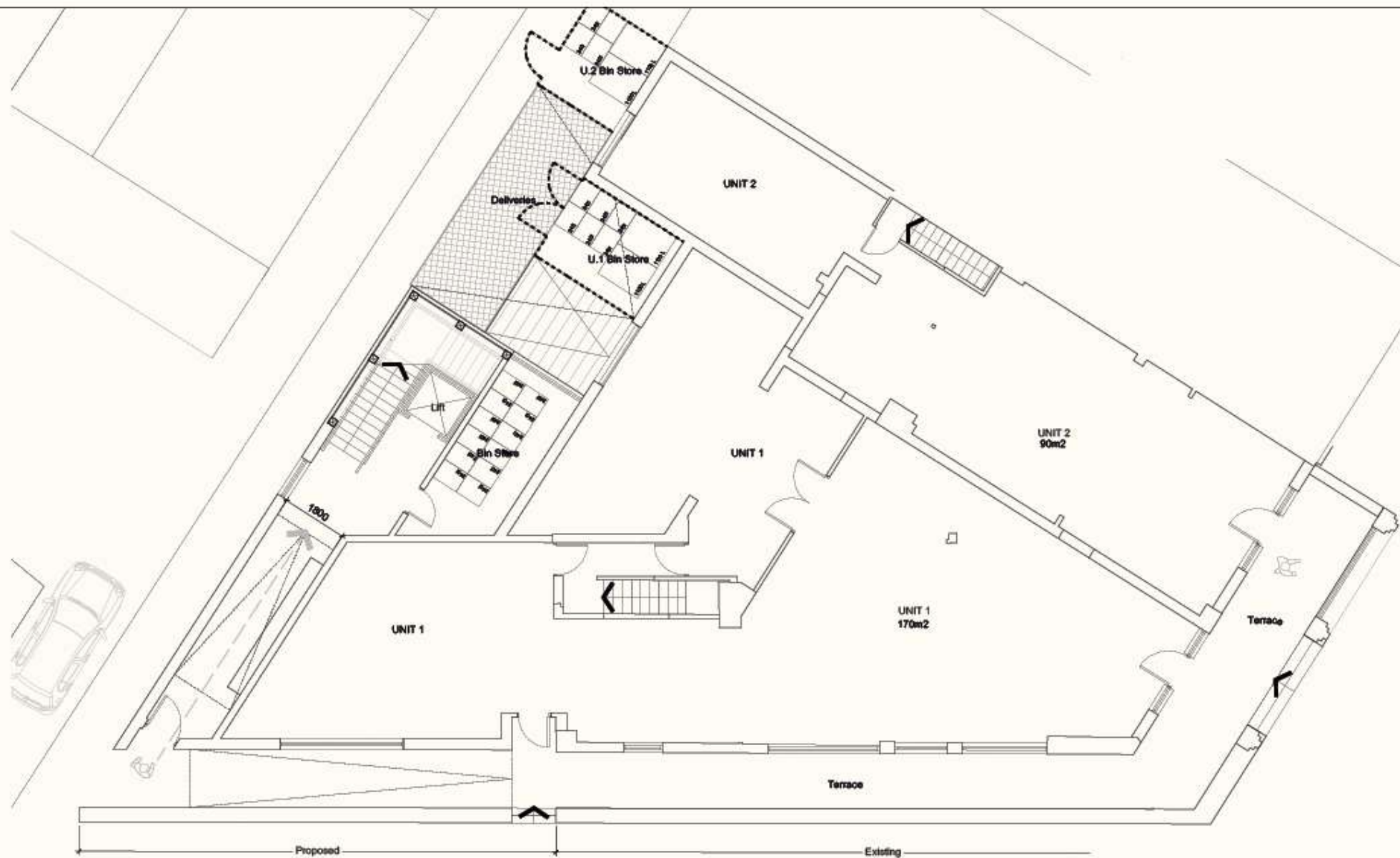
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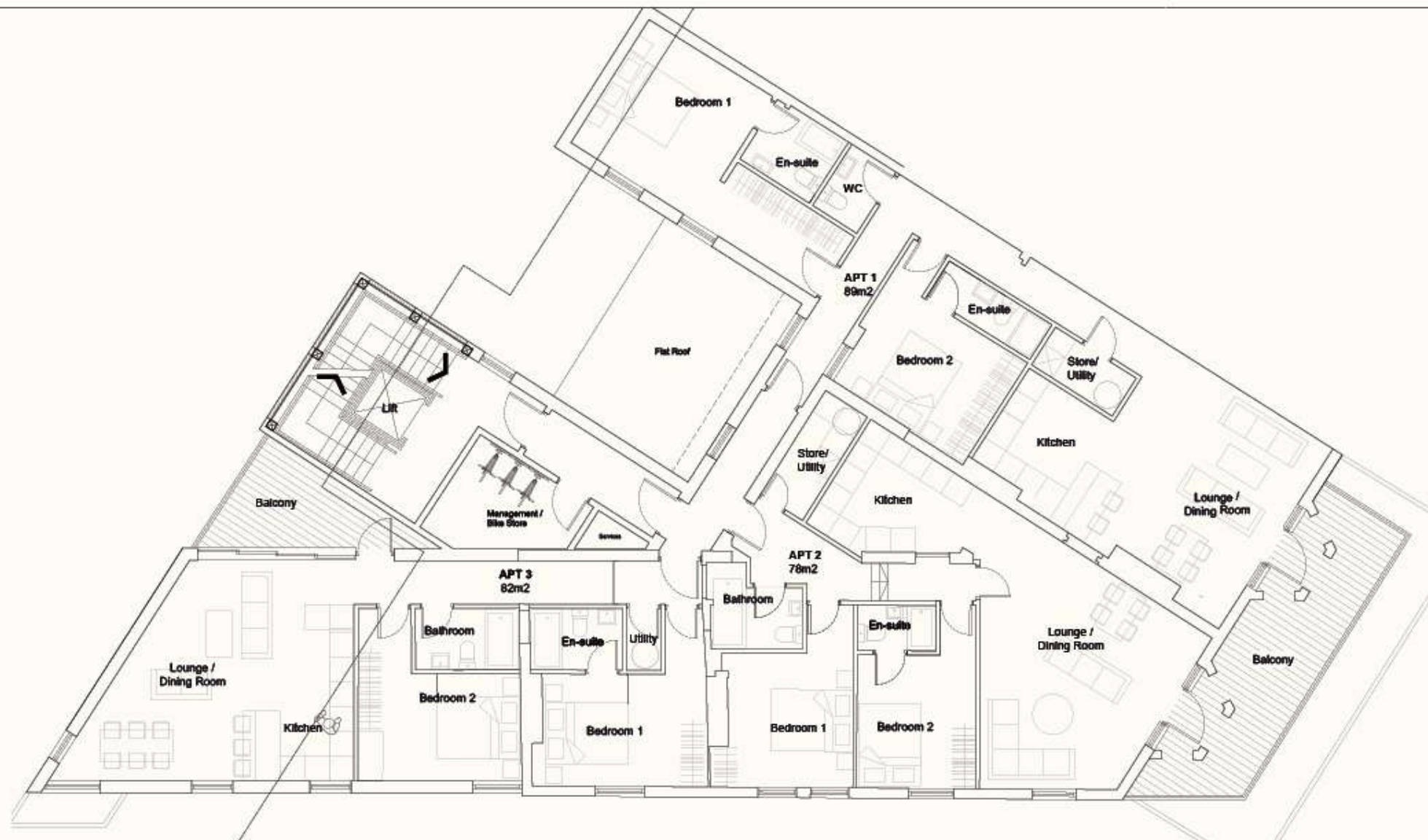
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This section of the
document shows the
proposal

PROPOSED FLOOR PLANS

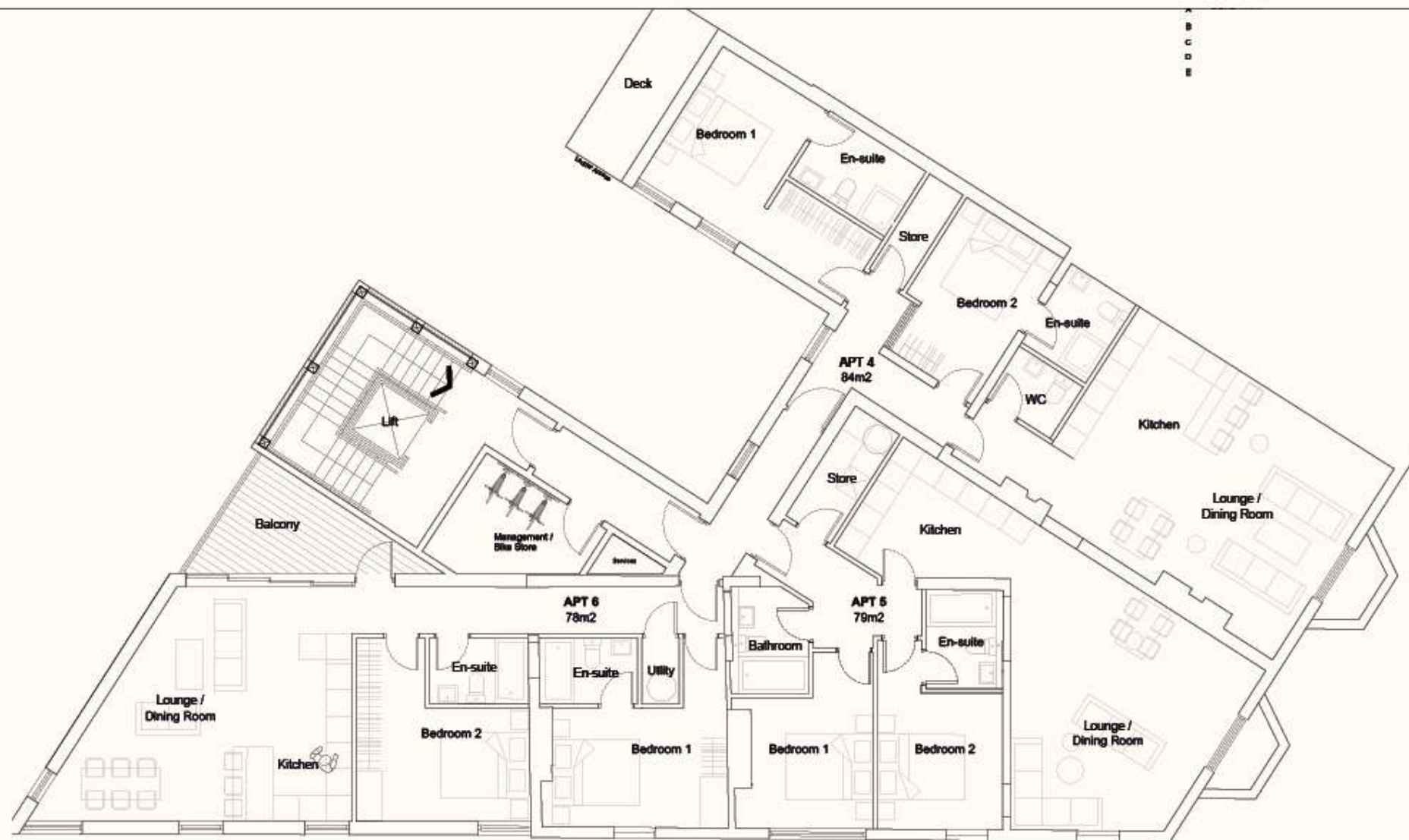


PROPOSED FLOOR PLANS



PROPOSED FIRST FLOOR

PROPOSED FLOOR PLANS



⌚ PROPOSED SECOND FLOOR

4.2

KEMPS CORNER
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PROPOSED ELEVATIONS



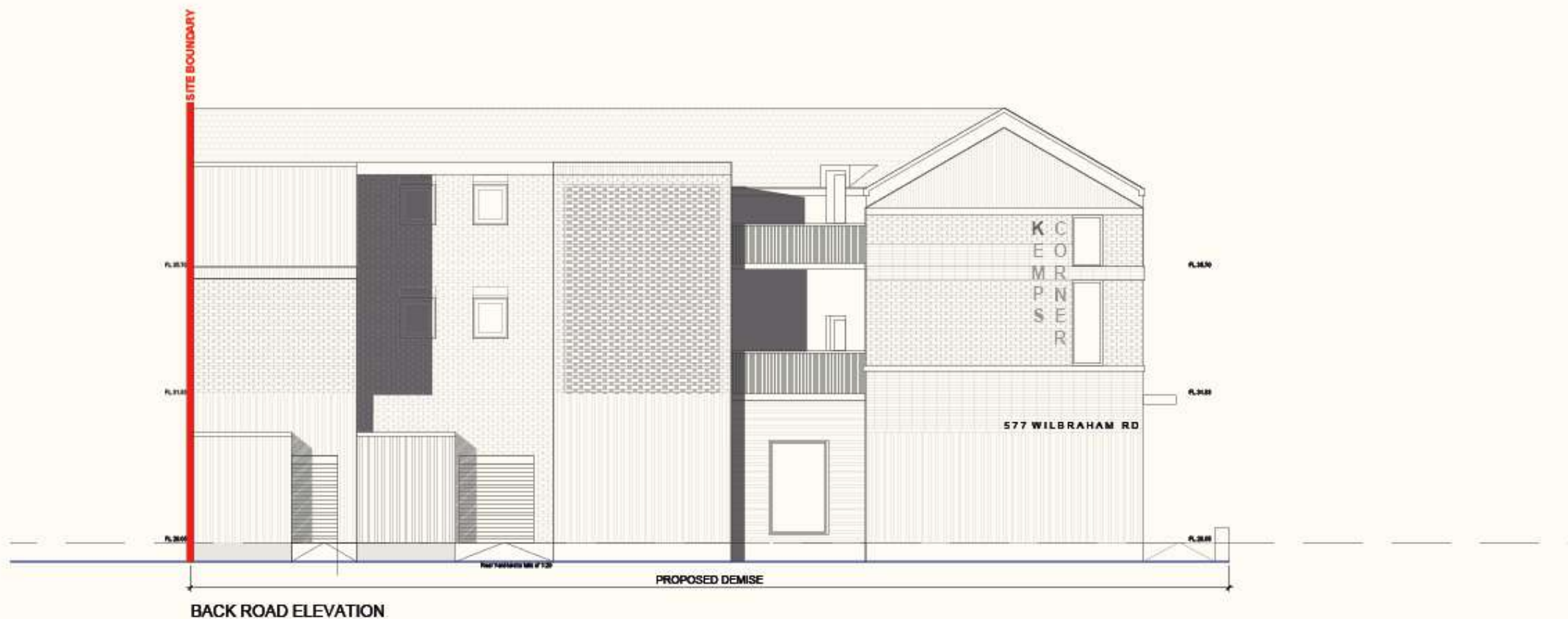
BARLOW MOOR ROAD ELEVATION

4.2

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PROPOSED ELEVATIONS



4.2

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PROPOSED ELEVATIONS



WILBRAHAM ROAD ELEVATION

PROPOSED MATERIALS

The material palette chosen for the scheme is sympathetic to the original character of the building, and its surrounding context. A mixture of neutral tones will be incorporated to create an attractive addition to the site which replaces its current disjointed decaying finish. A main change to the existing building is to strip back the plaster finish to expose the brick work which has been lost through the decades. The proposed extension will include a lighter shade of brick to provide a clear visual separation between the new and old. The adjoining hipped roof will be of a zinc finish which is lightweight, modern, and supports the clear visual separate of the built elements.



Proposed Material Palette

Existing render to be removed to reveal terracotta brickwork



Zinc cladding between existing and proposed fabric



Marinello brickwork used in proposed fabric



Render to be used on existing ground floor external finish



KEMPS CORNER MATERIALITY

Our proposal will seek to remove the white render on the building to bring back the brick finish which is represented on the original building, and surrounding building seen from all four corners.



KEMPS ANNEX MATERIALITY



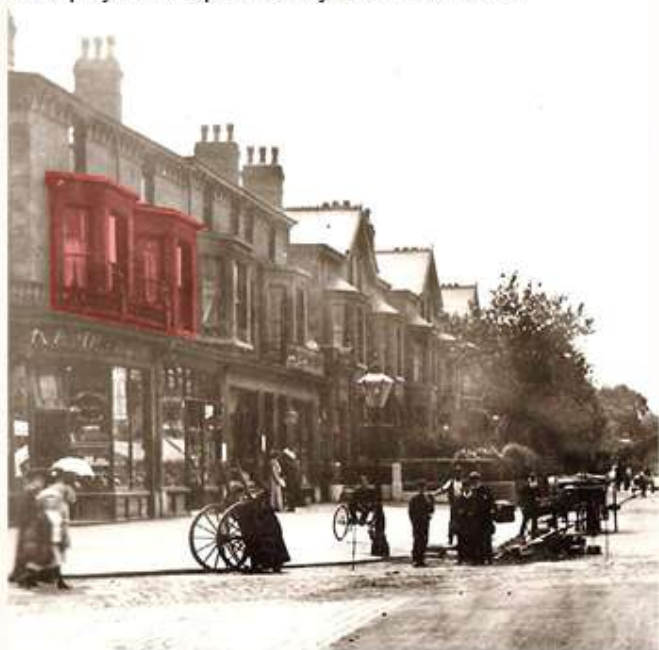
The material selection for the new extension has been based off the materials palette found around the sites context. Our proposal will seek to harmoniously tie into the existing fabric on both sides of the site. This will give continuity within the proposals visual impact and be contextually driven.

HERITAGE REINTRODUCTION

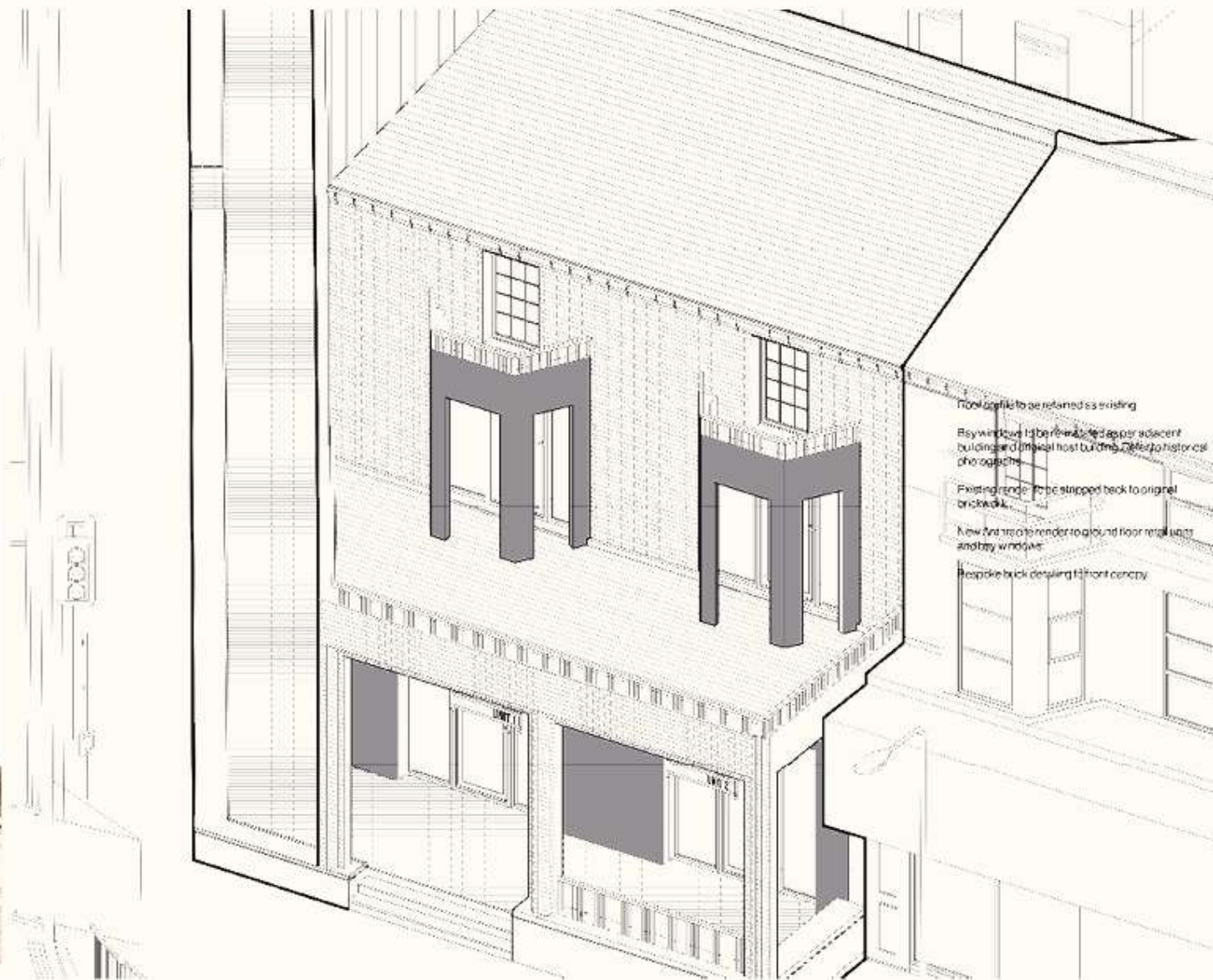
REINSTATING THE ORIGINAL BAY WINDOWS

Until the late 19th century, most sash bay windows were located on the upper floors of buildings. This is true of the original bay windows at 577-579 Wilbraham road would most likely have been omitted along with the shop front change by HSBC bank. These changed also heightened the ground floor level detaching the building from both its proximity to the high street, and its Victorian Past.

The bay windows will be introduced both as a nod to the buildings past, and as an evolution of the building as a prominent feature for four banks. A byproduct of this is that this terrace will become access to a small external space. The intervention will not be pastiche. The proposal will be high quality, subtle and more contemporary than the previous bay window seen below



577-579 Wilbraham road - Photo date assumed to be 1880s



5.0

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CGI VISUALS

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CGI representation of the
proposal



