CLB HERITAGE
HERITAGE, PLANNING & DESIGN

Planning, Design & Heritage Statement

Kiltane, 4 Market Street, Royal Exchange, Manchester, M1 7PT

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RTPI Chartered Town Planner

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1. INTRODUCTION

1.1 This Heritage Impact Assessment has been prepared by CLB Heritage to accompany an application for Planning and Listed Building Consent for signage and related fit-out works at 4 Market Street, Manchester. CLB Heritage have been commissioned by Kiltane Ltd to advise on the significance of the heritage asset and the impact of works on its special interes.t

1.2 The objective of this assessment is to demonstrate a thorough understanding of the heritage assets affected and to explain how the works impact upon their significance and setting as well as matters relating to amenity and landscape impact.

1.3 The aims of this assessment are:

- to identify the assets which could be affected by the proposed development;
- to consider the significance and setting of the identified heritage assets;
- to inform the client with respect to the potential implications of the proposal;
- assist those in the planning system to assess the proposed changes;
- to demonstrate how the proposal has explored ways to maximise enhancement and minimise harm;
- to satisfy the requirements of paragraph 200 of the National Planning Policy Framework (NPPF) in relation to the assessment of significance;
- to assess the effects of the proposed development on the significance of the identified heritage assets; and
- to consider the appropriateness and acceptability of the scheme in light of the current legislation and policy relevant for decision making.

1.4 This assessment identifies the heritage assets within and surrounding the application site, including both designated and non-designated assets where appropriate. The zone of interest has been established based on information gained during the site visit and professional judgement. Assessment has been informed by appropriately proportioned research and a list of sources is provided where reference is made to external sources of information. This assessment considers the significance of above ground heritage assets and does not form an assessment of archaeological significance, although it does consider evidential potential.



Figure 1 *Site location Plan*

2. SITE HISTORY

2.1 The Royal Exchange building was originally constructed in 1729 by Sir Oswald Mosley who was the Lord of the Manor at that time. It was built as a venue for trading a variety of commodities, with cotton and textiles being the most prominent. It fell into disrepair and was demolished in 1792 as the need for a dedicated trading space grew with the booming cotton industry in the north-west.

2.2 The exchange was replaced in 1809 with a design by Thomas Harrison, which stood for around 60 years before being replaced again between 1869 and 1874 by Mills and Murgatroyd. The Cross Street elevation had an elaborate colonnade (Figure x) which was removed in modifications by Bradshaw, Gass and Hope between 1914 and 1921. The building was further enlarged by Alex Mills in the 1940s. The trading floor catered for 11,000 members and claimed to be the largest place of assembly for trade in the world.

2.3 Much of the Royal Exchange building that we see today, at the corner of Cross Street and Market Street, was built by Mills and Murgatroyd (1869 and 1874), modified in the early 20th century.

2.4 The building was damaged in World War II and again in 1996 by an IRA bombing, both leading to extensive repairs. The theatre and retail spaces were refurbished, enhancing the building's role as a cultural hub.

2.5 The trading board remains within the trading hall accessed from St Ann's Square along with the theatre which now fills the vast space. Trading came to an end in 1968 after a slump in trade and significant changes to the way in which trade was operating, due largely to vast changes in communication development. The Site subject of this application lies to the north-west of the Market Street elevation occupying unit 4 Market Street.



Figure 2 *Google earth image of the Site*



Figure 3 *Late 19th century photograph of the Site showing the former colonnade along Cross Street.*



Figure 4 *Historic photograph of the trading floor and trading board*

3. HERITAGE ASSETS & SIGNIFICANCE

3.1 The Royal Exchange is a grade II Listed Building and falls within the St Ann's Conservation Area. The Conservation Area was designated in 1970 and covers an important part of the city centre around St Ann's Square, once known as Acresfield, the designated boundary extends as far south as John Dalton Street.

3.2 The Royal Exchange is a large sandstone building in the Classical style, with giant Corinthian pilasters and huge projecting cornices. The facades of the retail units along Market Street have rusticated Ashlar stonework with Ashlar fascias with cornices, upon which are sat channelled rusticated piers with Corinthian pilasters. Shopfronts are either glass or timber, however in recent years and there has been increasing emphasis on the need to unify the design of shopfronts and signage in order to respect the character and appearance of the building. The building owner has produced a design guide to steer new development.

3.3

Designation description

List Entry Number: **1200826**

Date first listed: **03-Oct-1974**

Commercial exchange, now shops, theatre, etc. Rebuilt and enlarged (for the fourth time on this site) in 1914-21, by Bradshaw, Gass and Hope. Darley stone, slate roof with three glazed domes.

Very large approximately rectangular plan on island site penetrated by east-west arcade at ground floor and enclosing central atrium at first floor. Classical style. Four storeys with two attic storeys; ground floor treated as rustic, with channelled rusticated piers, giant Corinthian order to first, second and third floors with massive entablature and modillioned cornice; first attic storey with cornice and balustraded parapet, second attic storey in mansard roof, Baroque turret at north-west corner, domes over other corners. Giant round-headed entrance arch in west side with wide steps up; first and second floor windows set in giant round-headed arches; mullioned windows to third floor and first attic storey.

Interior: very impressive trading hall (now containing modular theatre).

3.4 Significance is the concept that underpins current conservation philosophy and the significance of heritage assets is defined in the National Planning Policy Framework (NPPF, 2024) as "*The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting"*.

3.5 Archaeological interest derives from the potential of a place to yield evidence about past human activity. Historic interest derives from the ways in which past people, events and aspects of life can be connected

through a place to the present. It can be illustrative or associative. Architectural and artistic interest derives from the ways in which people draw sensory and intellectual stimulation from a place through architectural design.

3.6 The setting of a heritage asset is "*the surroundings in which a heritage asset is experienced*" (NPPF 2024, Annex 2 Glossary). Where that experience is capable of being affected by a proposed development (in any way) then the proposed development can be said to affect the setting of that asset.

Summary of significance

3.7 Whilst the building retains some archaeological interest in the survival of its built fabric, this application for signage offers no scope to reveal further evidential potential.

3.8 Historic illustrative interest is demonstrated in the various iterations of the Royal Exchange building and how this has evolved over time, responding to the growth and decline in cotton trading and the need for alternative uses. There is historic associative interest in the various architects involved in designing the building, but the north side is very much attributed to Mills and Murgatroyd. Communal interest is found in the public accessibility of this building and the collective memories held, enhanced by the provision of the theatre which is a cultural hub.

3.9 Architectural interest is a key element of significance and this building is a fine example of a trading exchange, constructed from high quality materials and architectural features. Of relevance are the unity of materials throughout the elevations and the repetition of detailing.

3.10 The setting of the Listed Building is limited in many ways by the surrounding development which restricts longer clear views. However, the scale and height, particularly the tall tower identify the building as a landmark locally. The area is designated as a Conservation Area, the character and appearance of which it is desirable to both conserve and enhance.

4. PROPOSED WORKS & DESIGN DEVELOPMENT

4.1 The proposal seeks Advertisement Consent and Listed Building Consent for the replacement of signage to the shopfront of 4 Market Street. The building's Shopfront & Signage Design Guide (**Annexe A**) sets out the requirements for replacement signage. Requirements include:



Figure 5 Standardised shopfront design and signage from the design guide

- All new shopfronts to be slim-framed, bronze-finished, with laminated glass
- The intent is to maximise active frontages and shopfront glazing and will allow views into the interior of the retail units and to minimise fittings, wiring and other equipment from façades. No louvres or other external plant will be permitted on the shopfront façades.
- Roller-shutters when needed must be internally mounted, concealed, dark-coloured and of a type to give a high level of transparency.
- External signage should be individual letters, anodised bronze, pin-mounted to the masonry string course above the shopfront.

- Signage internal to the shopfront glazing should be illuminated and centrally located (if possible) over the entrance of the shopfront.
- Existing projecting signs are constructed in metallic bronze plate frame with white Perspex acrylic panel and internal LED lighting.

4.2 Also included are minor works to the ground floor to remove one existing demountable part height partition to mask the stair and replaced with a full height demountable partition, wall linings built out as shown on the attached partitions layout.

Design

4.3 Design proposals have been informed by the design guide and seek appropriate signs which follow the repetition of effective designs throughout the Market Street elevation.

Use

4.4 The retail use of the building remains the same.

Amount

4.5 No additional massing or floor area is to be added as part of the proposals.

Layout

4.6 The layout of the shop floor remains the same with no alteration to the building fabric, only internal shop fittings which do not necessarily require consent.

Scale

4.7 The scale of the proposals are in accordance with the design guide.

Appearance

4.8 The proposals will complement the existing building and create unity of design which has a cumulative effect of enhancement.

Landscaping

4.9 Landscaping is not relevant to this proposal.

Access

4.10 There are no alterations to access arrangements.

5. POLICY & DECISION MAKING

5.1 **The National Planning Policy Framework (2024)** requires that "*in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance"* (para 207). This assessment aims to provide sufficient information for the significance of the heritage asset and the impact of development to be properly considered.

5.2 The NPPF states that "*when considering impact upon significance, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance*" (para 212).

5.3 *"Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification*" (para 213*). "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" (para 215). Several beneficial effects have been identified as a result of these works with one minor adverse effect. On balance the effects do not result in harm to significance.

5.4 **Historic England Conservation Principles draft (2017)** recognises that each generation should shape and sustain the historic environment in ways that allow people to use, enjoy and benefit from it, without compromising the ability of future generations to do the same. To understand the significance of place, Conservation Principles requires an understanding of the archaeological, historical, architectural and aesthetic interests of the heritage assets affected by such a proposal. This assessment has considered the significance of the heritage assets which lie primarily within their historical architectural and aesthetic interests.

5.5 **Manchester Core Strategy (2012) Policy EN1 Design Principles and Strategic Character areas** requires that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised. Design and Access Statements submitted with proposals for new development must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives.

5.6 The City Centre contains a rich legacy which reflects its urban evolution to the current day and includes listed buildings, conservation areas, archaeological remains and an historic street pattern. Its core area presents a particularly dense environment that accommodates a wide and closely integrated range of uses including commercial, civic and residential activities. Relative to the amount of development there is limited open space and this includes a range of civic and less formal green spaces and waterways. Outside the core and associated with the Inner Relief Route there are less active and less densely developed areas with significant elements of cleared land. The City Centre is the focus of the City's transport routes. Developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.

5.7 **Policy DM1 Development Management** requires all development to have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.

5.8 **Policy EN3 Heritage** states: Throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre. New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains. Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.

6. CONCLUSION

6.1 This statement has identified the heritage assets which have the potential to be affected by the proposal and considered the impact of such on their

special interest. The historical development of the site has been explored and its character and appearance considered.

6.2 The heritage value of the site relates primarily to its historical and architectural interests as a former trading hall with later adaptation to retail and social/community use.

6.3 The design of the proposed signage follows the design guide produced by the buildings management company and seeks to follow the specifications in order to produce a harmonious frontage. Complying with the guidance results in a cumulative enhancement to the ground floor units which respects the architectural significance of the Listed Building and the character and appearance of the Conservation Area.

6.4 The design and mitigation measures outlined in this assessment have sought to limit the impact of works ensuring that the design quality addresses the heritage interests of the site and that adverse effects are minimised and enhancement maximised. No harm has been identified to the significance of the affected heritage assets nor the amenity of the streetscape.

6.5 It is considered that this proposal complies with both national and local policy on this basis.

ANNEXE A THE ROYAL EXCHANGE, MANCHESTER – SHOPFRONT & SIGNAGE DESIGN GUIDE, 2025.