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Land bounded by Hulme Street, Gaythorn
Street and Upper Wharf Street, Salford

Consented Residential Development

Application Ref 18/71512/FUL

Condition 15 Planning Statement

August 2023

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1. INTRODUCTION

- 1.1 This Planning Statement has been prepared on behalf of the applicant, Ridge Salford s.a.r.l. in relation to the discharge of condition 15 of application ref 18/71512/FUL. It relates to the consented application for the following, granted on 7th June 2018:
- 1.2 *Full application for the redevelopment of the site to create Phase 2 of Outwood Wharf. Erection of three interlinked blocks, of 8, 10 and 23 storeys, to provide 296 dwellings (Use Class C3) and 380sqm of supporting commercial floor-space (to be used flexibly within Use Classes A1, A2, A3, or B1), with associated car parking, landscaping and other associated works*
- 1.3 This Statement addresses condition 15, which is as follows:
- 1.4 *Prior to the first occupation of the development hereby approved, a scheme to commemorate the heritage of the site and adjacent area within the new public realm shall be submitted to, and approved in writing by, the Local Planning Authority. The approved scheme shall be implemented prior to the first occupation of the development and retained thereafter.*
- 1.5 *Reason: In accordance with Policy CH5 of the City of Salford Unitary Development Plan and Policy NPPF Section 12, Paragraph 141 - To make information about the archaeological heritage interest publicly accessible.*
- 1.6 The applicant has gathered detailed information in respect of this condition and has established a clear strategy to achieve the outcomes it seeks.
- 1.7 This report sets this out through the following sections:
- Review of the archaeological research undertaken;
 - Review of the broader research project relating to the scheme 'concept' and the historical information obtained;
 - Identification of the available options for commemoration and details of their viability and related practicalities, including the selected option; and
 - Summary and conclusion.

2. ARCHAEOLOGY

2.1 This section identifies the information gleaned about the site from archaeological work.

LOCAL HISTORY

2.2 A Written Scheme of Investigation was undertaken by Salford Archaeology as part of the initial discharge of condition submission, consented in September 2021 (ref 21/779). The report contains a detailed history of Salford, detailing its evolution as a settlement from the prehistoric period.

2.3 By the c18th, Salford was described as a significant market centre with a newly developed canal network delivering produce to the town from across the country. Salford then experienced an era of massive expansion largely due to its burgeoning textile industry.

2.4 Salford's reputation as an industrial centre grew throughout the c18th and c19th, assisted by its supply of coal from Worsley. The estate changed hands in 1748 and the new Duke of Bridgewater was keen to improve the efficiency of coal delivery to Manchester by expanding the canal network. Moving goods by water was far cheaper than road but rivers were unreliable. The solution was the construction of artificial cut canals. The Duke's was the first real industrial canal in the country. It was completed in 1765 and linked the Worsley mines to Manchester.

SITE HISTORY

2.5 Early maps show the site was predominantly rural during the c17th. This changes in the early c19th when the Bolton Canal appears to the south of the site. Wharfs were constructed along the canal and canal arms for the movement of goods. By 1824, Gaythorn Street had been constructed from north to south through the site, along with the canal arm and coal wharf within the site. In 1824, the site is labelled as a coal yard and has a building fronting Gaythorn Street.



Plate 3: Extract from Swire's map of 1824 showing the approximate location of the site



Plate 4: Extract from Bancks & Co.'s map of 1831

Map extracts from the Written Scheme of Investigation

2.6 Maps in 1851 show more buildings on the site along with weighing machines. Local directories show a coal merchant as being active on the site. The report lists the various coal merchant occupiers on the site over the years, and their other businesses in the region. By 1891, Ladyshore Wharf and Oldfield Wharf were renamed Gaythorn Wharf and Gaythorn Street Wharf. More buildings were built on the site during the second half of the c19th including cabins and other buildings associated with the coal wharves. This continued into the early c20th.

- 2.7 By the mid c19th, a concrete works was established on the site of the northern wharf, formerly Oldfield Road Wharf / Gaythorn Street Wharf. The arm of the Bolton Canal is labelled 'old basin' and is subsequently filled in. By 1970, a depot and coal yard were located on the site.



Plate 9: Extract from the Ordnance Survey map of 1956



Plate 10: Extract from the Ordnance Survey map of 1970

Map extracts from the Written Scheme of Investigation

ARCHAEOLOGICAL INVESTIGATION

- 2.8 The archaeological methodology is set out, along with the purpose of the investigation, namely to identify and record any surviving below ground archaeological remains as

far as is possible; to review whether any mitigation is required; and to make the results available.

- 2.9 Subsequently, Salford Archaeology reported on their archaeological evaluation and watching brief. They were instructed to carry out an archaeological evaluation, the results of which led to a targeted watching brief.
- 2.10 The main aim of the investigation was to establish the presence or absence of buried archaeological remains on the site and, if present, to characterise the level of preservation and significance, and provide a good understanding of their potential. The evaluation comprised seven trial trenches targeted upon the known footprint of buildings as they appear on 19th-century maps of the site.
- 2.11 The excavation of trench 4 suggested there may be remains of a range of buildings visible on the 1851 and 1891 mapping. For this reason it was determined that a watching brief would be carried out across the footprint of these buildings, located on the south-east side of the site.
- 2.12 The extremely fragmentary remains of two walls, some sett surface and part of a stone flagged surface at the north side of the watching brief area were related to the irregularly shaped building visible in this area on the mapping of 1851. It is likely that the building is contemporary with the construction of the canal arm and is associated with the area's first non-agricultural use, as a coal wharf. Mapping suggests that this building remained in the same form from at least the 1820s, if not 1800s, until demolition during the 1970s.
- 2.13 The two buildings observed in the south of the watching brief area represent the northern two buildings of a range of five buildings first depicted on the 1891 mapping. These may have been built as early as the late 1850s and remained in the same form until their demolition in the 1960s. The internal floors of these buildings were stone setts and so it is more likely they were used as stables or as coal storage, and not for domestic or office use. The canal wharf was surfaced with stone setts. These were set into natural clay in places and into levelling material in others suggesting that the original ground surface was not completely even across the site with differences of up to 0.6m in places. No earlier pre-mapping features were encountered within the natural clays.

- 2.14 The report concludes that very little of the original canal wharf and its associated buildings had survived on site and those that had were very fragmentary. No earlier remains were encountered. The fragmentary buried remains have limited potential to address research initiatives stated in the current research agenda. No further investigation is anticipated to yield any significant additional data. The results will be archived.

REVIEW OF FINDINGS

- 2.15 The archaeological review found little of interest. Whilst the fragmentary materials corroborate the historic mapping, they provide limited information about the site's history.

3. CONCEPT

- 3.1 In addition to the archaeological work, the applicant commissioned a further research project.
- 3.2 The applicant is strongly committed to implementing a high quality development concept for the proposal. This is similar to a branding campaign but it is not primarily focused on generating sales. Rather, the aim is to create a destination and a recognisable character for the site. The concept will cover the development's name, logo and visuals. It will extend across the public realm areas including signage, colourways and decor. A key requirement for the concept, established by the applicant, is that it aligns with the site's history.
- 3.3 The scheme concept will therefore contribute directly to the objectives of the condition, namely, to commemorate the heritage of the site and adjacent area.
- 3.4 The applicant therefore commissioned a design studio to research the history of the site and surroundings; and to delve into the routes by which this could be intertwined within the site concept. They selected 93ft, an award-winning creative design studio based in the north of England.



^ 93ft were commissioned to create a site concept based on heritage

- 3.5 While engaged in establishing a commercial brand, at the forefront is the creation of a sense of place based on the history, events and people that shaped it, as indicated by the following slides from 93ff's presentation on concept development.

This presentation explores a detailed history of the site.

Using historical and archive material, local history and language.

Exploring words and place names, former land uses, people and their influences, former businesses and brands that shape this special place.

Brand objectives

1. Identify a name(s) for the new building and amenity spaces.
2. Construct a narrative around the site - building a sense of place.
3. Consider 'brand moments' that will resonate with your audience.

^ Slides from the 'concept' development presentation

- 3.6 The studio undertook an extensive review of the history of the site and surroundings. They explored words, place names, former land uses, notable people associated with the site throughout its history, and the former businesses that have all shaped the place.
- 3.7 This included a detailed review from the macro level of Salford's crest, landscapes and notable species.

Salford Crest

The blue and gold colours are based on the heraldic colours of the Earls of Chester, from whom Salford received its first charter in 1230.

The gold shuttle and five bees represent the growth of five industrial communities round a centre of the textile industry, and the two black millrinds (the iron centres of millstones) as symbols of engineering.

The ship motif comes from Eccles and signifies the importance of waterways in the area.

The motto, is that formerly used by the Borough of Swinton and Pendlebury, Salus populi suprema lex ('The welfare of the people is the highest law').



Meaning of the word Salford. 'The ford by the willow trees'

The River Irwell moves at an average rate of 18 m3/s and is typically 30m wide at it's narrowest point.

The name Salford likely refers to an ancient crossing point on the River Irwell near to Victoria Bridge. The theory that Salford became a place closely associated with crossing the river at a safe place.

Salford is the sister city to Manchester but has always played a secondary role to its neighbour across the Irwell. It was a separate township, and was granted borough status in 1844 and city status in 1926.

Below: 1850 Map of Manchester and Salford.



Salford Origins

A number of semi-mature trees were located to the east of the Site. The majority of these were Goat Willow (Salix Caprea) shown right.

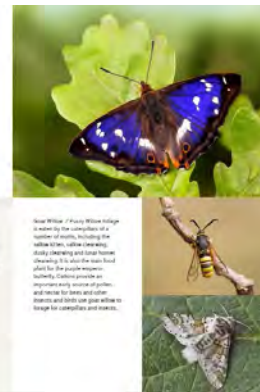
Goat willow timber is soft and yellow in colour. The wood burns well and makes a good charcoal. Willow wood was often used to make 'wattle' - a woven lattice of wooden strips which formed the framework of the walls of houses.

Other important tree species found on site. Sycamore (Acer Pseudoplatanus) and Elm (Ulmus glabra) are the most common. Other species of tree present included Ash (Fraxinus Excelsior), Crab Apple (Malus sylvestris) and Hawthorn (Crataegus Spinae).



Goat Willow / Great Sallow

Traditionally willows were used to relieve pain associated with a headache or toothache, and the painkiller aspirin is derived from salicin, a compound found in the bark of all Salix species. In medieval times, in many parts of Europe, the bark was chewed to release the salicin.



Goat Willow / Great Sallow (Salix Caprea) is a member of the Salicaceae family and a number of species, including the common willow, are native to the UK. Salicin, a natural painkiller, is found in the bark of willow trees and is used to make aspirin. Salicin is also the main food plant for the purple emperor butterfly. Salicin is also used in the production of aspirin. Salicin is a natural painkiller and is used to make aspirin. Salicin is also the main food plant for the purple emperor butterfly. Salicin is also used in the production of aspirin.

^ Excerpts from 93ft's research



^ Excerpts from 93ft's historic research

- 3.8 Historic maps were consulted and a picture was created of the development of Salford, from its rural past through to post-industrial challenges.
- 3.9 Their research delves into the micro level by seeking to identify individual site owners and considering whether they had a significant legacy. For example, the Starkie family were associated with the Pendle witch trials of 1612.
- 3.10 Whilst 93ft have traced ownerships back to the 1700s, it is agreed that the site's industrial heritage is its most significant legacy. The presentation therefore closely reviewed the history of the site and surrounding roads.
- 3.11 For example, the first mention of Oldfield Lane on a map dates to 1794 and the name was carried forward into the Oldfield Road Buildings, a prominent working class tenement block adjacent to the site, constructed in 1893. It was painted by LS Lowry and demolished in 1970. There was historically an Oldfield Road Wharf and it is clear that the canals, wharfs and associated enterprises were a significant feature of this area.

Oldfield Buildings

Oldfield Buildings were built in 1893 by the Yorkshire and Lancashire Railway Company. These working class tenements once housed sixty separate units. The site of Oldfield Buildings is marked on the maps, built on a narrow strip of land between Gaythorn Street and Oldfield Road.



Right - Artist, L.S. Lowry on Gaythorn Street. Looking at the back of Oldfield Road Dwellings. Map highlighting the dwellings in 1922.



^ Excerpts from 93ft's historic research focusing on Oldfield Road/Buildings

1895

Slater's Manchester & Salford
 Directory, 1895. Part 2 Trades.
 Institutions, Streets - Page 76.

Clifton & Kersley Coal Co advert
 stating two depots within the site.



^ Excerpts from 93ft's research into users of the wharves

- 3.12 The presentation goes into granular detail, identifying the nature of the businesses on the wharves across time and several companies who were established there.
- 3.13 The history of the Manchester, Bolton and Bury Canal is investigated. The 17 locks which climbed the summit through Pendleton are identified, and its conversion to broad gauge, the introduction of the railway and subsequent dereliction.
- 3.14 The nature of wharves and their function is reviewed. The canal originally terminated at Upper Wharf Street but in 1808 a link with the River Irwell was created by the means of five locks. Outwood Wharf was located on this site. It is likely that the name Upper Wharf Street reflected the canal lock system which directed various landing zones due to the height differentials.

Summary

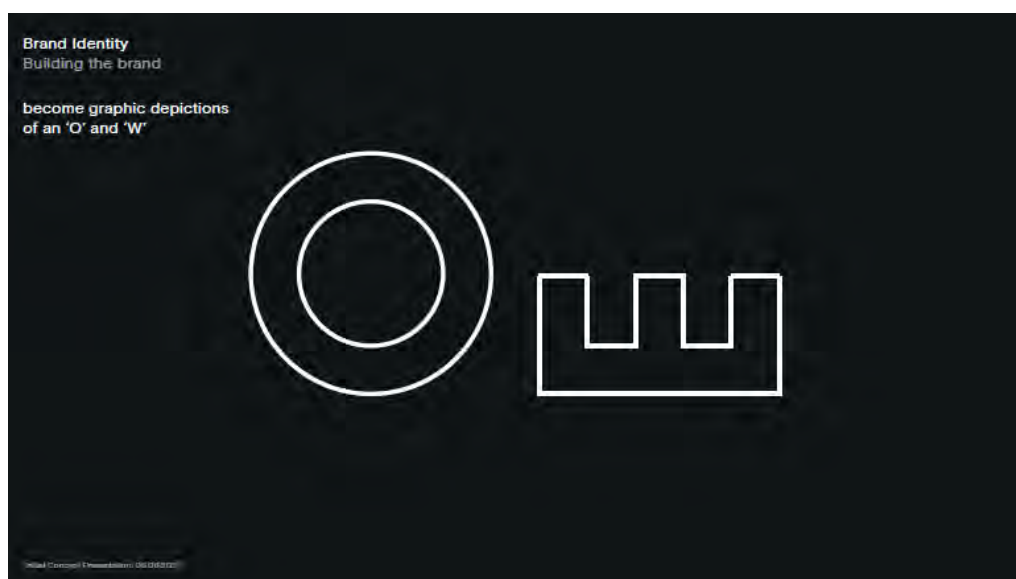
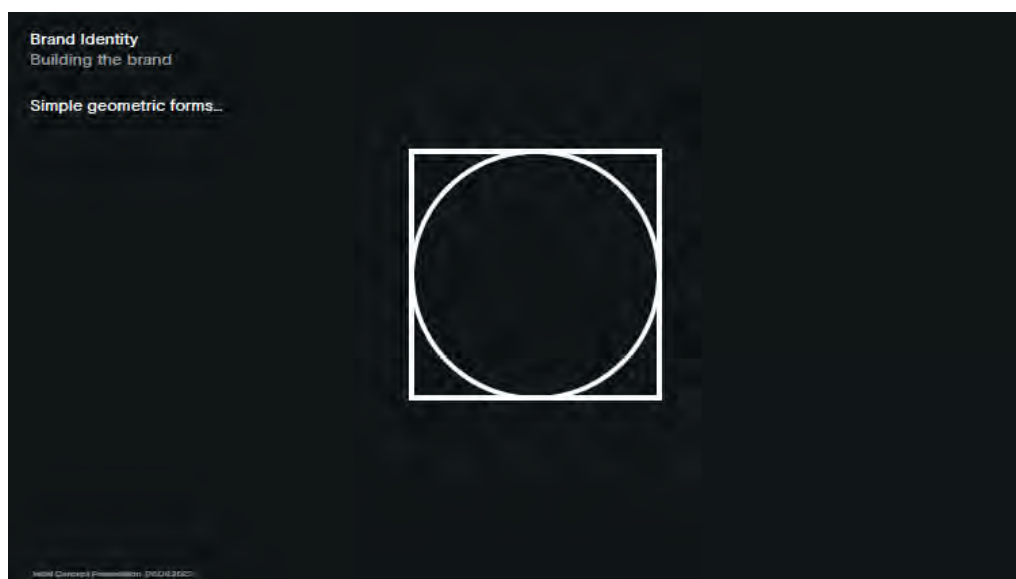
- 3.15 A tremendous amount of information was gathered and distilled down into various potential approaches. The tenets set out by 93ft and endorsed by the client are that

the name must be unique in order to avoid confusion; it must be memorable to be of use; and it must be relevant to the site's narrative and linked to its history.

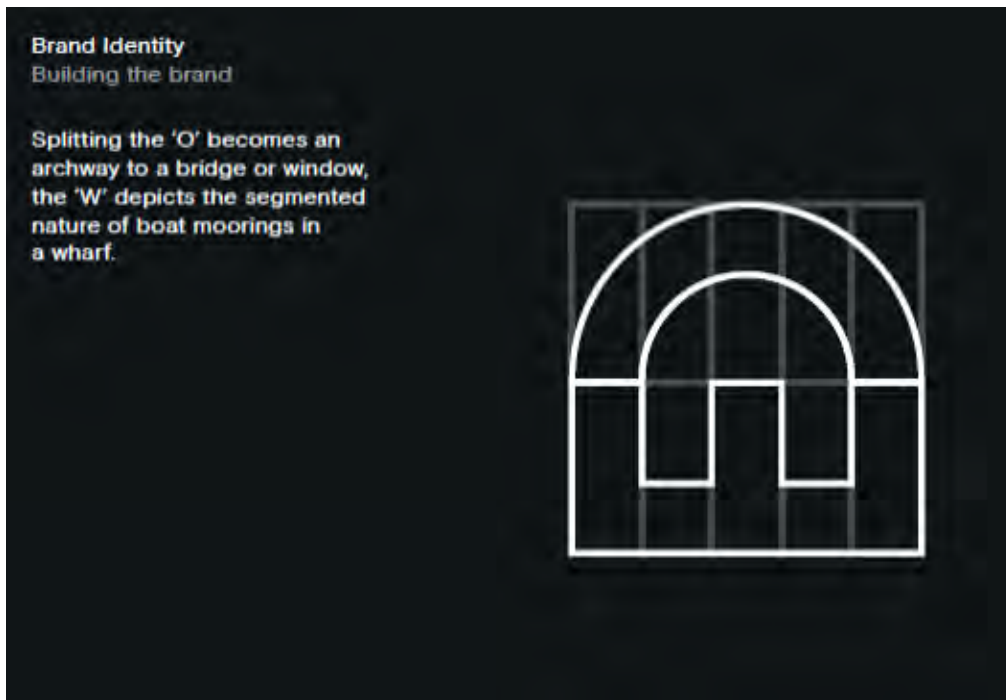
4. OPTIONS FOR COMMEMORATION

- 4.1 We have seen above that the archaeological works revealed little of interest. The concept project generated a great deal of information and some potential routes forward.
- 4.2 The next stage was to set out options and consider which could form a commemoration in the public realm.
- 4.3 While the matter of commemoration was not addressed via the original planning application, it is noted that comments were submitted by the Canal and River Trust and the Manchester, Bolton and Bury Canal Society. They suggested highlighting the position of the former wharf in the materiality of the development or re-establishing cobbled areas or the former canal bridge.
- 4.4 These have been reviewed but are not viable options. Due to level changes and proposed garden layouts along Upper Wharf Street, the bridge's position is not accessible. In terms of the position of the wharf, this does not align neatly with the consented scheme. Marking out these original positions with cobbles or in another manner is not practical. It is also not considered to be a significant, noticeable way to celebrate the site's important history.
- 4.5 The applicant commissioned the concept study because their aspiration is to embed the site's historic significance within the naming and branding of the site, so that it is an intrinsic part of the scheme. Having reviewed all the information generated, they committed to this approach and have selected the name Oldfield Wharf.
- 4.6 This name connotes the industrial heritage of the area, particularly the inclusion of Wharf. This is a clear reminder of the area's connection with canals, industry and the legacy of the site and local area. Oldfield, as noted at paragraph 3.11, has been a local name since at least 1794 and was adopted for the wharf, the local tenement block and is still a road name today.
- 4.7 It is clearly inspired by the canalside heritage that helped shape the original heart of Salford's city. It is distinctive and builds on a feeling local pride. It is felt to assert an authentic sense of Salford and the city's independent spirit.

- 4.8 The intention is that the name Oldfield Wharf and the heritage that it signifies, will be a core part of the whole development site, forming an intrinsic part of its character. It will be clearly recognisable and will translate to all elements of the site and its public realm, including signage and colourways.
- 4.9 In order to achieve this, 93ft have created a logo with associated font and colour palette. It is drawn from the letters O and W whilst also referencing the typology of the industrial canal heritage – bridges, archways and windows. The W represents the segmented nature of boat moorings in a wharf.



^ Visuals from 93ft



^ Visuals from 93ft

- 4.10 It is a strong graphic which conveys the heritage of the site and can be expressed across the public realm in the form of signage, graphics and the nature of décor used in public areas.
- 4.11 The applicant plans to offer two prominent locations for the graphic to be handpainted onto glazing. It will be applied to the glazing of the amenity space next to the main entrance and on the corner of Oldfield Road and Hulme Street. A plan showing these locations has been submitted alongside this report. The general arrangement floor plan and elevation drawings are also submitted to highlight the scale and prominent nature of these locations which will showcase the heritage of the site.

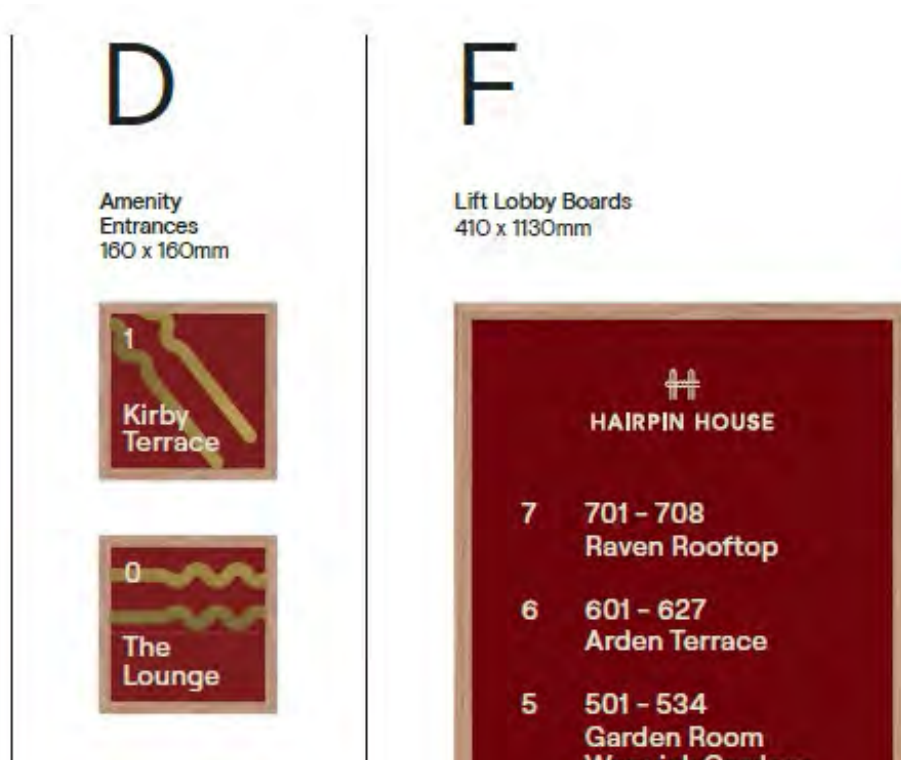
Case Study: Hairpin House

- 4.12 An example at the applicant's Hairpin House development in Birmingham is shown below. In that case, the name and logo resulted from a similar investigation into the site's past. This gave rise to various commemoration options. The selected concept of 'Hairpin House' resulted from the fact that the site was the manufacturing home of Kirby, Beard and Co Limited who created the world famous Kibigrip hairpin.



^ Application of logo at Hairpin House

4.13 As is anticipated at Oldfield Wharf, the Hairpin concept has been applied across the site, including in the wayfinding and signage scheme.



^ Wayfinding scheme extract at Hairpin House

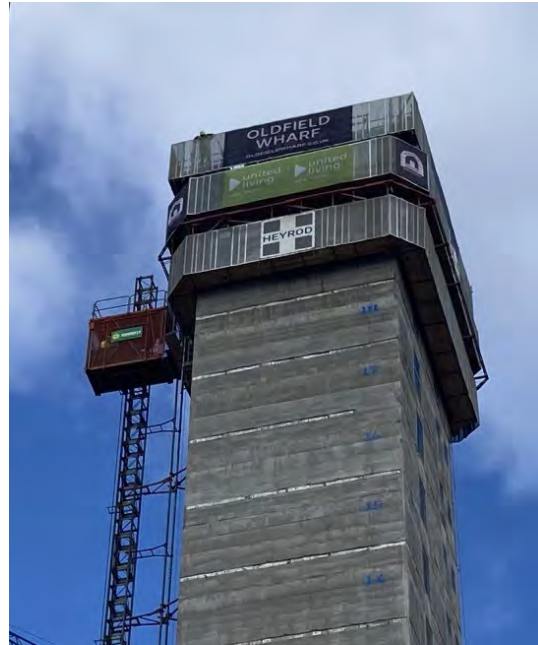


^ Proposed onsite visuals, from 93ft



^ Proposed onsite visuals, from 93ft

4.14 The visual has been applied from the start of the construction stage on the core walls and crane light boxes, as shown below. By the time the construction works are complete in late 2024, many of the local community will be familiar with the Oldfield Wharf development.



^ Oldfield Wharf signage in place

5. SUMMARY AND CONCLUSION

- 5.1 This document has been prepared in relation to the applicant's proposals for condition 15 of application ref 18/71512/FUL which requires the scheme to commemorate the heritage of the site and adjacent area within the public realm.
- 5.2 The report outlines the research into this heritage that has been undertaken, in the form of the archaeological research required by the planning consent. This incorporated a review of the site and area history, but found little of interest on the site, save for fragmentary materials.
- 5.3 The report also sets out the broader research project commissioned by the applicant. It has been explained that the condition requirement aligns directly with their vision for a high quality development concept which is to intertwine the site's history within a recognisable identity for the site. This encompasses its name, logo, visuals and overall character. An award-winning northern design studio was commissioned to undertake this work, with their brief focused on establishing a sense of place based on the history, events and people that shaped it.
- 5.4 The applicant selected the name Oldfield Wharf due to its links to the area's industrial heritage, specifically the connection with canals. This thread has been woven through the selected logo which builds on the typology of the canal heritage with references to bridges, archways and boat moorings. It is a strong graphic which conveys the site heritage and can be expressed across the public realm in the form of the signage, graphics and décor in public areas. It is proposed to hand paint the graphic onto the prominent ground floor and potentially first floor glazing of the amenity space fronting Oldfield Road.
- 5.5 Other approaches were considered but found impractical as the original positions of wharfs and yards are no longer appreciable on the site, and are now occupied by gardens and built form.
- 5.6 Use of the name Oldfield Wharf and the carefully designed branding will commemorate the historic role of the site and area in a readable manner across the public realm. This is considered to align fully with the objectives of the condition.