

Transformations in Urban Britain Since 1945.  
Leicester, 9-10 July 2013

***Renewal and Regionality: Cruickshank and Seward | Central  
Station | Manchester***

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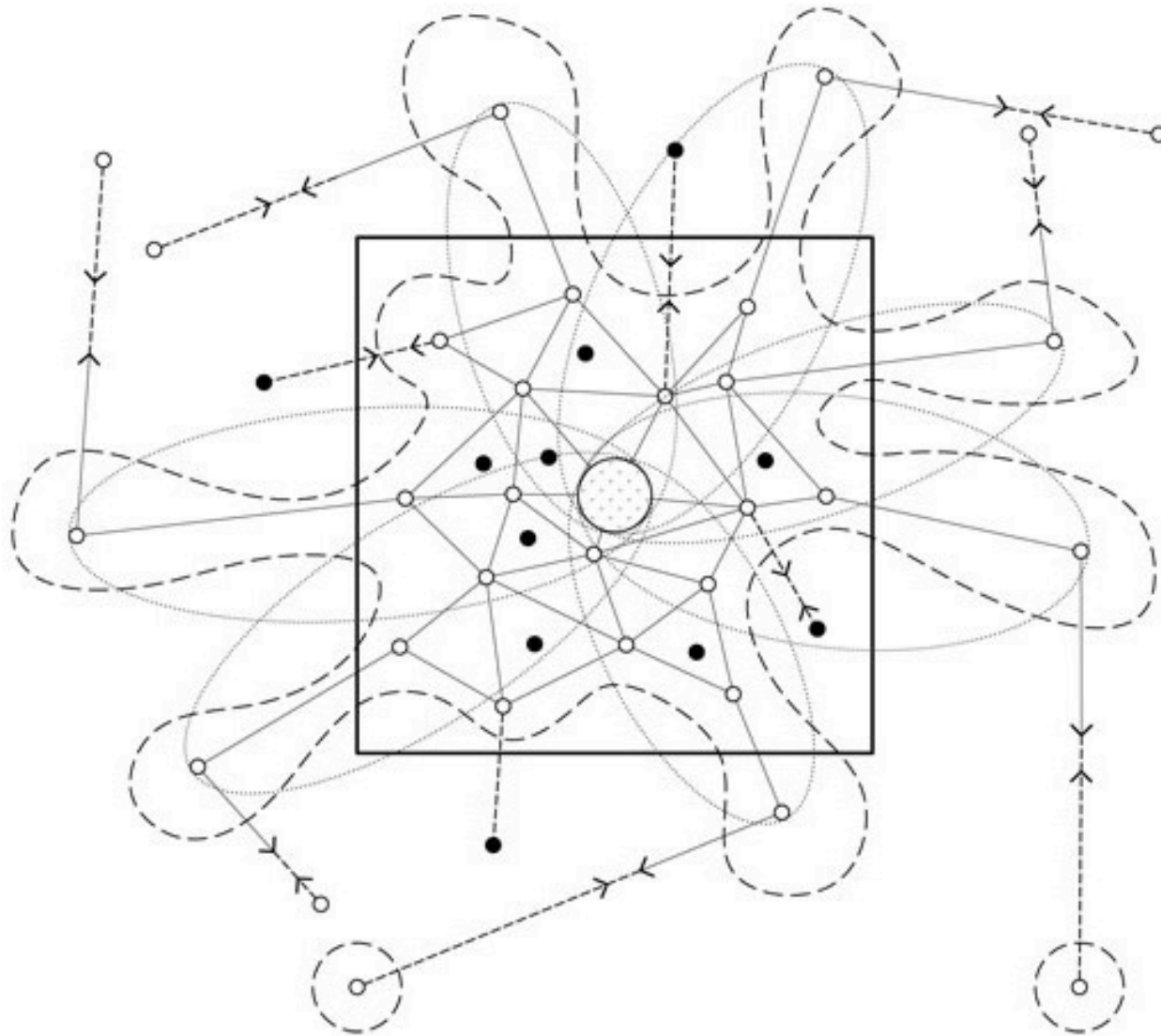
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## CONTEXT OF ENQUIRY

- Long term interest in post-war planning and architecture
- Under acknowledged work of Manchester Corporation Planning Dept. between 1963 and 1974
- PhD on Cruickshank and Seward and *Regionality*
- New ways of approaching 'renewal' cities in the UK and examining 'mainstream modernism'
- Value of examining unbuilt projects as a lens to political and economic conditions

## SOURCES

- Archival – Cruickshank and Seward remaining material, National Archive, GMCRO
- Interviews – surviving partners, local authority planners, consultants
- Local studies library



A model of regionality

**LEGEND**

- Thing
- Event
- ↔ Transmission
- Boundary of nation state [fixed]
- Network [embedded transmission]
- ⋯ Gravitational orbit [elastic]
- - - Limits [permeable and mutable]
- ⊙ Core

## QUESTIONS IN RELATION TO THIS STUDY

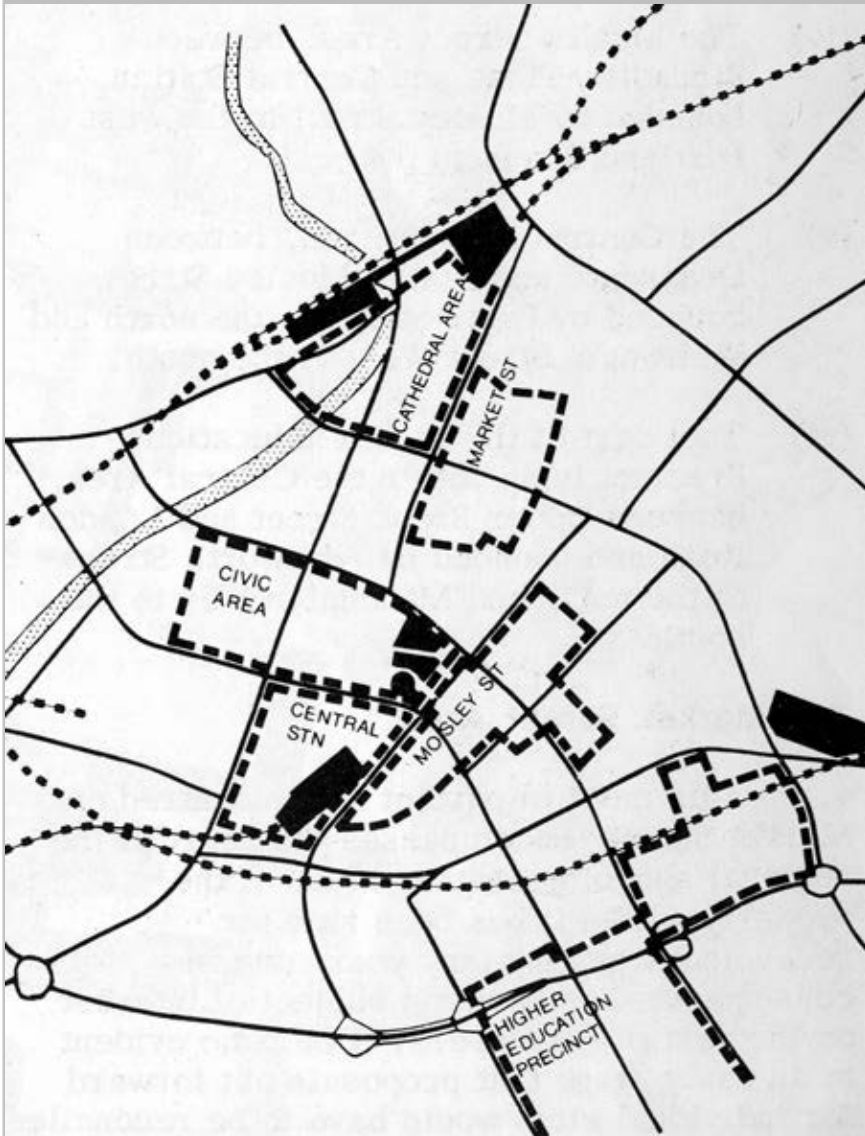
- [1] What were the conditions that meant rebuilding did not really commence until almost 15 years after the end of WWII?
- [2] Why, if powers to allocate CDAs were awarded under the 1947 Town and Country Planning Act, were these powers not employed sooner by local authorities?
- [3] What were the influencing factors in terms of selecting areas to be designated as CDAs?
- [4] What was the role of the architect in the processes of allocation, of lobbying and of development?
- [5] What was the relationship between CDA allocation and other planning led decisions of the period?

## COMPREHENSIVE DEVELOPMENT AREAS

- Local planning authorities were afforded the powers to designate land for comprehensive development under the Town and Country Planning Act (1944) in the guise of the Declaratory Order.
- Whilst the 1947 Act brought little in the way of alteration to the terms of designation, local planning authorities were granted full power to deliver their ambitions by the setting out and central government approval of Development Plans. The Development Plan and CDA allocation were designed to operate in a complimentary fashion.
- In Manchester the formal CDA allocation did not emerge until the publication of the *City Centre Map* in 1967.
- An earlier plan based on the proposals of 1945 and under the direction of the 1947 Act was submitted to central government for ratification in 1951. Whilst not using the term CDA, the Development Plan of 1951 did make reference to nine 'war damaged areas' that were seen as priorities in the rebuilding programme of the city.
- The 1961 approval came with a caveat that excluded the central area and instructed that its planning was revisited. This was certainly one factor in the creation of a separate department of planning within the Corporation.



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Of the six designated CDAs in Manchester, the architectural practice of Cruickshank and Seward were appointed as architects to design two of them (Market Street and Central Station) and had significant influence in a third (the Education Precinct).

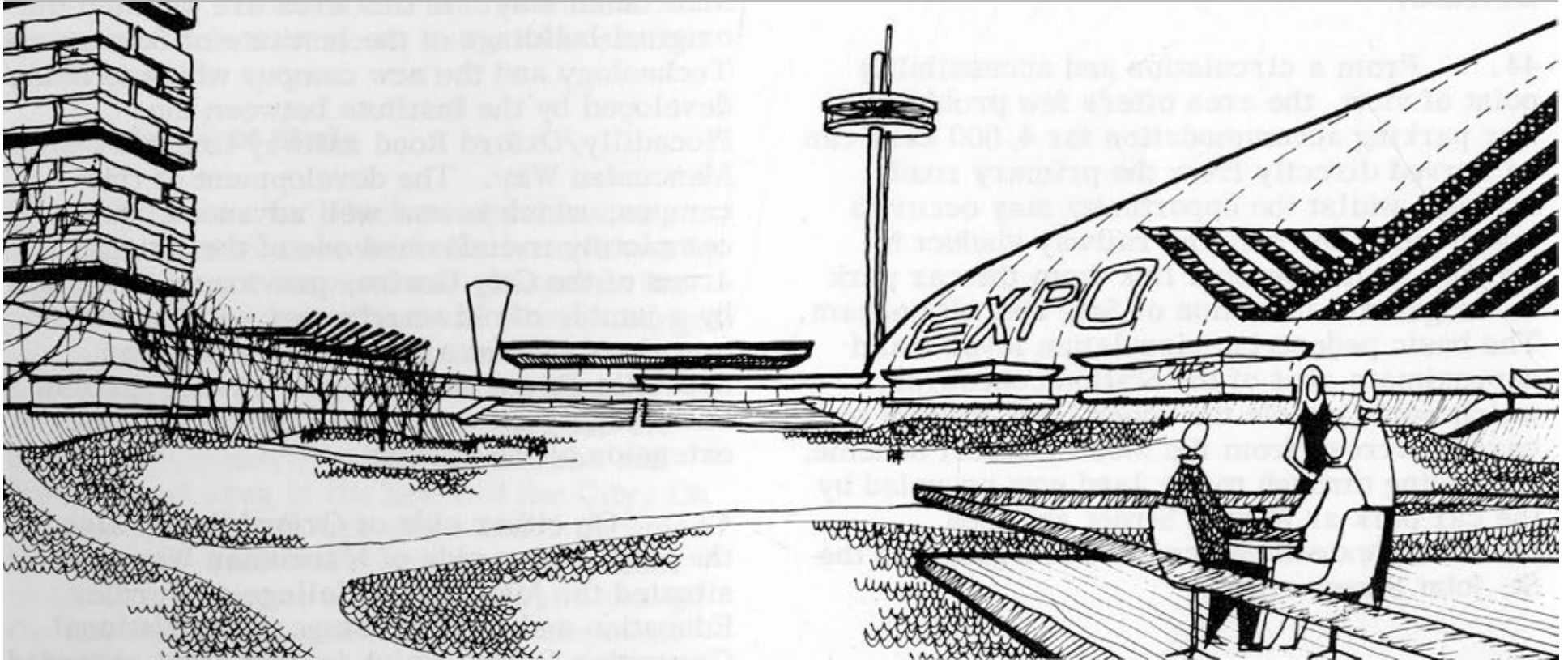
Extract from *City Centre Map 1967* showing CDA allocation (Source: Author's scan)

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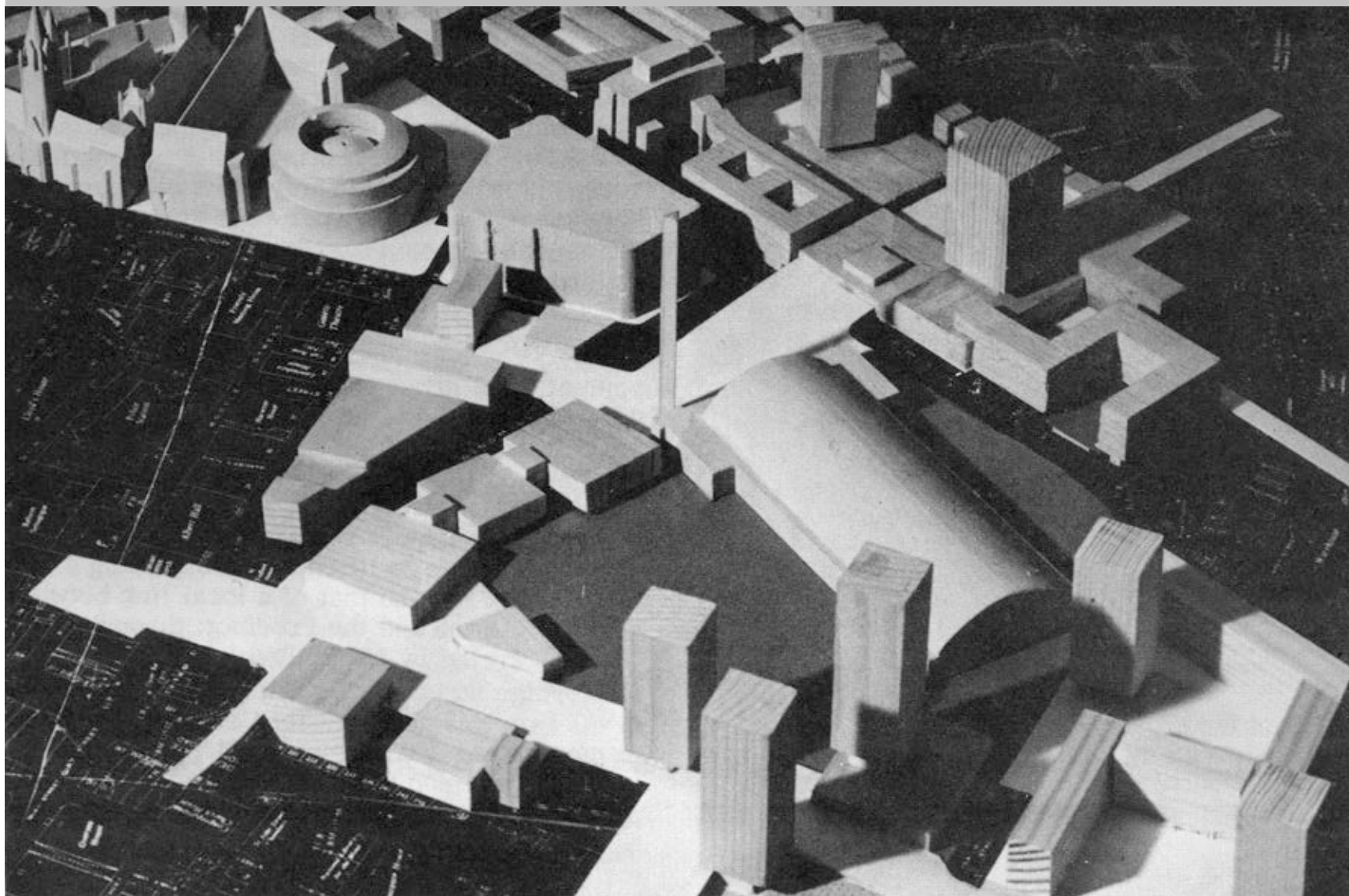


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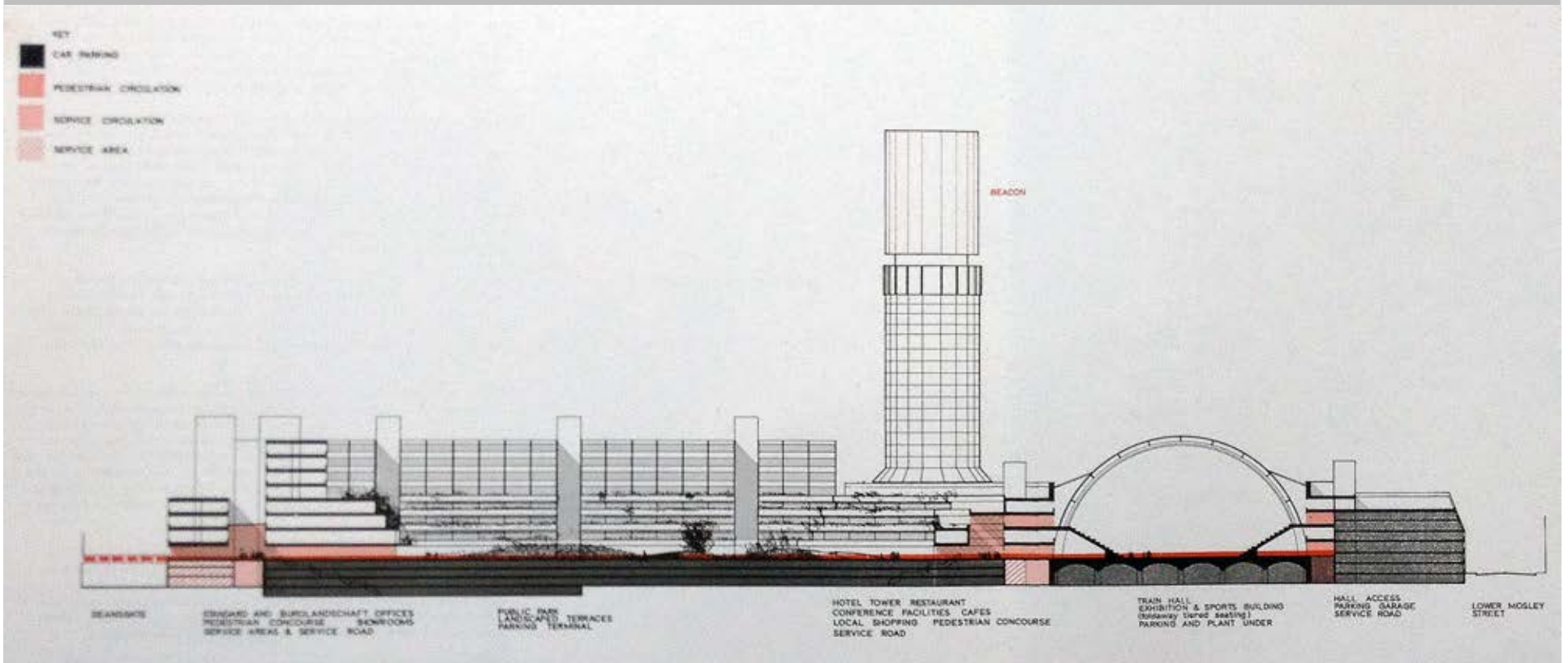
Sketch of Manchester's proposed 'Tivoli Gardens' (Source: Authors' scan. Manchester City Centre Map 1967, p.69)

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**Model of Advisory Scheme** (Source: Authors' scan. Manchester City Centre Map 1967, p.69)

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**Sectional drawing of BDP designed scheme promoted by Taylor Woodrow Group, 1968** (Source: Author's photo from document held at Manchester Central Reference Library, Local Studies Unit, ref. Q725.31Ta1.)

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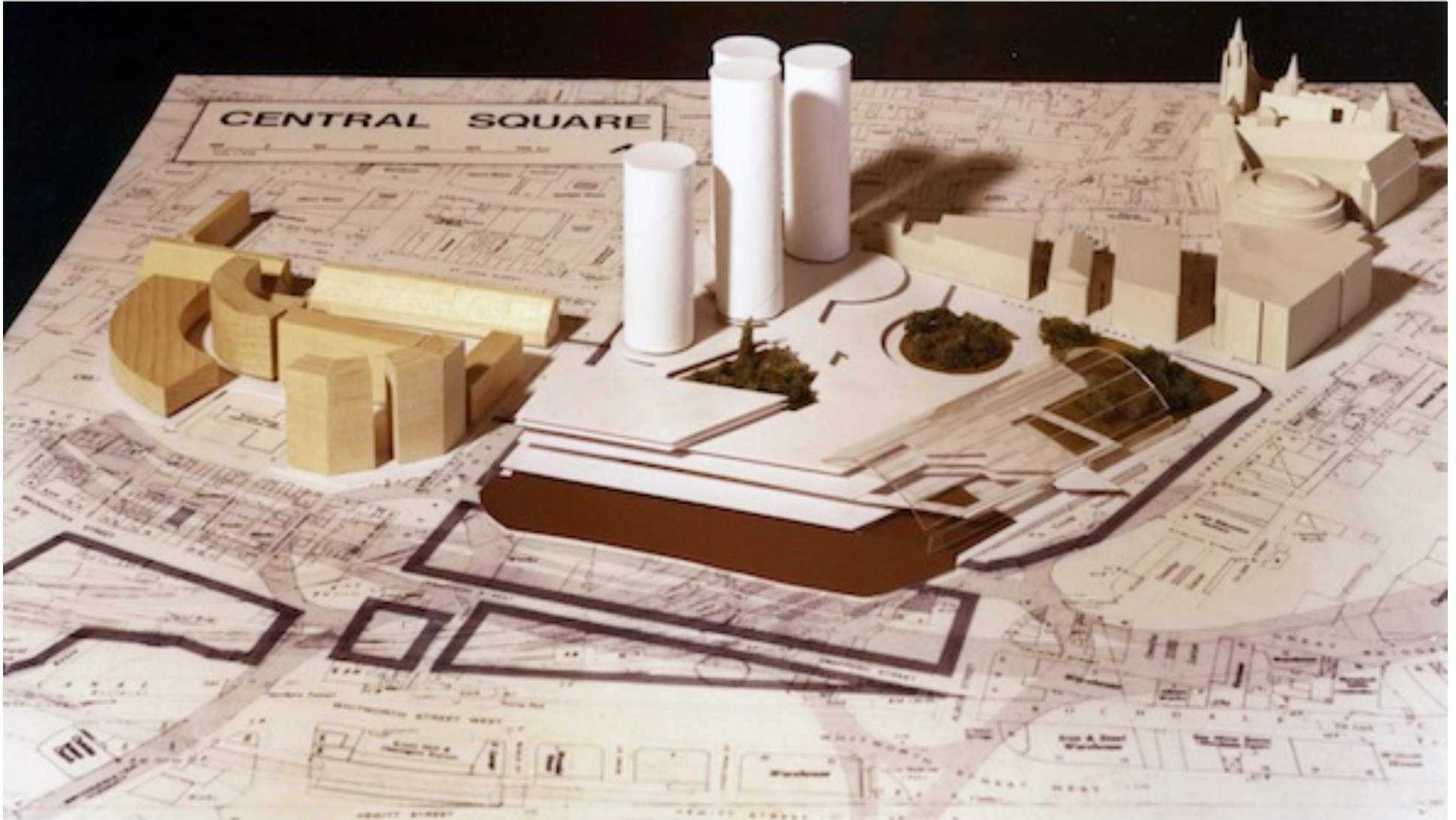
**Central Station in the late 1960s/early 1970s** (Source: Image left, Central Manchester Joint Venture Study (1981) *Central Station : proposals for regeneration* (Manchester: GMC) . Image right, < [http://www.flickr.com/photos/multimedia\\_worldwide/3408486771/](http://www.flickr.com/photos/multimedia_worldwide/3408486771/)>)

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**Model 01** (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)

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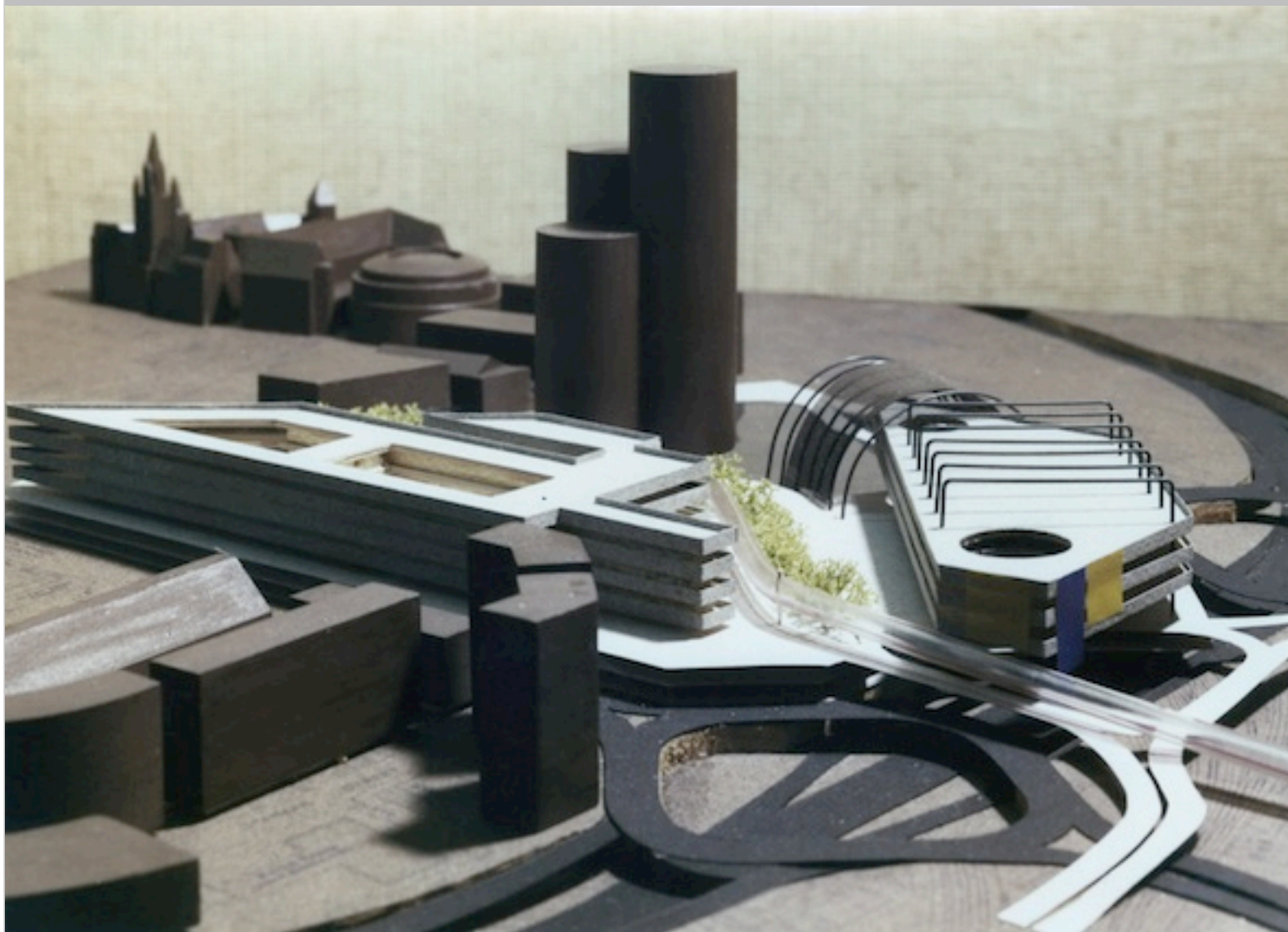
**Model 02** (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)

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**BMW Headquarters in Munich (1972) Karl Schwanzer (Source: [www.oliverfluck.com](http://www.oliverfluck.com))**

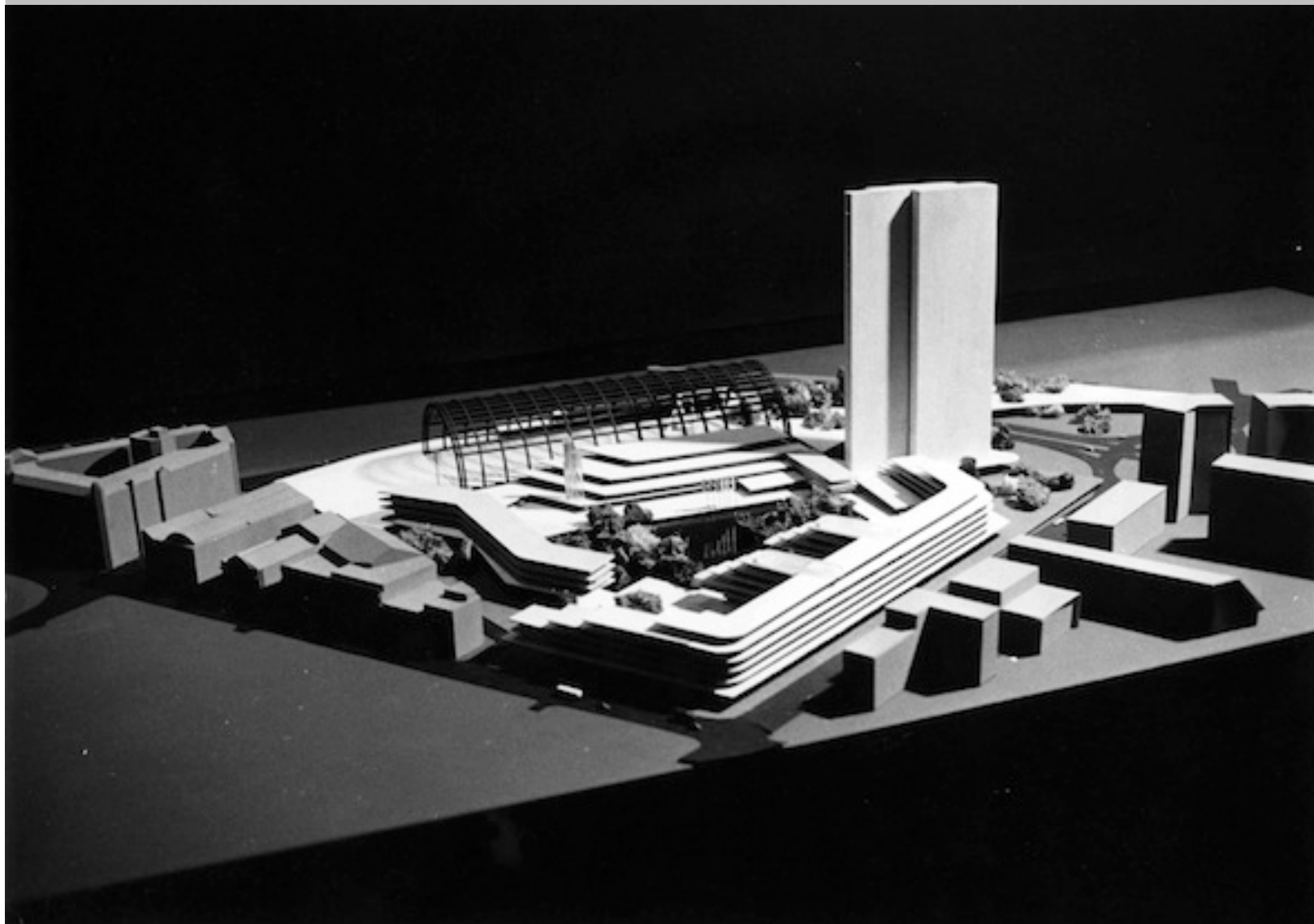
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**Model 03** (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)



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**Model 04** (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)

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**Model 05** (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)

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The situation of the tower almost mirrors the position of Ian Simpson's Beetham Tower (2006) and when agreed by the design team was seen as a sentinel for the city at what was considered a 'gateway' site. It was considered to complement the other towers in similar settings at other points in the city, namely the CIS Tower (G. S Hay with John Burnet, Tait and Partners, 1961-62) to the north and the UMIST Math's Tower (C&S, 1968) to the south

**Model 06** (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)

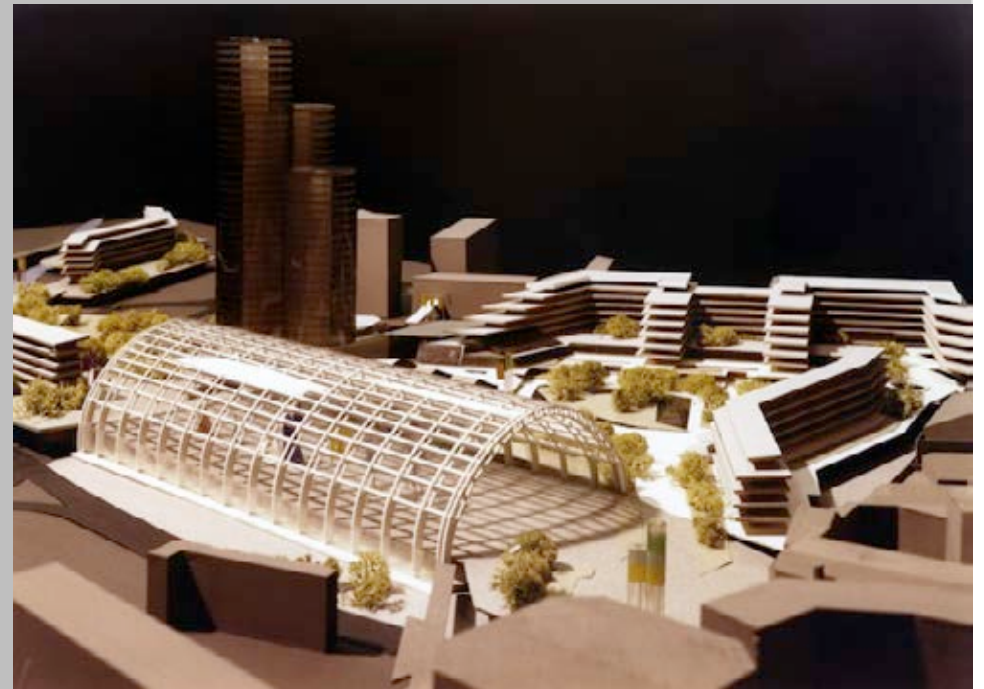
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Visible in this image is a huge linear block stretching westwards towards St. George's, an area of Hulme and a group of shorter tower blocks on the edge of Castlefield. Quite what powers E&C exerted over these sites is, as yet, unclear, but the combined extents of the proposals are colossal and perhaps represent the ambition and gall of Greene and Walker

**Model 07** (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)

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**Model 08** Planning approved scheme (Source: Author's scan from Cruickshank & Seward archive material. Held by Fairhurst Design Group)

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- Speaking of developers in general, but perhaps making specific allusion to his client John Seward referred to their ‘tarnished image’ and that this can only be countered if the ‘quality of thought takes account of all of the essentials that... will make a material contribution to the way of life of the City both in and around its immediate location’.
- The curvilinear forms of their proposal as responding to the arched structure of the train hall and the cylindrical towers as having a dialogue with the Central Reference Library The use of existing materials and characterful spaces were described as ‘incidents and moments... that can be built into new forms and which will give a sense of continuity, character and consistency’.
- The programme as derivative of the very nature of historic activities of trade in the city and tapped into the prevailing zeitgeist of post-industrial Manchester as a place for business to be conducted.

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## **SCHEDULE OF AREAS – ADVISORY SCHEME**

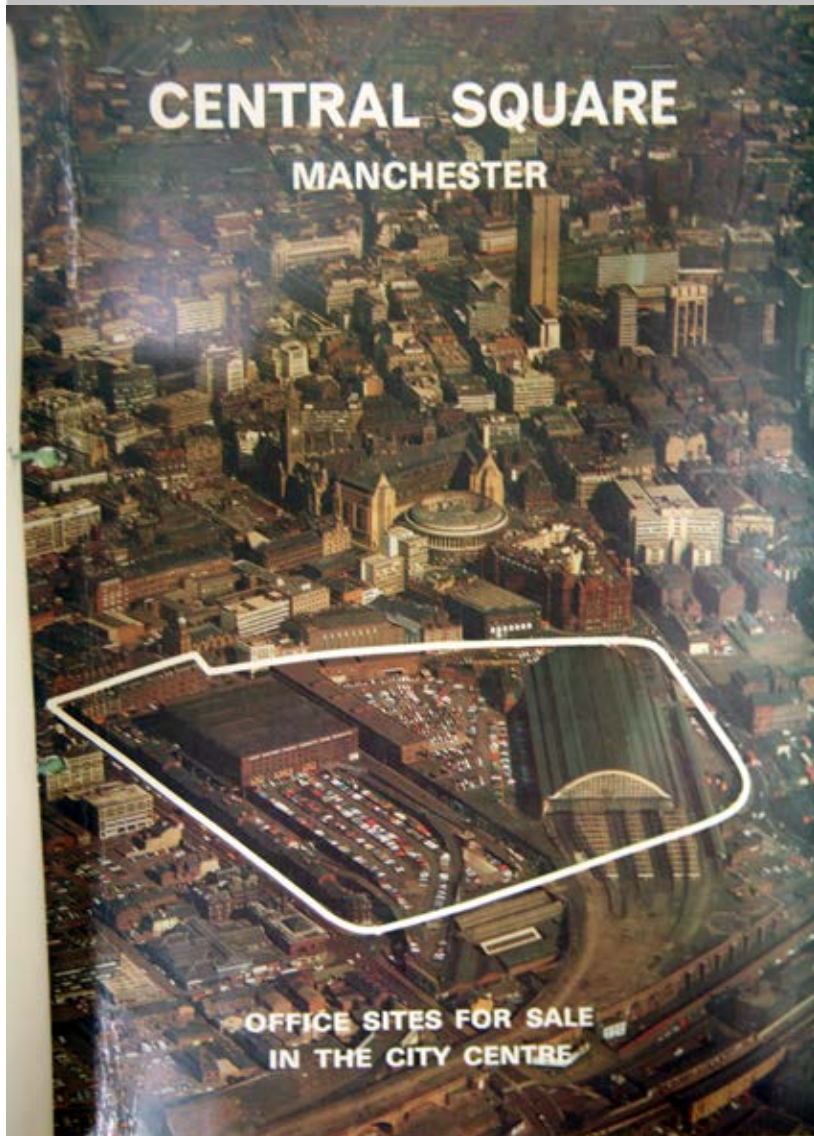
1	Offices	1,000,000 sq. ft.
2	Shopping	12,000 sq. ft.
3	Hotel	300 units
4	Residential	
5	Exhibition Centre in the Train Hall	

## **SCHEDULE OF AREAS – PLANNING APPROVED SCHEME**

1	Offices	750,000	sq. ft.
2	Exhibition Hall	117,000	sq. ft.
3	Conference/Trade Centre	84,000	sq. ft.
4	Shops and Showrooms	65,000	sq. ft.
5	Hotel	160	bedrooms
6	Housing	180	units
7	Car Parking	1650	spaces
8	Open Space	5	acres

(Source: *Central Station Site Manchester, Planning Appraisal*. County and City Planning Officers, January 1979. Held at GMCRO. Orange folder marked Central Station Site, exhibition sub-committee. Ref. GB124.GMC/4/Box 28.)

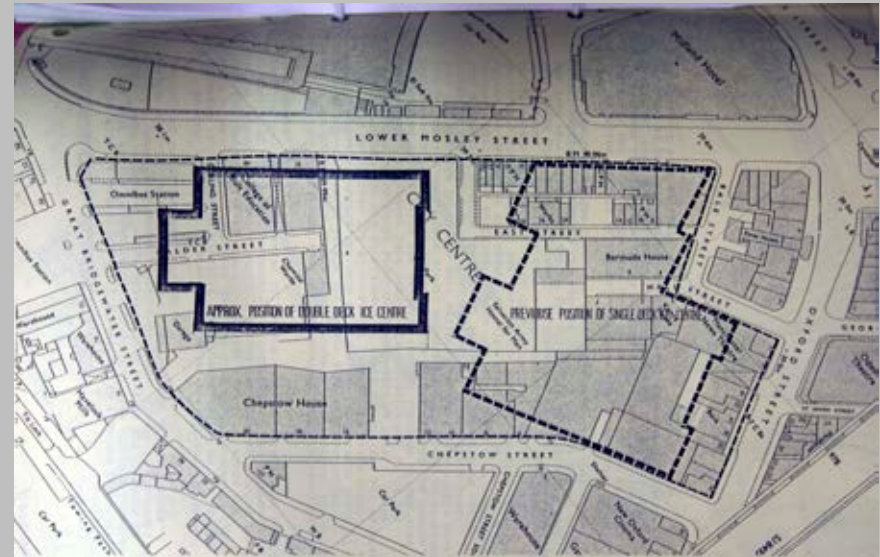
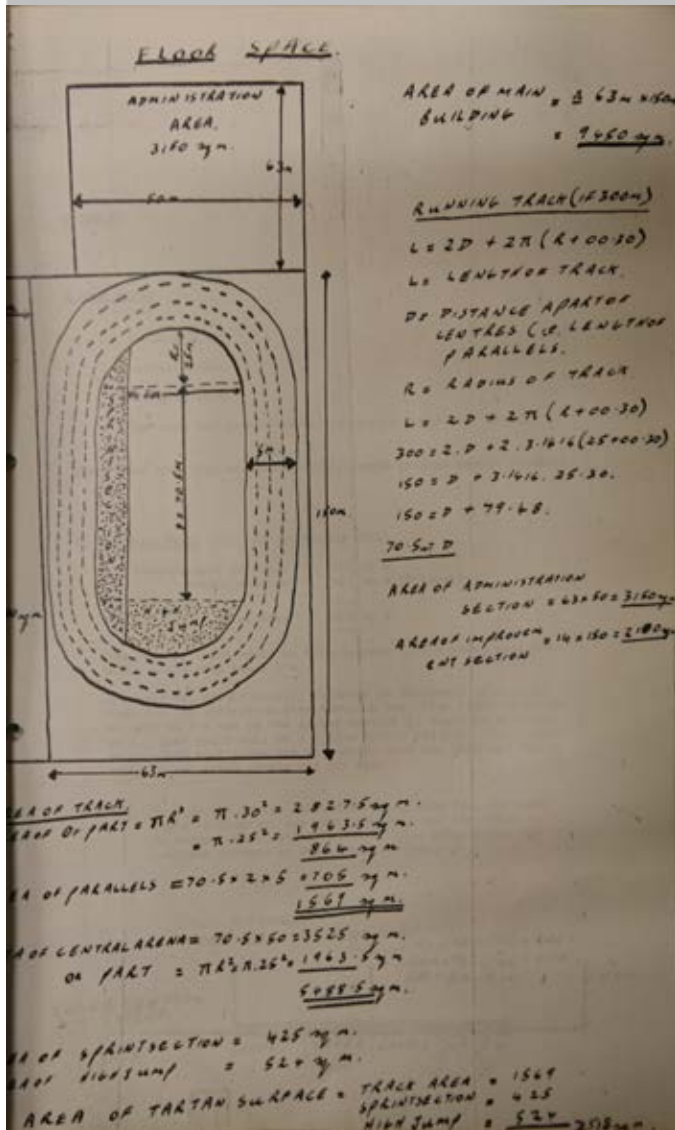
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**Proposed development plan, showing sites for sale by English and Continental** (Source: Author's photo of pamphlet held at GMCRO. Green folder marked 2/F/78. Ref. GB124.GMC/5/Box 89.)



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### ALTERNATIVE PROPOSALS

- Sports centre
- Industrial museum

### ALTERNATIVE BIDDERS

- British Railways
- Taylor Woodrow

Ice rink proposal for adjacent site and suggestion of sports arena for Central Station. (Source: Author's photographs. Correspondence held at GMCRO. Orange folder marked Central Station Site, exhibition sub-committee. Ref. GB124.GMC/4/Box 28.)

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**Model of proposed development, 1981. Essex Goodman Suggitt** (Source: Image left, Central Manchester Joint Venture Study (1981) *Central Station : proposals for regeneration* (Manchester: GMC))

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**G-Mex, 1991** (Source: <<http://www.flickr.com/photos/markle1/5421001179/in/gallery-jza84-72157623630443217/>>)

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Exhibition footbridge, 1985, Essex Goodman Suggitt for GMC (Source: Author's photographs)

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**Contemporary aerial view of Central Station site** (Source: <<http://www.jeffersonairphotography.co.uk/2010/12/aerial-photography-of-manchester.html>>)

## CONCLUSION

- The delays in the reconstruction of central Manchester and other renewal cities were due to limited resources, a focus on housing, health and education buildings and the control exerted by central government on the construction of these building types.
- The use of CDA powers was not required in central areas in renewal cities until the late 1950s and, more predominantly, into the 1960s.
- In Manchester the influencing factors in relation to CDA allocation were twofold; primarily CDAs were used to assist the public sector in negotiations with private developers in the parcelisation of sites with fragmented ownership – for example the Market Street (Arndale) Area. Secondly CDAs were used as a mechanism to protect the long-term interests of local authorities – as in the case of Central Station and the Education Precinct in Manchester.
- The architects role in this scenario was often as mediator first and as designer second. The architects *were* the conduits to the amenities and approvals of the local authorities and other concerned parties and their local presence.
- The CDA process was one that facilitated a negotiation over large-scale construction and whilst bound to engineering led solutions, predominantly those of highways, was independent of smaller developments on ‘island’ sites.

## REGIONALITY

In relation to the idea of regionality, it is interesting to note the two strands of discourse surrounding the development of the station. At one level there was a predominantly local or regional thread, which involved Councillors, MPs and public bodies, whose voices, whilst looming loud in the local press, were largely absent of power or influence in the real negotiations.

The second tier was internationally tinged, the Crown Agents were a former colonial body and provided funding, English and Continental had property interests across the globe including Australia and Singapore, Jack Walker was a resident of Monaco, John Whalley, the landscape architect, had studied at post-graduate level in Pennsylvania and the major new element of C&S's proposals was informed by European precedent. Yet, it was the magnitude of the site and its situation in Manchester around which all of these forces coalesced to arrive at a formal architectural conclusion and the local knowledge of the design team headed by John Seward that drove the scheme to its fruition, at least on the drawing board, and, ultimately, with approval success at the outline planning stage. Larger factors came into play to prevent C&S realising their ambitious designs and it is ironic that the site was eventually developed by the newly formed County after 14 years and the original unsuccessful bids of the City in 1968. Perhaps also tinged with irony is the fact that the GMC itself was dissolved in 1986, within months of completion its most significant physical development in the County.