The emergence of a ‘New Manchester’ in the late 1950s and through the 1960s

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• Conceived by Richard Brook, and engaged a highly talented group of MSA students
• Dr Kevin Tan, MMU
• Eddy and Jack, Modernist Society
• Sponsorship by BDP
From a city of manufacturing and industrial capitalism to services economy in a consumer society

“Manchester is primarily an industrial city; it relies for its prosperity - more perhaps than any other town in the country - on full employment in local industries manufacturing for national and international markets.”

[Source: Ordnance Survey, one-inch map, sheet 101, 1947]
From a city of manufacturing and industrial capitalism to services economy in a consumer society

“Between 1966 and 1972, one in three manual jobs in manufacturing were lost and one quarter of all factories and workshops closed. ... Losses in manufacturing employment, however, were accompanied (although not replaced in the same numbers) by a growth in service occupations.”


[Source: Ordnance Survey, one-inch map, sheet 101, 1968]
Economic decline, social change, demographic shifts

[Source: North West Regional Atlas, 1969, (Ministry of Housing and Local Government, North West Regional Office) ]
Economic decline, social change, demographic shifts

Cotton Exchange finally ceased trading in 1968

[Source: Courtesy of Levitt Bernstein]
Economic decline, social change, demographic shifts

[Source: North West Regional Atlas, 1969, (Ministry of Housing and Local Government, North West Regional Office) ]
Economic decline, social change, demographic shifts

[Source: City of Manchester Plan, 1945]
Economic decline, social change, demographic shifts

[Source: North West: A Regional Study, 1965]
Economic decline, social change, demographic shifts

[Source: Courtesy of Manchester City Archives, Engineers Microcard Collection, ref. 5460/-/12]
Economic decline, social change, demographic shifts

[Source: Urban Renewal Manchester, 1967]

[Source: Local Image Collection, ref. m76078]
[Source: Image courtesy of David Kaiserman]
[Source: Local Image Collection, ref. m25424]

[Source: City of Manchester Hulme 5 Redevelopment: Report on design, Oct. 1965. (Wilson & Womersley)]
The ‘Forts’

[Source: Urban Renewal Manchester, 1967]
Signs and Symbols of the Service Sector Economy

The trend towards ever taller office blocks started with Albert Bridge House (E.M. Banks for the Ministry of Works, 1959)

[Source: Manchester Local Image Collection, ref. m56116]
Signs and Symbols of the Service Sector Economy

Longridge House, a distinctive early office development (H.S. Fairhurst & Sons, 1959)
Cooperative development and the CIS Tower

“The office tower ...eschews any pyrotechnics and relies solely on the excellence of its proportions for effect. ... [with] the curtain wall of plate glass, black vitreous enamelled steel and projecting anodized aluminium I-sectioned mullions wrap uninterruptedlly around the whole block .... The temptation to dabble with colours of any kind has been resisted.”

Signs and Symbols of the Service Sector Economy

'In place of the ponderous carbon patinated Victorian warehouses, solidly defining every central street at a regulation five or six storeys, there is now soaring a nexus of glass-curtained counting houses, squarely silhouetted against the obscured Pennine sky.'

Developments Indicative of Post-Industrialism

Renold Building that would be at the heart of the UMIST campus. Designed by architect W.A. Gibbon of Cruickshank & Seward

[Source: Courtesy of MMU Library Special Collections]
Developments Indicative of Post-Industrialism

[Source: The Builder, 24 June 1960, p.1178]
Developments Indicative of Post-Industrialism

[Source: Courtesy of Manchester Airport archive]
MANCHESTER’S NEW STATION

replacing London Road Station will be completed in 1962. More platforms giving better services, easier access and more car parking space are but some of the improvements which will come from this rebuilding

London Midland Modernisation

Monorail for Manchester

Study of £21 m. monorail's feasibility proposed
16-mile line may follow

By GEOFFREY WHITELEY

MANCHESTER CITY COUNCIL is to be asked to agree to an intensive feasibility study of a scheme for a £21 million monorail system for the city.

The scheme would enable the engineering and planning board to consider the monorail system's merits, and to assess the economic viability of the scheme.

A monorail system is currently under consideration in France and could operate in Manchester. Complete studies of tracks and working systems within a tunnel guarantee almost all-weather operation without the problems of adverse weather conditions that affect surface systems making the Greater Manchester Area the ideal location for such a system.

Paying third

The scheme that would form the subject of the feasibility study is for a 16-mile line extending from Stationary Street in the North, via the city centre to the Trafford Park area.

A monorail system in this suspended form has been operating in France for many years. Complete studies of tracks and working systems within a tunnel guarantee almost all-weather operation without the problems of adverse weather conditions that affect surface systems making the Greater Manchester Area the ideal location for such a system.
Monday's highway to a super space city

At 7.30 am on Monday motorists will swing on to a long concrete ramp signposted Mancunian Way and drive off across the rooftops of Manchester into the 21st century. The barriers will be down and the chimney-skimming ribbon of road across the city's southern flank—the £5,500,000 super-highway for the Manchester of tomorrow—will be open.

Now it's up to the motorists

"Undoubtedly," Chief Supt Frank White, Manchester's police traffic chief, said with a wide smile, "motorists will be almost opening up at first to see if the distinct separate grass for the sound is all it is. We have not been here long enough to judge yet, but the idea is to make the city's traffic flow more efficient."

The Mancunian Way has been designed to accommodate the ever-increasing traffic in Manchester. The new road will provide an alternative route around the city, reducing congestion and improving road safety.

For those who drive on the Mancunian Way, it will provide a faster and more direct route to the motorway, bypassing the city centre and reducing the amount of time spent in traffic.

Just three soaring minutes on this magic carpet

For three golden, privileged minutes the joy returned to motoring yesterday—right in the heart of Manchester. I drove for the first time on the Mancunian Way.

Mainly for
The Mancunian Way (1967)

www.youtube.com/watch?v=3drTk6rAzVI
Sorting out the City Centre

1945

1967
It is undoubtedly most desirable that the zoning scheme for the city centre should make possible, as opportunity serves, some sorting-out of the present indiscriminate mixture of development [BUT] The zoning proposals must allow considerable elasticity
Sorting out the City Centre

“The City Centre has reached a critical stage in its development with a high proportion of obsolete buildings, which presents the opportunity to renew and recreate a more efficient and convenient centre worthy of the region it serves.”
Sorting out the City Centre
“Sooner or later [in the city centre] it will be necessary to assign different levels to the exclusive use of the pedestrian and the moving vehicle, and to keep the stationary vehicle out of the way of both. This means that a third dimension must be added to the planning of central areas.”

(Senior D, 1960, ‘New heart for Manchester’, The Guardian, 15 June, p.18.)

[Source: Local Image Collection, ref. m58799]
Sorting out the City Centre

Visit of the Prime Minister - The Right Honourable Harold Wilson, 1966. Physical model of Manchester city centre was a useful tool of public communication device and demonstration of urban change.

[Source: Courtesy of the Manchester City Archive, ref. Lord Mayor’s Photograph Albums, M480/m95411]
[Source: Manchester City Centre Map, 1967. Manchester City Council, p.55]
“Forty Years of Planning the Future of Manchester: The Key Plans”

www.mappingmanchester.org/plans
References and image sources:

• Slide 1: Photograph of the physical model of Manchester city centre, 1960s on public display in the Town Hall Extension. Image courtesy of David Kaiserman.


• Slide 3: Map is Ordnance Survey, one-inch map, Sheet 101, from 1947; source: author scan. Photograph is Rowland Nicholas from the Journal of Town Planning Institute, Vol. XLVI, No. 11, Dec. 1960, image courtesy of Richard Brook. Dust jacket cover of the City of Manchester Plan, 1945; source: author scan.

• Slide 4: Map is Ordnance Survey, one-inch map, Sheet 101, from 1968; source: author scan.

• Slide 6: Top-right, engraving of the main room of the Manchester Royal Exchange; source: The Builder, 7 July 1871. Main image of Royal Exchange Theatre, courtesy of Levitt Bernstein.

• Slide 7: Extract from North West Regional Atlas, 1969 (Ministry of Housing and Local Government, North West Regional Office). Available online at https://issuu.com/cyberbadger/docs/north_west_regional_atlas


• Slide 9: Extract from North West: A Regional Study, 1965; source: author scan.

• Slide 10: Map of outline plan for the Hattersley overspill housing estate. Source: Courtesy of Manchester City Archives, Engineers Microcard Collection, ref. 5460/-/12. Postcard of Hattersley, Hyde; source: author scan.
• Slide 11: Map of “Renewal Implementation” from *Urban Renewal Manchester*, 1967; source: author scan. Aerial photograph of Hulme; courtesy of Manchester City Archives, Local Image Collection, ref. m76078.

• Slide 12: Map of “Hulme Redevelopment - Extent of Substandard Dwellings”; image courtesy of David Kaiserman.

• Slide 13: “Hulme 5 Layout” plan and two perspective sketches from: *City of Manchester Hulme 5 Redevelopment: Report on design*, Oct. 1965 (Wilson & Womersley); source: author scan. Photograph of construction of Hulme 5 blocks; courtesy of Manchester City Archives, Local Image Collection, ref. m25424. Photograph of Lewis Womersley and Hugh Wilson, from “Varsity complex must be a real part of the city”, *Manchester Evening News & Chronicle* 12 May 1967; source: author scan from newspaper article.

• Slide 15: Model of Albert Bridge House; courtesy of Manchester City Archives, Local Image Collection, ref. m56116.

• Slide 16: Perspective sketch of Longridge House, courtesy of Manchester City Archives, City Engineers microcard, ref. 5281/-/9. Photograph by L. Kaye of the construction of Longridge House, 1958; courtesy of Manchester City Archives, Local Image Collection, ref. m56265. Photograph by D Montford of the completed building, 1968; courtesy of Manchester City Archives, Local Image Collection, ref. m80953.

• Slide 17: Model of CIS Tower, image courtesy of the Cooperative Archive and Richard Brook. Photograph of the ‘topping-out’ of the CIS Tower; courtesy of Manchester City Archives, Local Image Collection, ref. m79173

• Slide 18: Video clip of news story, Sky High (1962), available from www.youtube.com/watch?v=KKYZfbDtlSo


• Slide 20: “Manchester is moving into the future....” advertisement in Manchester Evening News, 1964; source: author scan.
• Slide 21: Model of Renold Building; courtesy of Richard Brook and MMU Library Special Collections. Panoramic view of UMIST campus development drawn by Peter Sainsbury; courtesy of Richard Brook and MMU Library Special Collections.

• Slide 22: Aerial view of UMIST campus and Mancunian Way in the early 1970s. Source: University of Manchester Library, ref. JRL0701368dc. Available at http://luna.manchester.ac.uk/luna/servlet/s/xumy00

• Slide 23: Aerial view of Sackville Building and 1950s extension and the undeveloped millscape around the River Medlock that would become the UMIST campus. Source: University of Manchester Library, ref. JRL0701356dc. Available at http://luna.manchester.ac.uk/luna/servlet/s/s265h0

• Slide 25: Promotional model setting out the new airport terminal, designed by City Architect Leonard C. Howitt. Courtesy of Manchester Airport archive.
• Slide 32: Map “City of Manchester Smoke Control Areas, 1969” from Medical Officer of Health report, 1969; source: author scan. Top-right photograph by M Luft showing cleaning of soot off Town Hall; courtesy of Manchester City Archives, Local Image Collection, ref. m52203. Bottom-right photograph of rubbish blocked canal; courtesy of David Kaiserman.

• Slide 33: 1945 map from the City of Manchester Plan, 1945; source: author scan and extract. 1967 map from Manchester City Centre Map, 1967 (Manchester City Council); source: author scan and extract. Aerial photograph of Manchester city centre, post-war; source: author collection

• Slide 34: “City of Manchester - Central Area” map from the City of Manchester Plan, 1945; source: author scan. Photograph is Rowland Nicholas from the Journal of Town Planning Institute, Vol. XLVI, No. 11, Dec. 1960, image courtesy of Richard Brook. Dust jacket cover of the City of Manchester Plan, 1945; source: author scan.

• Slide 35: “City Centre Map 11” from Manchester City Centre Map, 1967 (Manchester City Council); source: author scan. Photograph of John S. Millar courtesy of David Kaiserman.
• Slide 36: Map of “City Centre Road” from report by John Hayes (City Engineer), *Manchester City Centre Road*, 1968 (City of Manchester Corporation); source: Richard Brook. Map of “Comprehensive Planning Proposals 9” from *Manchester City Centre Map*, 1967 (Manchester City Council); source: author scan.

• Slide 37: Photograph of the city centre model, 1960; courtesy of Manchester City Archives, Local Image Collection, ref. m58799. Top-right architectural sketch of a pedestrianised, multi-level Market Street from *Manchester City Centre Map*, 1967 (Manchester City Council); source: author scan.
