
DESIGN AND ACCESS STATEMENT

Listed Buildings and Advertisement Consent at 19 King Street,
Manchester, M2 6AW

Prepared for: Innovate Signs
Prepared by: Fuse 3 Ltd

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Our Reference: 15922/280721/PG

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1 Introduction

- 1.1 This planning Design and Access Statement has been prepared to accompany the application for Listed Buildings Consent and Consent to Advertise at 19 King Street Manchester M2 6AW, and should be read in conjunction with:

15922 - Pretty Green - Manchester King St - Plans, which details: Existing Store Signage, Proposed Site Signage, Fascia Sign Specification, and includes the Location Block Plan.

2 Site Location and Description

- 2.1 The Shop is part of a Grade II listed building (Listing NGR: SJ8373898327) situated on the pedestrianised King Street, which is in the commercial heart of the city and within the St Ann's Square Conservation Area.
- 2.2 The listing for the building recognises the arches, columns, hood moulds, key stones and the yellow brick work as key heritage features.

3 Amount of Development

- 3.1 The proposed signage will not be alter the fabric of the building causing no conflict with the building as a heritage asset and will be appropriate in size and scale to the fascia, shopfront and the street scene.

3.2 Landscape

- 3.2.1 The proposal offers no change to landscape.

3.3 Design

- 3.3.1 The proposed signage is to be minimalist in design with a simple black on white brand name/ logo of the business and will be appropriate in size and scale to the fascia, shopfront and the street scene — representing a modern, high quality design, as encouraged within the St Ann's Conservation Area.

3.4 Access Component

- 3.4.1 There will be no impact to access

4 Concluding Comment

- 4.1 The proposal accords with planning policy and the aims of the conservation appraisal, it will enhance the shopfront at 19 King Street, and will also enhance the visual amenity of the area.