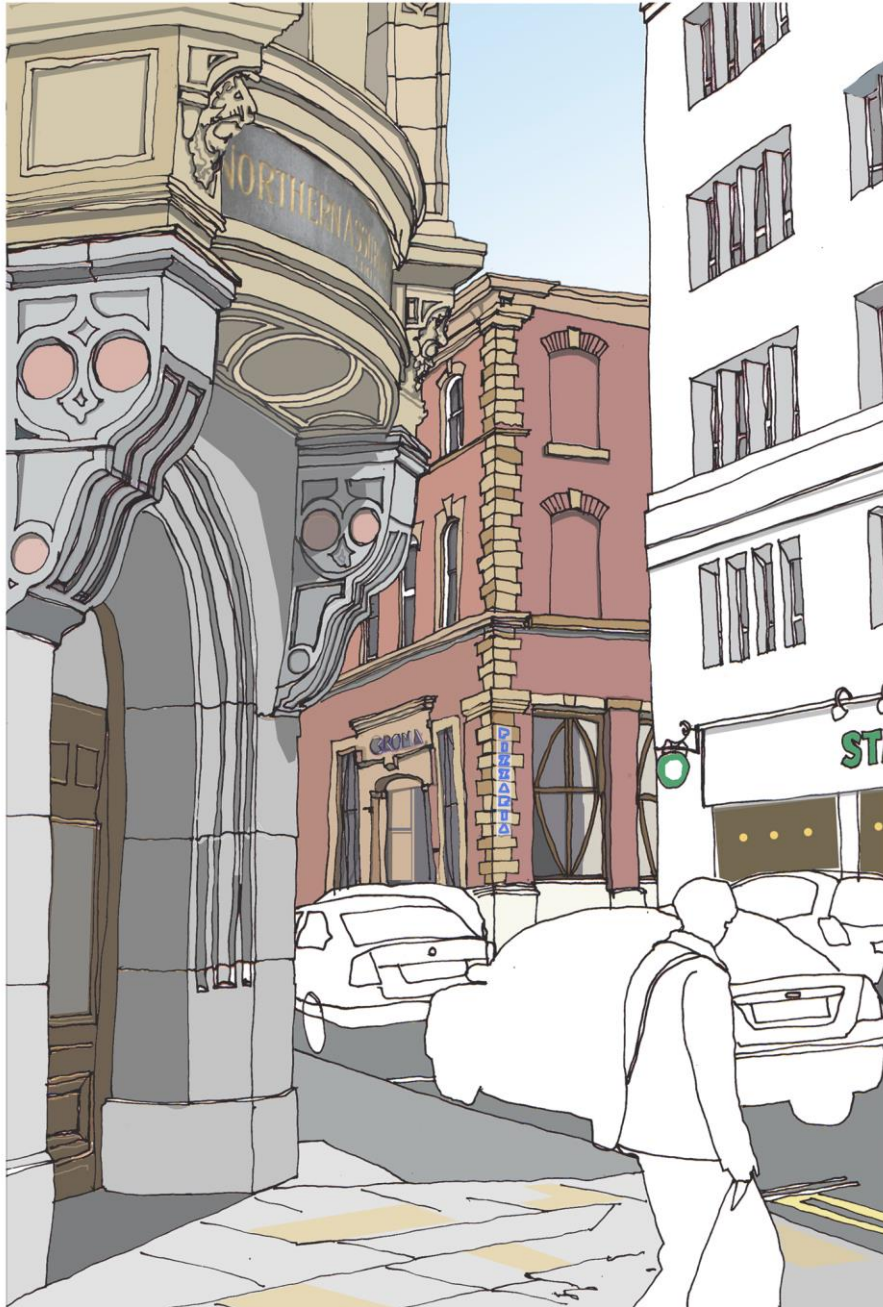


CROMA MANCHESTER, PROPOSED NEW SIGN



Supporting Statement
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Introduction

1. This statement is in support of an application for Consent to Display an advertisement at Croma Manchester, situated at 3 Clarence Street, Manchester M2 4DE. This statement should be read in conjunction with the application drawing and sketch view.
2. Croma is a pizza restaurant established in 2000. The Manchester branch, at Clarence Street, was the first of the local chain of four restaurants to open.

Proposal

3. The proposal is for the installation of a new neon sign to be mounted externally on the wall of the restaurant facing Bow Street, next to the corner of Clarence Street. An existing projecting neon sign, fixed to the Clarence Street elevation, next to the same corner, will be removed before the new sign is installed.

Requirement

4. The new sign is required because the existing projecting neon 'Croma' sign does not clearly identify the premises as a restaurant when viewed from a distance, and especially from Princess Street and Albert Square. Other nearby premises, such as Piccolino – on the corner of Princess Street and Clarence Street – benefit from outside seating and views into the ground floor areas and do not therefore rely on signage to identify them as restaurants.
5. The restaurant does not currently benefit to the extent that should be expected from the large footfall through Albert Square or along Princess Street. The new sign will be visible from these locations, but unlike the existing sign it will also be descriptive enough to attract visitors and passers by who may be unfamiliar with the Croma name and the type of dining offered by the restaurant. This is of particular importance in the Christmas market and festival seasons when there is an influx of visitors into Albert Square who may not be aware of local businesses that do not immediately face the square.

Design

6. The design of the sign makes use of the same letter style, colour and illumination method as the existing projecting sign (to be removed). Like the existing sign the letters will be formed in 10mm diameter blue neon tubing within a frameless transparent acrylic box. The transparent sign box will be mounted on the wall of the building with the letters within spaced so that they are co-ordinated with each of the eight corresponding stone quoin blocks

Visual Impact

7. The restaurant is located with 1-3 Clarence Street and was originally created, in 2000, from the shell of a building dating from late 19thC or early 20thC. It lies within the Albert Square Conservation Area. The building is not listed but is adjacent to 10-11 Kennedy Street, which is listed Grade II. The front façade of the listed building, being on Kennedy Street is on the opposite side of the block to the proposed sign location in Bow Lane and its setting would therefore not be affected.
8. The new sign will replace an existing sign of similar design and will not therefore significantly alter the street scene. The proposed sign is as small as possible commensurate with its function, which is to identify the restaurant to pedestrians passing by on Princess Street.