11 New Cathedral Street, Manchester M1 1AD

Design Statement

In Support of Full Planning Consent Application for alterations to external cladding



Introduction

This report has been written by Callison RTKL on behalf of the applicant, Hugo Boss, UK, Limited and in support of the planning application, reference: 119506/FO/2018 for alterations to the existing storefront of the existing A1 retail unit at 11 New Cathedral Street, Manchester, M1-1AD.

This Design Statement should be read in conjunction with the drawings prepared by Callison RTKL. This report aims to set out the policy context and historic development of the site, and provide an assessment of the impact of the proposal.

Historical Context

New Cathedral Street is a pedestrianised retail street in the city centre and it serves as a conduit between between St Ann's Square and Exchange Square being two of the foremost public squares in Manchester. St Ann's Square being a prime shopping destination and exchange square with its bars and restaurants and its adjacency to the Printworks and the Arndale centre being a shopping and entertainment hub.

The street is home to the Manchester branch of Marks and Spencer and Selfridges (east side), and Harvey Nichols, the largest Ted Baker and Hugo Boss stores outside London, Lacoste, Louis Vuitton, Reiss, Henri Lloyd, Massimo, Zara and Burberry (west side).

The street and buildings that stand today were all built as part of the rebuilding since the 1996 IRA bombing of the city centre. The block of buildings to the west are on the site of the former Victoria Street and Victoria Buildings, which were aligned differently.

Cathedral Street is an older street to the east of the cathedral and further to the north.

Policy Context

This section of the report sets out local and national policy and guidance relevant to the proposals to which this report relates.

National Planning Policy Framework 2012

Section 23 of the National Planning Policy Framework (NPPF) sets out how planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. To this effect, local planning authorities should define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres and set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town

Manchester Unitary Development Plan

UDP Policy DC14.

UDP policy DC14 is concerned with the design of shop fronts and related signs in relation to all retail and commercial preimises.

DC14.1 states that in determining applications relating to retail and commercial premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

Justification for this policy is outlined as follows; "The Council wishes to ensure that the designs of shop fronts and associated signs respect the characteristics of the building on which they are located, and the character of the general area.

The Council accepts that what is or is not "good design" is a matter of personal taste and judgment, and that planning control in this respect has to be exercised with particular care.

Nonetheless, some general principles are involved which the Council considers it reasonable to have regard to, and these are set out in the policy."

Guide to Development in Manchester - Supplementary Planning Document and Planning Guidance (Adopted April 2007)

Section 2.9 of the "guide to development in Manchester" supplementary planning document states that the design of shop fronts, security measures, forecourts and signage should contribute to the character, identity, individuality and accessibility of local centres. It goes on to state that these elements play a major role in creating the sense of place and image of the area. Whilst it is important for people to be able to identify specific shops and services, the design of shop fronts and signage should relate to and harmonise with the character of the area within which the building is located.

Section 2.10 of the "guide to development in Manchester" supplementary planning document states that streets should define and help to identify individual neighbourhoods and buildings and should enliven and define an area and reinforce its character, helping to achieve and foster a sense of place and quality.

Proposals.

The following statement on the proposals should be read in conjunction with the following drawings included in planning application reference: 119506/FO/2018

A-001

AX-101

AX-102

AX-200

A-101

A-102

A-200

The proposals consist of the removal of a single panel of black back painted glass above the main entrance which is set within and existing exposed steel frame, and replacement with a dark grey ceramic tile to match a second layer of cladding behind the storefront glazing generally.

Impact of Proposals

The proposals are considered to be conducive to aesthetically uplifting the existing shopfront and giving greater prominence to the brand logo above the main entrance which was previously located behind the glazing.

The proposals are considered to align with local planning policy in a number of ways:

In alignment with unitary development plan policy DC14.1 the proposals are in keeping with the character of the building and adjoining buildings in that the colour of the cladding is in keeping with the dark colour scheme of the rest of the storefront and the use of ceramic tiles is an aesthetic cue to the large terracotta cladding panels used at high level across the whole block, of adjoining shopfronts.

In this sense it is considered that the proposals adequately respect the characteristics of the building on which they are located, and the character of the general area.

The proposals are considered to align with the guidance set-out in Section 2.9 of the "guide to development in Manchester" supplementary planning document in that they contribute to the character, identity and individuality of the centre in the use of materials which are sensitive to and in keeping with the existing materials to the main blocks and adjacent storefronts.

The proposals are considered to align with the guidance set-out in Section 2.9 of the “guide to development in Manchester” supplementary planning document in that they help to identify the individual building while being sensitive to the character of the main block and adjacent storefronts.