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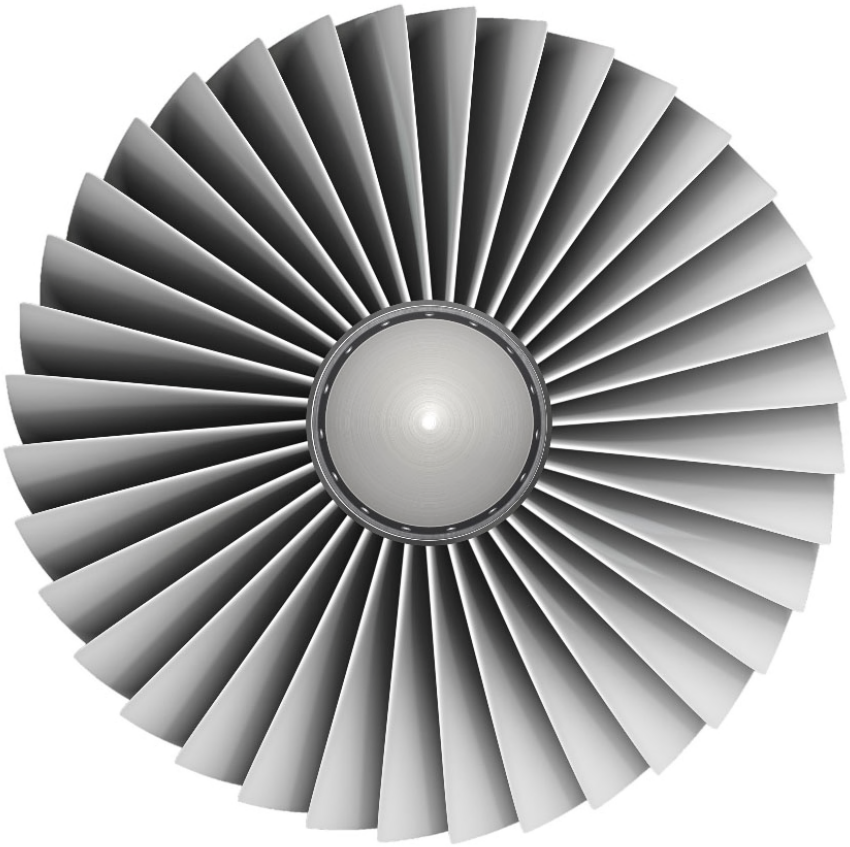

Corn Exchange Hotel Signage and Wayfinding Signage

Design, Access and Planning Statement

July 2017

Submitted on Behalf of CIP Property (AIPT) Limited.

Contents

1 Introduction 1
2 Site Location and Context 2
3 Proposals 4
4 Planning and Heritage 12
5 Conclusion 16

Version: FINAL

First review by KW on 23/05/17
Final review by JC on 24/05/17

1 Introduction

1.1 This Design, Access, Planning and Heritage Statement has been prepared by Deloitte Real Estate on behalf CIP Property (AIPT) Ltd ("the Applicant") in support of applications for Express Advertisement Consent and Listed Building Consent for the erection of wayfinding signage, including one 'Roomzzz' sign, one 'ZZZ' vinyl sign, four 'ZZZ' circular signs and one totem sign at the Corn Exchange, Manchester. This application also seeks permission to alter the location of the approved totem signs outside the Hanging Ditch and Fennel Street entrances to the Corn Exchange by 500mm.

1.2 The Corn Exchange is a Grade II Listed building located within the Cathedral Conservation Area of Manchester City Centre and comprises of a ground and upper ground floor food court with premium casual dining outlets, and four storeys of vacant office space. The final phase of the Corn Exchange's redevelopment will involve the refurbishment of the vacant office space into a hotel, operated by Roomzzz.

1.3 The Existing Location Plan (Drawing Reference: 05045_B1_00_0000 Rev J) details the application boundary. This includes the Corn Exchange, which is owned in its entirety by the Applicant, in addition to areas outside the Applicant's area of ownership where the totem signs will be erected – these areas are Highways Land.

1.4 This Design, Access, Planning and Heritage Statement should be read in conjunction with the submitted Covering Letter and Application Drawings.

2 Site Location and Context

Site Description and Background

2.1 The Corn Exchange is a Grade II Listed Building within the Medieval Quarter, at the heart of the Cathedral Conservation Area and is bounded by Hanging Ditch, Fennel Street and Cathedral Street.

2.2 The building was previously operated as 'The Triangle' – a shopping centre which was predominately occupied by independent retailers. As a shopping centre 'The Triangle' was a struggling asset which suffered from a lack of footfall and a high vacancy rate.

2.3 The recent regeneration undertaken by AVIVA has transformed the building and it is now operating as a restaurant-led asset that has a clear place in the city centre's leisure and entertainment offering.

2.4 As the final component of the wider transformation strategy for the Corn Exchange, an application was submitted in July 2015 by the Applicant for the change of use of the part lower ground floor, part ground floor and second to fifth floors of the building from offices (Use Class B1) to hotel accommodation (Use Class C1) (Ref. 109267/FO/2015/C1 and 109268/LO/2015/C1). The 'Roomzzz' aparthotel is due to take occupation of the hotel floorspace upon completion in late 2017.

2.5 The main entrance to the hotel will utilise the original primary point of entry into the Corn Exchange on Hanging Ditch - the entrance to the main atrium of the building lies adjacent. There are also secondary entrances on the Fennel Street and Cathedral Street elevation of the building. As such, there has been an identified need to appropriately signpost the hotel at each approach to the Corn Exchange and demarcate a clear point of entry into the hotel lobby on Hanging Ditch, which is currently difficult to identify adjacent to the main entrance to the Corn Exchange and neighbouring restaurant uses.

2.6 In December 2016, an application for Express Advertisement Consent and Listed Building Consent was submitted to Manchester City Council by the Applicant for the introduction of wayfinding signage at the Hanging Ditch and Fennel Street entrances of the Corn Exchange (Planning Ref. 114412/AOH/2016 and 114413/LO/2016). It was recognised that it would be imperative for the success of the food and beverage units within the Corn Exchange to provide suitable wayfinding signage at the primary entrances into the building. Further analysis has identified a need for additional totem signage at the Cathedral Street entrance, particularly for continuity in the building's surroundings.

2.7 Furthermore, the approved location of the totem signs has since been re-considered and was deemed too close to the fabric of the building for access and servicing purposes. This application therefore also seeks permission to relocate the two previously approved totem signs.

2.8 As a result, the proposals for the Roomzzz signage and wayfinding totem signage have been submitted as part of one application for Express Advertising Consent and Listed Building Consent.

2.9 The proposals presented within this application are necessary and have been sympathetically designed by 5Plus Architects to respond to and respect the special interest of the Grade II Corn Exchange.

Pre Application Consultation

2.10 A pre-application meeting with the then Case Officer, Emily Booth, and Conservation Officer, Paul Mason, was undertaken on 14 January 2016, where discussions took place on the appropriate level of Roomzzz signage for the Corn Exchange.

2.11 A number of options were presented by the architect, 5Plus, and it was concluded that the signage would be limited to two projecting circular signs at the main entrance to the hotel on Hanging Ditch and a branded 'Roomzzz' sign above the main entrance. It was also noted that there would also be potential to introduce wayfinding signage to the rear exits on Fennel Street and Cathedral Street. Overall, Paul Mason was comfortable with the proposals; however it was requested that the tone of the signage colouring should be reduced. As a result, the pantone colour references included in the supporting signage schedule have been toned down from the standard Roomzzz colours that will be used internally.

2.12 A pre-application email detailing the forthcoming planning application for Express Advertisement Consent and Listed Building Consent was sent to the likely Case Officer, David Brettell, and the Conservation Officer, Paul Mason, on 5 May 2017.

3 Proposals

3.1 The proposals within this application seek the following consents, as identified on Drawing Ref. 05045_B1_02_2200_P1 Rev A:

1) Express Advertisement Consent and Listed Building Consent

- One 'Roomzzz' entrance sign (Location 1B);
- Four Roomzzz 'ZZZ' circular signs (Locations 1C, 1D, 2B and 3B);
- One Roomzzz 'ZZZ' vinyl sign (Location 2C);

2) Express Advertisement Consent

- One new wayfinding totem sign at the Cathedral Street entrance (Location 3A); and
- Relocation of the wayfinding totem signs at the Hanging Ditch and Fennel Street entrances (Locations 1A and 2A) approved under Planning Ref. 114412/AOH/2016.

3) Listed building Consent

- Removal of four existing lighting fixtures at the Hanging Ditch entrance; and
- Repainting of existing white plasterboard on recess ceiling behind the Hanging Ditch entrance masonry.

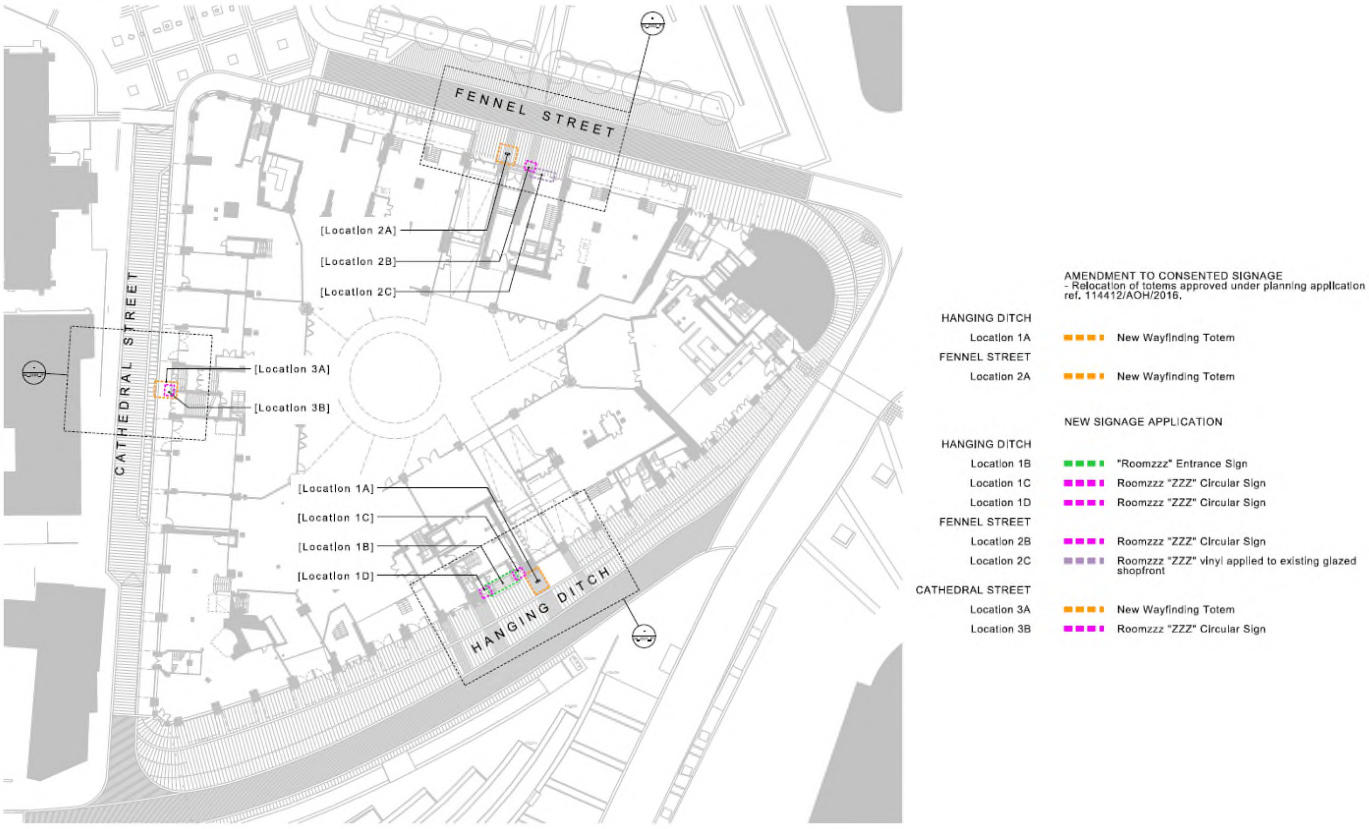

Figure 3.1 – Site Layout Plan

Proposed Revisions to Approved Planning Application

3.2 As noted above, this application seeks to relocate two approved totem signs at the Hanging Ditch and Fennel Street entrances of the Corn Exchange. Two drawings and two figures identifying the location of the approved totems, originally submitted in support of Planning Application Ref. 114412/AOH/2016, will therefore be superseded. The totems will be situated 1500mm away from the fabric of the building, moving a total of 500mm from the approved locations outside the Hanging Ditch and Fennel Street entrances.

Approved Drawings Under Planning Ref. 114412/AOH/2016	Approved Drawing Superseded By
05045_B1_09_5200	05045_B1_09_5200 Rev A
Figure 1 on Drawing Ref. 05045_B1_10_5207 (remainder of drawing will not be superseded)	05045_B1_09_5200 Rev A
05045_B1_09_5201	05045_B1_09_5201 Rev A
Figure 1 on Drawing Ref. 05045_B1_10_5208 (remainder of drawing will not be superseded)	05045_B1_09_5201 Rev A

3.3 All totem signs will be identical in design to those approved for Hanging Ditch and Fennel Street under Planning Application Ref. 114412/AOH/2016 – as shown on Drawing Ref. 05045_B1_10_5209 submitted in this application.

Proposed Signage

3.4 The tables below provide detail for the each type of sign that consent is being sought for.

3.5 The signage will be operated permanently.

Name of Signage	**'Roomzzz' Entrance Sign**
Location/References	Hanging Ditch entrance to the Corn Exchange (Drawing Ref. 05045_B3_04_2201)
Description	White 'Roomzzz' logo lettering.
Height from ground to base of advertisement (m)	4.42m (to paved highway)
Dimensions (HxWxD)	0.75 x 2.26 x 0.16m

Maximum height of any of the individual letters	67cm
Colour of text, background & materials	Rimless letters in opal white acrylic, mounted on black back plate.
Illumination Details	Signage to achieve approximately 600cd/m^2 via internal white LEDs. The signage will be static and internally illuminated.

Name of Signage	**Roomzzz Signage – ZZZ Circular Sign**
Location/References	Hanging Ditch, Fennel Street and Cathedral Street entrance (Drawing refs. 05045_B3_04_2201 / 05045_B3_04_2202 / 05045_B3_04_2203).
Description	Mounted as a projecting sign.
Height from ground to base of advertisement (m)	Hanging Ditch: 2.81m Fennel Street: 2.77m Cathedral Street: 3.08m
Dimensions (HxWxD)	0.8 x 0.85 x 0.08m
Maximum height of any of the individual letters	25cm
Colour of text, background & materials	Magenta, Cyan and Yellow ‘Z’s, with black background.
Illumination Details	Signage to achieve approximately 600 cd/m^2 via internal white LEDs. The signage will be static and internally illuminated.

Name of Signage	**Roomzzz Signage – ZZZ vinyl film**
Location/References	Existing glazing at unit adjacent to Fennel Street entrance (Drawing ref. 05045_B3_04_2202).
Description	Vinyl film
Height from ground to base of advertisement (m)	2.47m
Dimensions (HxWxD)	1.5 x 3 m (depth N/A)
Maximum height of any of the individual letters	150m
Colour of text, background & materials	Magenta, Cyan and Yellow ‘Z’s. No background. Vinyl.
Illumination Details	No illumination

Name of Signage	**Wayfinding Totem Signs**
Location/References	Hanging Ditch, Cathedral Street and Hanging Ditch entrances of the Corn Exchange (Drawing refs. 05045_B3_04_2201 / 05045_B3_04_2202 / 05045_B3_04_2203).
Description	Totem signage listing the restaurant outlets available and their location within the Corn Exchange.
Height from ground to base of advertisement	Floor mounted.

(m)	
Dimensions (HxW)	2.4 x 0.6 x 0.2 m
Maximum height of any of the individual letters	Approximately 5cm
Colour of text, background & materials	'Corn Exchange' logo in purple lettering with gold anodised background. Tenant names in purple lettering on glass slats with etched film backing.
Illumination Details	No illumination

Roomzzz Signage

Use

3.6 The introduction of the proposed Roomzzz signage will signpost the primary entrance into the Roomzzz hotel on Hanging Ditch and secondary points of entry to the hotel on Fennel Street and Cathedral Street.

3.7 The entrances at Fennel Street and Cathedral Street will be used by existing guests with key cards. This signage will therefore assist with wayfinding upon their return to the hotel.

Amount

3.8 This application proposes a total of one 'Roomzzz' entrance sign, four 'ZZZ' circular projecting signs and one 'ZZZ' vinyl sign. Signage will be required at each entrance to the Roomzzz hotel.

3.9 The strategy for the Fennel Street and Cathedral Street entrances has been to keep the amount of signage to a minimum.

Scale

3.10 The proposed signage has been designed at an appropriate scale to not be overbearing in front of the Grade II Listed Corn Exchange or dominate the wider streetscape of the Cathedral Conservation Area. The maximum dimensions of the signs can be found within the tables above.

Appearance

3.11 The 'Roomzzz' entrance sign will be located above the Hanging Ditch entrance to the hotel. The sign will be composed of the Roomzzz logo, utilising rimless letters in opal white. The sign will be illuminated via internal white LED lights. The logo will consist of 'Roomzzz' lettering only.

3.12 The projecting circular 'ZZZ' signs will consist of three 'Z's - magenta, cyan and yellow. The circular 'ZZZ' signs will be internally illuminated via white LED lights and will composed of powder coated or painted black aluminium.

3.13 The proposed 'ZZZ' vinyl will replace an existing vinyl graphic associated with the Roomzzz hotel on Fennel Street. The proposed vinyl will be smaller in scale than the existing graphic– as shown in Figure 3.1 and Drawing Ref. 05045_B3_04_2202. The vinyl will consist of three 'Z's - magenta, cyan and yellow and will have a clear background. The vinyl sign will not be illuminated.



Figure 3.1- Existing and proposed vinyl on Fennel Street.

3.14 The design of the proposed signage has carefully balanced the requirements of the hotel operator, Roomzzz, with the need to be in keeping with the wider colour and branding scheme associated with the Corn Exchange as a whole and its Listed Building status. In response to a comment raised by the Conservation Officer, the colours used in the proposed signage has been appropriately toned down from the standard Roomzzz colour scheme.

3.15 The impact of the proposals on the special interest of the Grade II Listed Corn Exchange is considered in the supporting Heritage Note prepared by SLHA. Further information on the design of each type of signage is provided in the submitted drawings.

Layout

3.16 The 'Roomzzz' entrance sign will be located above the main Hanging Ditch entrance to the forthcoming Roomzzz aparthotel, which upon completion will provide the primary access to the Roomzzz reception, waiting area and lifts to the hotel accommodation on the upper floors. The signage will be suspended beneath the existing decorative pediment, an area that is currently boxed with non-original painted timber. The position of the sign is in keeping with the strategy for the rest of the Corn Exchange.

3.17 The circular 'ZZZ' projecting signage will be introduced either side of the Hanging Ditch entrance, and to the left hand side of both the Fennel Street and Cathedral Street entrances.

These will be mounted as a projecting sign so that the entrances can be seen along the street in both directions.

3.18 A 'ZZZ' vinyl sign will be introduced to the glazing of the unit to the left of the Fennel Street entrance to the hotel. This location was identified as having the lowest impact on the exterior elevations of the building.

Access

3.19 As noted in the tables above, the 'Roomzzz' sign at the Hanging Ditch entrance will be suspended at 4.48m above the paved highway and the circular signage proposed at all three entrances will securely mounted between 2.81m and 3.08m above the ground. This will therefore provide ample space for pedestrians to pass underneath without restriction.

Wayfinding Signage

Use

3.20 The approved totem signs (ref. 109267/FO/2015/C1) have been proposed with the objective to provide a single reference point for customers at both the Fennel Street and Hanging Ditch entrance listing the restaurants and their respective locations within the Corn Exchange. As identified in Paragraph 2.7, the introduction of an additional totem sign on Cathedral Street will provide continuity at each approach to the Corn Exchange and will display directional information for pedestrians approaching the building from Manchester Cathedral.

Amount

3.21 This application also seeks consent for one new wayfinding totem at the Cathedral Street entrance of the Corn Exchange. In addition, the application seeks to relocate the approved wayfinding totem signs (Planning Application Ref. 114412/AOH/2016) at the Hanging Ditch and Fennel Street entrances by 500mm.

Scale

3.22 The new totem will be of the same height as those approved under ref. 109267/FO/2015/C1 – 2.4m – which is considered to be of a suitable scale alongside the Grade II Listed Corn Exchange. The scale of the relocated totems on Hanging Ditch and Fennel Street will remain the same.

Appearance

3.23 The totem signage will consist of an aluminium panel with a gold anodised finish. The base of the totems will be made from steel frames for structural support and a mix of gold and bronze anodised aluminium panelling. The Corn Exchange map and restaurant listings will consist of demountable glass with a film layer to enable future alterations to be made following changes to the retail offer. It is considered that the signage will complement the exterior architectural design of the Corn Exchange.

Layout

3.24 The proposed totem sign will be permanently secured to the ground outside the Cathedral Street entrance to the hotel.

3.25 In addition, the totem signs approved under Planning Application Ref. 114412/AOH/2016 are to be relocated by 500mm away from the façade of the Corn Exchange. All totem signs will therefore be located 1500mm away from the fabric of the building.

Access

3.26 The totem signs will be appropriately placed to ensure that access into the Corn Exchange and along Hanging Ditch and Fennel Street will not be restricted. The totem signs will not obstruct access into or out of the primary entrance into the Corn Exchange. The architect, 5Plus, have provided turning circles on Drawing Refs. 05045_B1_09_5200, 05045_B1_09_5201 and 05045_B1_09_5202 to demonstrate sufficient space is provided for wheelchairs.

Removal of Existing Lighting Fixtures

3.27 This application seeks consent to remove four existing lighting fixtures at the Hanging Ditch entrance of the Corn Exchange.

3.28 The fixtures are currently secured either side of the existing masonry above the entranceway – as shown on Drawing Ref. 05045_B3_20_4000.

3.29 The proposed 'Roomzzz' entrance sign will then be suspended from the two remaining external fixing holes to minimise impact on the fabric of the building using 2 no. polished mirror stainless steel box section rails. Each rail will be fixed to the building using a flat plate and 4 no. 75mm long M10 Rawlbolts. The two fixing holes on the interior recess will be appropriately made good.

3.30 Further details on the impact of the removal on the special interest of the building is provided in the supporting Heritage Note prepared by SLHA.

4 Planning and Heritage

Planning Policy

4.1 The National Planning Policy Framework (the NPPF) provides the following guidance in relation to outdoor advertisements:

"Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

4.2 On 6 March 2014, the Government released the National Planning Policy Guidance (NPPG) to provide an online and 'live' collection of Planning Guidance that would be easily accessible and provide clear information on planning matters. The NPPG provides further clarification of the matters that can be taken into account when assessing application for Express Advertisement Consent in relation to public safety and amenity.

4.3 In terms of public safety, the NPPG details that advertisements are less likely to create road safety problems if they are located away from roads, junctions, roundabouts, pedestrian crossings or other places where local conditions represent traffic hazards. In addition, there are also less likely to be road safety problems if the advertisement is on a site within a commercial locality.

4.4 In terms of amenity, the NPPG reiterates the wording of the Advertisement Regulations and the NPPF, that amenity is understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement. Therefore in assessing amenity, a Local Planning Authority would always consider the local characteristics of the neighbourhood and whether the advertisement was in keeping with that setting.

4.5 In addition, the 'Outdoor Advertisements and Signs: a Guide for Advertisers' (2007) also states:

"In practice, 'amenity' is usually understood to mean the effect upon visual and aural amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advertisement. So…the planning authority will always consider the local characteristics of the neighbourhood."

4.6 With regards to heritage, paragraph 128 of the NPPF states that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. At paragraph 131, the NPPF states that in determining planning applications, local planning authorities should take account of:

- **The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with the conservation;**
- **The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and**
- **The desirability of new development making a positive contribution to local character and distinctiveness.**

Local Planning Policy

Manchester Core Strategy

4.7 The Core Strategy does not set out specific policies related to advertisements however **Policy DM1 – Development Management** sets out a range of specific issues which all development should have regard to. These include, amongst others:

- Regard to appropriate siting, layout, scale, form, massing, materials and details.
- Development should have regard of the character of the surrounding area and regard should be given to impact on the surrounding areas in terms of the design, scale and appearance of the proposed development.

4.8 As the Corn Exchange is a Grade II Listed Building, **Policy CC 9 – Design and Heritage** should be considered. This policy sets out that development in Manchester City Centre should preserve or enhance the heritage assets that have been identified including listed buildings.

4.9 **Policy CC10 – A Place for Everyone** emphasises the importance of providing a high standard of accessibility to buildings in the City Centre and will require the careful consideration of the placement of totem signage so as to not have an adverse impact on the accessibility of the Corn Exchange.

Saved Policies of the Unitary Development Plan

4.10 The adoption of the Core Strategy in 2012 led to the revocation of the Unitary Development Plan however a number of policies were 'Saved'. This includes **Policy DC15 – Advertisements, Hoardings and Posters** which sets out:

4.11 The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety:

In assessing the interests of amenity and safety the Council will take account of the following criteria:

a) developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;

b) they should be in scale with the locality and relate properly to the site on which they stand;

c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;

d) a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Accordance with Planning Policy

4.12 From reviewing relevant policy there are three key considerations for an advertisement application, as covered under the headings below.

Appropriateness for Setting / Design

4.13 The design of the Roomzzz signage has had consideration for their position on the Grade II Listed Corn Exchange. The signage will be constructed to a suitable scale, relative to elevations on which they are attached. The signage is in-keeping with existing commercial signage for neighbouring restaurant units. The totems and signage have been carefully designed and scaled to complement the Corn Exchange's architectural detailing and presence within the

Cathedral Conservation Area. Further details on the design of the signage can be found in the table set out in Section 2 and 3 of this report.

4.14 Given the Roomzzz aparthotel will be occupying the upper floors of the Corn Exchange, with minimal presence on the lower and upper ground floor levels, it will be necessary to introduce branded signage at each entrance to provide exposure to the brand and ensure the success of the Corn Exchange as a fully occupied and active city centre destination.

4.15 The project team have sought to limit the amount of Roomzzz signage at the Fennel Street and Cathedral Street entrances of the building as far as possible and have proposed a single ZZZ circular sign at each entrance, in addition to the introduction of ZZZ vinyl adjacent to the Fennel Street entrance to demarcate this entrance for pedestrians approaching the Corn Exchange from Cathedral Gardens.

4.16 Details on the heritage considerations for the signage proposals is provided in Paragraphs 4.28 to 4.35 of this report and the supporting Heritage Note prepared by SLHA.

4.17 The application drawings detail the fixing locations to the Listed Building – as per Drawing Reference: 05045_B3_20_4000.

Safety

4.18 The proposed Roomzzz signage will be securely fixed to the fabric of the building by certified contractors and have been positioned at a height that will not obstruction pedestrian movement below.

4.19 The proposed totem signs will be permanently secured to the ground and have been designed with a steel framed base to ensure structural stability. The totems will be located outside the Hanging Ditch, Fennel Street and Cathedral Street entrances to the Corn Exchange and will not obstruct the entrances for pedestrians including those with visual disabilities, wheelchairs and buggies. The presence of street furniture and external seating in the building surrounds has also been carefully considered in the placing of the totems and have been identified in Drawing References 05045_B1_09_5200, 05045_B1_09_5201 and 05045_B1_09_5202.

4.20 The proposed totem sign at the Cathedral Street entrance to the Corn Exchange is located on a servicing route that runs down the length of Cathedral Street. The proposed totem sign will not obstruct the vehicle route along this thoroughfare.

4.21 In addition, the Corn Exchange, Exchange Square, and the immediate area are considered a commercial locality and the routes surrounding the Corn Exchange are primarily pedestrianised in nature. It is therefore not anticipated that the static illumination of the 'Roomzzz' sign and projecting 'ZZZ' circular signs will distract drivers in the surrounding area.

4.22 The construction and installation of the signage will take place with reference to best practices.

4.23 On this basis it is considered that the signage will not adversely impact road and pedestrian safety within the area.

Amenity

4.24 The entrance signage and totems have been designed to be sympathetic to the character of the Corn Exchange and the wider Cathedral Conservation Area. The signage and totems will not be overbearing or compromise levels of amenity currently experienced by members of the public outside the Corn Exchange.

4.25 Both the 'Roomzzz' sign and the circular 'ZZZ' signage will be internally illuminated using white LEDs. The illuminance level for both types of signage will be 600 cd/m2 and are statically

illuminated. The wayfinding totem signs and 'ZZZ' vinyl sign will not be illuminated. These are intended to be illuminated by ambient light within the vicinity.

4.26 The signage will have no audible element.

4.27 It is considered that visual and aural amenity will not be adversely affected by the proposed signage. The application therefore satisfies the requirements of planning policy with regard to amenity.

Heritage

4.28 With regards to heritage policy, it is considered that the proposals adhere to all three requirements within Paragraph 131 in the NPPF and Policy.

4.29 The successful operation of the hotel is an important part of bringing the Corn Exchange back into full active use. The proposals will be vital in order to provide sufficient wayfinding for pedestrians around the Corn Exchange to identify the primary and secondary points of entry into the hotel at each approach to the building. The Roomzzz signage has been carefully designed to respect the character and significance of the building and has been appropriately toned down from the standard Roomzzz colour scheme.

4.30 In addition, the proposed totem signs will provide an important single point of reference at each entrance to the building, which will encourage footfall and ensure the continued success of the businesses within the Corn Exchange.

4.31 Stephen Levrant Heritage Architecture (SLHA) have provided a heritage note, which has been submitted in support of this application. The note details the background and significance of the Corn Exchange and the impact of the proposed signage on the historic fabric of the external elevations to the building.

4.32 The note concludes that the proposed signage will have limited instances of minor adverse impact on the special interest of the Grade II Listed building. SLHA appreciates that consideration has been given to ensure the number of signs is kept to a minimum and will therefore reduce the number of fixings required. The sizes of the fixings have also been kept to a minimum to reduce impact and allow for reversibility in the event that any of the elements will be replaced or removed in the future.

4.33 The development of the design and location of the signage has been informed by the articulation of the architecture of the building to ensure that it is enhanced, thereby allowing for an increased understanding and appreciation of the Listed Building.

4.34 The removal of existing modern lighting fixtures and making good of the fixing points, in addition to the repainting of the existing plasterboard to the ceiling of the recess, are considered to have a negligible impact.

4.35 Consequently, the development will not affect the heritage values, or the ability to appreciate those values, of the Corn Exchange.

5 Conclusion

5.1 This Design, Access, Planning and Heritage Statement application has been prepared in support of one 'Roomzzz' sign, four 'ZZZ' circular signs, one 'ZZZ' vinyl sign and one wayfinding totem sign. In addition, the application seeks to relocate the approved wayfinding totem signs (Planning Application Ref. 114412/AOH/2016) at the Hanging Ditch and Fennel Street entrances by 500mm.

5.2 The proposals have been submitted with the intent to improve wayfinding throughout the building. This will be essential to the function of the Corn Exchange and the forthcoming use of the upper floors of the building as a Roomzzz aparthotel (Ref. 109267/FO/2015/C1 and 109268/LO/2015/C1).

5.3 The key issues identified as part of this planning application are design, safety, amenity and heritage and have been addressed within Chapter 3 and 4 of this Statement. The applications therefore warrant the support of Manchester City Council.

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