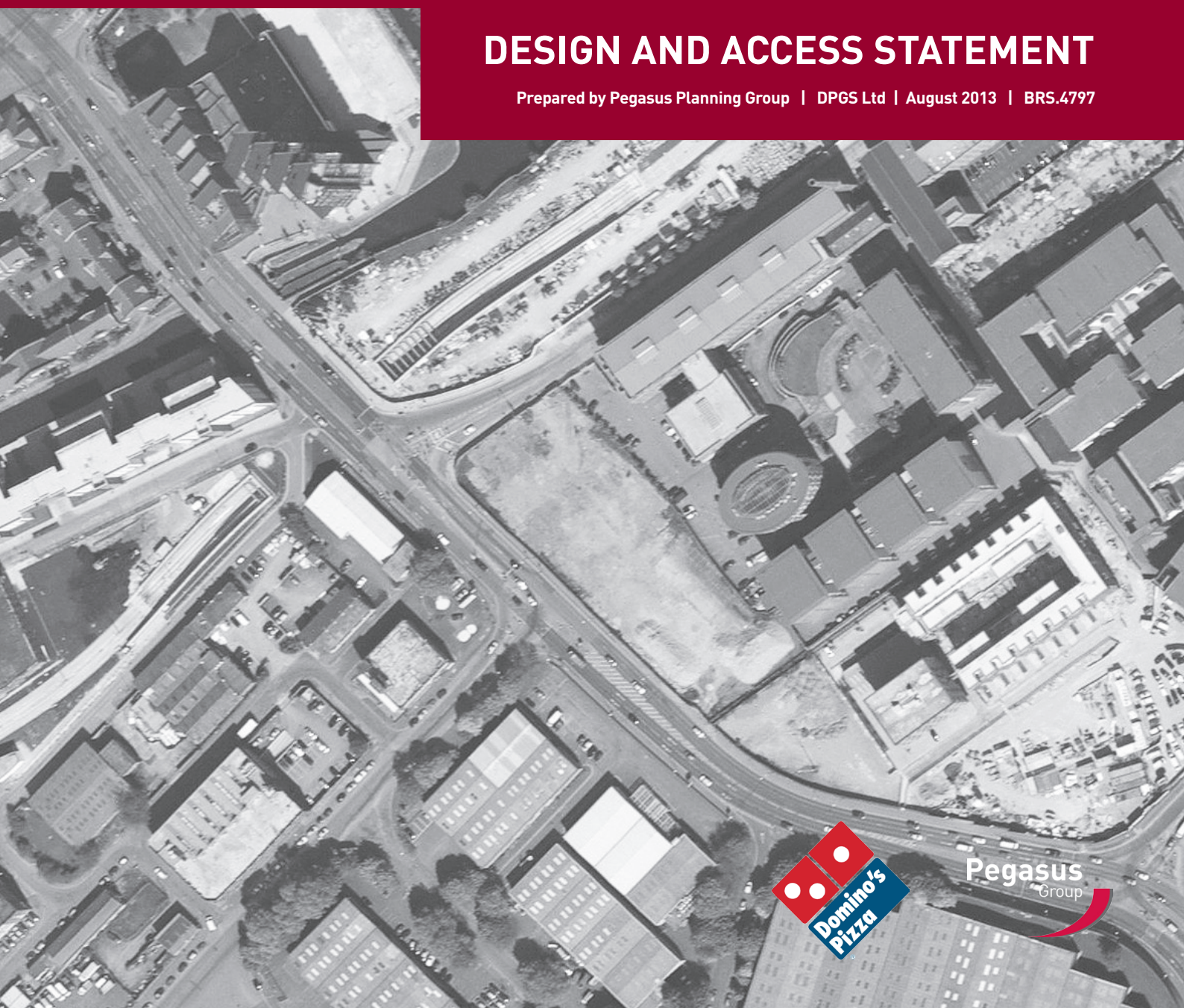
UNIT BA02 GREAT ANCOATS STREET, MANCHESTER

DESIGN AND ACCESS STATEMENT

Prepared by Pegasus Planning Group | DPGS Ltd | August 2013 | BRS.4797



Pegasus Group

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1. INTRODUCTION

1.1 Block BA of 234 Great Ancoats Street adjoins the junction of Great Ancoats Street and Pollard Street. The site is located adjacent to, but outside, the city centre boundary of Manchester. It is not located within a Conservation Area.

1.2 The application site is part of a larger redevelopment of the site for a mixed use scheme comprising uses class B1(a), A1, A2, A3, A4 and A5. This development has now been constructed. Unit 2 of Block BA is a ground floor unit and has planning permission for a Class A5 use.

1.3 Domino's Pizza are in the process of acquiring the site to operate it as a hot food takeaway. This application seeks Advertisement Consent for the proposed signage. No alterations are proposed to the shopfront; thus planning permission is not required.

1.4 The drawings submitted as part of the application are as follows:

- Location Plan (Drg. No. C4890-LP07)
- Block A Tenant Signage Zones/Existing Elevations (Drg. No. 05015 BA_04_010)
- Proposed Signage (Drg. No. C4890-SF03A)
- Existing Block Plan (Drg. No. C4890-BP10)
- Proposed Block Plan (Drg. No. C4890-BP11)

1.5 The grills and ducts shown on Proposed Signage Plan are not part of application proposal and are being applied for separately.

1.6 The application seeks Advertisement Consent for the signage only; this includes 3 No. illuminated logo signs on the inside of the glazing and 1 No. illuminated projecting signs and 2 No. illuminated lettering signs.

2. DESIGN

2.1 The drawings attached clearly indicate the proposed locations of the new signage. It is considered that the proposals would be entirely acceptable with regards to the character and appearance of the building within the locality.

2.2 Each sign is located in an agreed 'signage zone', as confirmed by the local planning authority prior to the submission of the application. No additional signage outside of these zones is proposed.

2.3 The building has a modern design and comprises part of the 'Fabrica' development of offices and commercial floorspace. The proposed advertisements accord with the modern characteristics of the building and the style of the advertisements already in place at the site.

2.4 The proposal includes a modestly illuminated projecting sign which projects 875mm from the building's front elevation. It is small in size (750mm x 750mm) and is of a similar nature to existing projecting signs on adjacent units of the building. It is considered acceptable in both design and highway safety terms.

2.5 The remaining five proposed signs are located internally, behind the glazing. Again, they are modestly sized and illuminated, and acceptable in both design and highway safety.

3. ACCESS

3.1 There are no proposed alterations to the shopfront of the unit, and thus no changes to the approved access arrangements.

3.2 The signage will be located so as it can be easily cleaned and maintained. However, it will be positioned at a height so as it would not cause an obstruction to the highway or to pedestrians passing below.

3.3 The signage will be safe in terms of its impact on the highway.

3.4 Accordingly, the proposed signage are acceptable in terms of access.

4. CONCLUSION

4.1 This Design and Access Statement has been prepared in support of an application for Advertisement Consent for 6 No. signs at Unit BA02, 234 Great Ancoats Street, Manchester.

4.2 The proposed signage has been carefully considered and designed to reflect the site's modern character and appearance.

4.3 Each of the proposed signs is in an approved 'signage zone' (approved as part of the Reserved Matters application for the new building).

4.4 Accordingly, given the arguments set out above, it is requested that Advertisement Consent be granted for this proposal.

web site: www.pegasuspg.co.uk

Prepared by Pegasus Planning Group Ltd | Planning I Environmental I Urban Design

Pegasus Group
First Floor
South Wing
Equinox North
Great Park Road
Almondsbury
Bristol
BS32 4QL

Telephone: (01454) 625945

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