Stride Treglown



17-21 MANSFIELD CHAMBERS, ST ANN'S SQUARE, MANCHESTER, M1 1WR
DESIGN AND ACCESS STATEMENT

INSTALLATION OF EXTERNAL ADVERTISEMENT SIGNAGE

STRIDE TREGLOWN JOB NO.	14742
PREPARED BY	LMC / KLE
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DESIGN AND ACCESS STATEMENT IN SUPPORT OF A LISTED BUILDING CONSENT APPLICATION FOR INSTALLATION OF EXTERNAL SIGNAGE

1.1 Introduction

1.1.1 Stride Treglown Limited are acting on behalf of Barclays Plc who have undertaken a review of their branches in order to ensure an efficient service for their customers and to provide improved working conditions for their employees. As part of this process, a number of branches have been identified as requiring a significant element of redesign to enable them to provide new modern banking facilities to meet the day-to-day banking requirements of Barclays' customers.

1.1.2 The property at 17-21 St Ann's Square has been identified as an opportunity for Barclays to relocate from their current premises, Liner House, on the corner of Old Bank Street and St Ann's Square. No. 17-21 offers Barclays a larger unit that is more suited to the changing requirements of modern banking facilities.

1.1.3 The subject property has stood vacant for the past 10 years last operating as an A1 retail unit. Consent was granted in 2005 for the change of use from A1 to A3 to enable TGI Friday's to occupy the unit. For reasons unknown, TGI Friday's did not occupy the unit and following an active marketing campaign Barclays agreed to relocate from their present position on St Ann's Square to the premises at No. 17-21. Matthew and Goodman Property Advisors have submitted an application for the change of use to A2 (financial and professional services) and external alterations. This was registered on 21st May 2008.

1.1.4 Stride Treglown on behalf of Barclays Bank submitted a listed building consent application on 23rd May 2008 for both internal and external alterations in pursuance of receiving consent for works to provide customers with the modern banking facilities as discussed above.

1.1.5 This application is to solely deal with the proposed advertisement signage with the purpose of this design and access statement to notify the reader of the design principles which have informed the design process and to provide a valid justification for the proposed works.

1.2 Site and Surroundings

1.2.1 17-21 Mansfield Chambers, St Ann's Square (as shown in Photographs A and B) is located within Manchester's commercial heart and central shopping district. St Ann's Square is situated within Manchester's first conservation area, as designated in 1970, and is recognised as an important urban square that demonstrates a rich tapestry of built form comprised of a range of building styles, materials and ages. At present almost all ground floor units on St Ann's Square are occupied by a retail function classified within use classes A1, A2 and A3.

1.2.2 In an effort to create a more attractive environment, St Ann's Square has been pedestrianised creating a busy mall with high volumes of pedestrian traffic passing the property daily. Customer entrance into the building is only possible off St Ann's Square. Vehicular access to the front of the property is heavily restricted; however, access is possible at the rear from Half Moon Street.

1.2.3 The building is an example of a property built in the late 19th Century. It has a very traditional, ornate appearance with four full height openings at ground level, and four arched recess openings at first floor level with vertical timber framing. A doorway to the left creates the buildings fifth bay with a smaller arched recess opening above. The two floors above are made up of a regular pattern of rectangular windows and a line of domestic scale windows at the upper level.

1.2.4 The unit within which Barclays propose to locate occupies four of the five bays of the front façade. The remaining bay, furthest to the right, is occupied by Orange, a leading telecommunications retailer. The ground floor front façade has been altered significantly over time to incorporate modern shop front glazing and entrance doors, as indicated within the list description.

1.2.5 The particular physical features of interest of this building are outlined in the list description below. See Photographs A and B included at the end of this statement for these external features and the relationship to adjoining buildings.

1.2.6 The list description reads as follows:

"MANCHESTER SJ8398SE ST ANN'S SQUARE 698-1/27/389 (East side) 03/10/74 Nos.17 TO 23 (Odd) Mansfield Chambers GV II Shop with offices over. Probably later C19; altered. Stucco on brick, with dressings of stone and fibre-glass imitating stone (roof concealed). U-plan formed by main range parallel to street with back extension, and rear wing attached to this parallel to Half Moon Street. Italianate style. Four storeys and 5 bays (the first narrower and slightly set back); 4-bay giant arcade to ground and 1st floors (1st floor treated as mezzanine), with pilasters (now partly or wholly of fibre-glass), frieze, and moulded cornice; low 3rd floor with sill-band and frieze; modillioned cornice and pilastered parapet with urns. The arcade has C20 shop fronts at ground floor and semi-circular windows above, and the narrow bay to the left of this has a doorway with C20 doors, rectangular overlight, frieze lettered "MANSFIELD CHAMBERS", and segmental pediment on long fluted consoles, and above this a round-headed 2-light window with circular tracery; the 2nd floor has round-headed sashes in moulded architraves with swags and cornices; 3rd floor has short sashed windows. Three chimneys visible above parapet. Interior not inspected."

1.2.7 The unit is currently boarded up to first floor level and detracts from the public perception of St Ann's Square. As stated previously the proposed works, included in a separate application, will ensure that this Grade II listed building that occupies a prominent position within Manchester's central shopping area is



brought back into operational use after standing vacant for some 10 years, preventing the building falling into a state of disrepair. The proposed signage will enable Barclays to be clearly identified by its global branding within the streetscape.

1.3 Policy Framework

1.3.1 PPG15 sets out the issues to be assessed in any application for development on a listed building. The first four elements deal specifically with the physical characteristics of the building.

- *The importance of the building, its intrinsic architectural and historic rarity, in both national and local terms;*
- *The particular physical features of the building which justify its inclusion in the list;*
- *The building's setting and its contribution to the local scene, which may be very important;*
- *The extent to which the proposed works would bring substantial benefit for the community, in particular by contributing to the economic regeneration of the area of the enhancement of its environment.*

1.3.2 Paragraph 3.13 of PPG15 confirms many listed buildings can sustain some degree of sensitive extension or alteration to accommodate continuing uses. Indeed, cumulative changes reflecting the history of use and ownership are themselves an aspect of the special interest of some buildings, and the merit of some new alterations or additions, especially where they are generated within a secure and committed long-term ownership should not be discounted.

1.3.3 The City of Manchester Unitary Development Plan (UDP) adopted in July 1995 is the principle policy framework against which the local authority considers listed building and advertisement consent applications.

1.3.4 The generic policies of the UDP identify the importance of protecting and enhancing the range of shopping facilities provided within the city centre of Manchester. Policy S1.1 acknowledges the need of the Council to work with the private sector to improve the City Centre environment for its users.

1.3.5 Policy E2.7 of the UDP states *'the Council wishes to ensure that buildings and areas of special architectural of historical interest are retained, maintained and, where necessary, restored.'*

1.3.6 In respect of the buildings wider setting, Policy E3.8 identifies the Council's wish to enhance the appearance of Conservation Areas. Specific guidance on the

St Ann's Conservation Area sets out the desire to retain the special atmosphere and vitality of the area.

1.3.7 The application site is located within Area 5 – City Centre, as identified within the UDP. The introduction to the area identifies that the banking, insurance and related sectors require a City Centre location, such as that proposed for Barclays relocation, which benefits from accessibility, interaction and prestige.

1.3.8 Policy DC14.1 of the UDP indicates that with shop front proposals the Council will seek to ensure that they are in keeping with the character of the building and adjoining buildings, of adjoining shop fronts, where appropriate, and of the area within which the premises are located. Further to this, Policy DC14.2 states *'shopfronts should allow full access for people whose mobility is impaired'.*

1.3.9 Proposals for the sensitive external advertisement signage proposed at 17-21 Mansfield Chambers, to enable Barclays to occupy the site, have been prepared in response to the policy framework detailed above.

1.4 Design

Introduction

1.4.1 Barclays Bank plc strives to provide a high quality service for all of their customers allowing ever increasing one-to-one interaction between staff members and the customer. To achieve this many of the current branches have to be remodelled to facilitate an increase in useable space for the customer combined with an increased level of automated services available internally within a welcoming environment. The external branding of Barclays has also been changed in recent years and will be deployed at this relocated branch to maintain a consistent corporate image.

Proposed External Signage

1.4.2 Externally it is proposed to modernise the building to give a more contemporary feel without detracting from its overall structure. A frameless glazing system and automatic glazed double doors are proposed to be installed within the three exposed openings.

1.4.3 An internally illuminated individual letter fascia sign featuring the Barclays' wordmarque and 'eagle' motif is proposed centred above the glazed double doors. The design of the shop front has created a consistent glazed fascia panel across three identical bays. Individual illuminated letters and 'eagle' motif design were specifically designed for flagship branches with glazed frontages rather than a single fascia panel. Although this branch is not proposed as a flagship branch, the proposed signage is considered appropriate and will

complement the new glazed frontage and listed building façade. Please see Photographs C for an installed example featured elsewhere in Manchester.

1.4.4 An internally illuminated slender blade projecting sign is proposed on the column separating Barclays from the adjacent Orange telecommunication outlet to the right of the façade. The cyan blue 'eagle' logo is the only illuminated element of the projecting sign. The remainder of the projecting sign is impervious to light and will not appear illuminated.

1.4.5 All signage will be internally illuminated using a low intensity method of LED illumination with a maximum luminance of 600 cd/m^2.

1.5 Access

1.5.1 Barclays plc, as a major national clearing bank, has taken the issue of access to its branches by the members of society very seriously and is making every effort to meet its obligation under Part III of the Disability Discrimination Act 1995. Barclays have been working with the Disability Rights Commission in this respect. Barclays has systematically reviewed access and facilities within its banks for those with disabilities across its entire network of nearly 2,000 branches within the UK.

1.5.2 The branch is located in a busy part of Manchester city centre and as such is highly accessible by public transport, on foot and by car. The refurbishment proposals, within a separate application, for 17-21 Mansfield Chambers incorporate a level access into the building. The internal and external ATMs are positioned at a height and location that will satisfy the requirements of the *Disability Discrimination Act 1995* and provide the optimum requirements to meet the functional abilities of the population that use or potentially could use an ATM.

1.5.3 The internal refurbishment of the building will be sufficiently extensive to require the design and layout to be fully compliant and meet Part M of the Building Regulations and DDA legislation. Further enhancements over and above the statutory requirement have also been included within the design process fully supporting Barclays desire to be an exemplary retailer and employer.

1.6 Conclusions

1.6.1 The purpose of this redevelopment project is to make Barclays' new acquisition a destination for retail customers, enticing people into the area. It is Barclays' aim to make a pronounced contribution to the appearance, feel and prosperity of St Ann's Square.

1.6.2 Overall, it is considered that the proposed external alterations will impact positively on the character and appearance of 17-21 Mansfield Chambers,

St Ann's Square. The property in its current boarded up state detracts from the streetscape and contributes to a negative public perception of the area. It is envisaged that the redevelopment scheme for this property will reinstate diversity and interest within the streetscape whilst enhancing Barclays' current service provision within the immediate vicinity.

1.6.3 At the local level, the proposed glazed frontage (the subject of a separate application) and external signage will maximise the opportunity for new and existing customers to clearly identify the branch and its main entrance from the street and to view the services on offer externally and within the branch.

1.7 Photographs



Photograph A – Front elevation facing onto St Ann's Square



Photograph B – Three ground floor bays Barclays will occupy



Photograph C – Example of fascia sign installed on another Manchester branch

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