Grosvenor Casino, 35-39a George Street, MANCHESTER, M1 4HQ

PPS5 STATEMENT AND DESIGN & ACCESS STATEMENT – Replacement Signage

7th March 2012

INTRODUCTION

SITE ANALYSIS

The casino is located within the George Street Conservation area also known as the Chinatown area of Manchester, fronting George Street, which is a one-way street, opposite the rear of the Manchester Art Gallery and with delivery / exits from the rear onto St James Street.

The casino itself occupies two floors (Ground and Basement) with offices and staff accommodation at First Floor and plant and maintenance areas on the Second Floor.

PROPOSED WORKS

The proposal for the works is a response to a number of factors:

- Updating the signage to meet Grosvenor Casinos brand standards.
- New energy efficient LED signage replacing neon lighting / signs.

DESIGN

Canopy roundel signage changed to new brand signage for Grosvenor Casinos, as in keeping with other Manchester Grosvenor Casinos, and the main sign to revert to the historical 'Soames' name.
The high level vertical projecting sign is to be updated to new brand standards and illumination changed to more energy efficient LED. Existing fixings into building will be reused.
2 No 42" LCD screens and 2 No slim line poster frames/LED light boxes behind glazed accessible / lockable windows.
Removal of existing signage and neon lighting from windows.

ACCESS

Access into the signage for maintenance will be externally from pavement level as existing situation.

The proposed alterations will not affect current pedestrian, cycle or traffic routes.

SUMMARY

Under PPS5 Policy HE6.2 Grosvenor Casinos believe that the proposed alterations will not impact on the historical, technical and architectural significance of the building in any way. It has been recognised that the elevation fronting George Street is the most important aspect of the premises.
Careful consideration has been given to the existing site conditions and the heritage assets of this building will remain unaffected.