



**Proposed External Signage
1-5 St Ann's Square
Manchester
M2 7EF**

For

Anthropologie

DESIGN, ACCESS AND HERITAGE STATEMENT





1. INTRODUCTION

- 1.1.** This Design, Access and Heritage Statement has been prepared to support the Advertisement Consent for the installation of new signage at 1-5 St Ann's Square, Manchester, M2 7EF.
- 1.2.** The purpose of this document is to demonstrate the consideration given to the architectural significance of the building and the surrounding conservation area, and to illustrate that the proposed signage is appropriate for the building. The proposal takes into consideration the existing character of the public realm and the National Planning Policies (NPPF).

2. THE SITE:

- 2.1.** The unit is located in the centre of Manchester fronting the east side of St Ann's Square, to the east of Deansgate and directly south of Victoria Station and west of Piccadilly Station.
- 2.2.** St Ann's Square is primarily a mixed used area, comprising numerous brick and stone built buildings, varying in period, character and scale developed in the recent past to provide ground floor retail units with ancillary spaces and/or residential apartments on the upper floors.
- 2.3.** The site comprises a two storey retail unit located within the Royal Exchange building fronting both St Ann's Square and the arcade running between Cross Street and St Ann's Square. The primary shopfront elevation faces St Ann's Square with the secondary shopfront within the arcade.
- 2.4.** The Royal Exchange was constructed between 1914 and 1921 by the architectural firm Bradshaw, Gass and Hope. It replaced three earlier buildings on the site dated from circa 1729. The building was damaged and rebuilt following the Second World War and in 1996 following the IRA bombing.
- 2.5.** The façade is comprised of rusticated sandstone piers on either side of original side openings. The shopfront windows and doors are modern powder coated aluminium frames with large glazed panes. The arcade elevation contains painted timber pilasters and stall risers with modern large glazed panes.
- 2.6.** The Royal Exchange building is Grade II listed (list entry number: 1200826) and was first listed on 3rd October 1974. The buildings listing description as follows: MANCHESTER EXCHANGE STREET (East side) Nos.1 to 13 (Odd) Royal Exchange 03/10/74 GV II Includes: Nos.4 to 20 ROYAL EXCHANGE ARCADE. Includes: Nos.1 to 19 ROYAL EXCHANGE ARCADE. Includes: Nos.1 to 17 OLD BANK STREET. Includes: Nos.1 to 7 Former Royal Exchange ST ANN'S SQUARE. Includes: Nos.2 to 20 Former Royal Exchange MARKET STREET. Includes: Nos.2 to 20 Former Royal Exchange CROSS STREET. Commercial exchange, now shops, theatre, etc. Rebuilt and enlarged (for the fourth time on this site) in 1914-21, by Bradshaw, Gass and Hope. Darley stone, slate roof with three glazed domes. Very large approximately rectangular plan on island site penetrated by east-west arcade at ground floor and enclosing central atrium at first floor. Classical style. Four storeys with two attic storeys; ground floor treated as rustic, with channelled rusticated piers, giant Corinthian order to first, second and third floors with massive entablature and modillioned cornice; first attic storey with cornice and balustraded parapet, second attic storey in mansard roof, Baroque turret at north-west corner, domes over other corners. Giant round-headed entrance arch in west side with wide steps up; first and second floor windows set in giant round-headed arches; mullioned windows to third floor and first attic storey Interior: very impressive trading hall (now containing modular theatre).
- 2.7.** The site lies within the CA3 Richmond Green Conservation Area, which is situated adjacent to Central Richmond and to the south of the A316 and the Old Deer Park. It is enclosed by a number of surrounding conservation areas. The Richmond Green Conservation Area was first designated on the 14th January 1969 and further extended on the 7th November 2005.
- 2.8.** The unit at 1-5 St Ann's Square comprises a two storey (ground floor and basement) retail (Class E) space.



3. THE NATURE OF THE PROPOSAL:

- 3.1.** It is proposed to install a non illuminated fascia sign, above the shopfront glazing on the stone fascia panel. The sign shall consist of 300mm high 13mm deep powder coated aluminium (anodized bronze finish) individual letters on matching 40mm standoffs. The total length of the sign shall be 4468mm.
- 3.2.** It is proposed to install new fret cut vinyl letting to the existing landlord blade signs (1No. to the fascia and 1No. to the arcade). The vinyl letting will be coloured to match RGB 130 97 64.

4. DESIGN & ACCESS

- 4.1.** The proposal does not alter the amount of development as the works are confined to the external elevations. The proposal does not alter the scale of the existing building. The proposal alters the appearance of the building with the introduction of new signage elements. The proposal utilizes the existing and accepted signage zones (fascia and blade signs). The proposal does not alter the accessibility as the entrance and layout remain as existing.

5. COMPLIANCE:

- 5.1.** The fascia and blade sign vinyl's are all subordinate in scale to the host building, do not intrude into the outlook of nearby residents and do not have an adverse impact on the public or highway safety, using the existing shopfront fascia.
The proposals are small in scale and have been carefully considered to ensure that they do not adversely affect the conservation area in which it sits, using pin mounted lettering which can be found on a number of shopfronts within the sites vicinity. The blade signs will not impede on pedestrian or vehicular movements as they are existing and attached to the existing primary shopfront fascia and arcade soffit and located at approximately 3.0m above the pavement and does not encroach into the highway.