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

For

Anthropologie

DESIGN, ACCESS AND HERITAGE STATEMENT



apt Design, 31 Main Street, Kilby, Leicestershire, LE18 3TD

1. INTRODUCTION

1.1. This Design, Access and Heritage Statement has been prepared to support the Listed Building Consent for the internal alterations and 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 alterations and 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 od 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 an internal lightbox sign suspended behind the shopfront glazing. The sign shall consist of a 415z100x3340mm powder coated (RAL 9005) aluminium casing with a 6mm frosted acrylic face and 177x5mm powder coated (RAL 9005) aluminium letters secured to the acrylic face. LED strip lighting to be secured to the inner face to illuminate from within. The sign will be suspended from the existing plasterboard window head on 19mm dia. powder coated (RAL 9005) aluminium rods with 80x5mm circular fixing plate and 4No. countersunk steel screws. For additional fixing stability timber/plywood pattressing will be installed above the plasterboard.

3.3. The proposal comprises the internal refurbishment, fit out and decoration of a vacant two storey retail unit for use by the new tenant.

3.4. At basement level the following strip out and demolition works are proposed, refer to drawing D100.
All vinyl flooring the back of house spaces will be carefully pulled up and all adhesive residue removed. All carpet from the fitting room cubicles to be carefully pulled up and all adhesive residue removed. All existing ceramic floor tiles will be retained and used as a base for the installation of new timber flooring.
All modern plasterboard partitions forming the fittings rooms and access into the back of house spaces will be carefully deconstructed and removed from site exposing the existing masonry behind, with all adjacent surfaces patch repaired with suitable matching materials. Plasterboard wall linings and column boxings will also be removed to expose the masonry wall behind and adjacent surfaces made good. Where the wall linings have been removed and modern plaster has been exposed, the plaster is to be carefully chipped away to reveal the existing brickwork behind.
A new wider structural opening will be formed between the sales area and the stock room, the existing plasterboard lining will be removed exposing the masonry behind which will be carefully taken down to create a 2060mm wide, 2500mm high opening with a 100mm nib to the left hand side and a 230mm nib on the right hand side. A new concrete lintel will be installed over to support the brickwork above.
A new structural door opening will be created into the employee room through the existing masonry wall. A new concrete lintel will be install over to support the brickwork above.
The 2No. doorsets, architraves and linings into the employee room will be removed and the openings prepare for infill partitions.
The timber stairs between the sales area, employee room and stock room will be removed.
To the stairs between basement and ground the floor the modern stainless steel handrail to the glazed balustrade and the stainless steel wall mounted handrail will be removed.
The existing employee room kitchen units, sink, taps and water heater will be carefully removed and all services cut back and terminated.
The existing wall mounted data cabinet and all associated cabling and sockets will be removed.
The existing wall mounted electrical distribution board and fire alarm panel will be removed.
The existing modern suspended plasterboard ceiling will be carefully dismantled and removed from site with all associated electrical services and equipment removed. Air conditioning cassettes to be retained for reuse.
All lighting and electrical equipment surface mounted or suspended from the soffit to the back of house areas to be removed.

3.5. At ground floor level the following strip out and demolition works are proposed, refer to drawing D101.
All modern plasterboard partitions forming the fittings rooms will be carefully deconstructed and removed from site exposing the existing masonry behind, with all adjacent surfaces patch repaired with suitable matching materials. Plasterboard boxings will also be removed to expose the masonry

wall behind and adjacent surfaces made good. Where the wall linings have been removed and plaster has been exposed, the plaster is to be retained and repaired prior to decoration.
The raised windows beds will be demolished and removed from site.
The existing recessed entrance matting will be removed and small chases will be formed in the floor slab to allow installation of 32mm galvanized steel conduit to provide power to the article surveillance pedestals. The chases will be made good with latex self levelling screed.
To provide power and data to the new cash desk a chase will be formed in the existing screed and a 225x50mm galvanized steel duct will be installed. The chase will be made good with a latex self levelling screed.
The existing modern stainless steel pull handles to the entrance doors will be removed.
The existing modern suspended plasterboard ceiling will be retained with all associated electrical services and equipment removed. Air conditioning cassettes to be retained for reuse. All subsequent apertures to be patch repaired with plasterboard to match, seamless finished and prepared for decoration.

3.6. At basement level the following construction, fit out and decoration works are proposed, refer to drawing LB100.
Construction of partial height timber fitting room block to old stock room and construction of adjacent raised floor to small sales area creating a level access from the larger primary sales area.
New lightweight stud partition walls will be constructed to form an access to the employee areas, escape lobby, refuse area, VM room and stock room. Fire rated stud partition infills will be constructed in the existing openings where doorsets have been removed.
Construction of a timber ramp to the back of house escape corridor to satisfy building regulations for disabled fire egress and refuge.
Installation of wall mounted display panels and fixed merchandising posts.
The installation of a new kitchenette comprising base and wall units, worktop, sink, taps and water heater, and a freestanding Belfast utility sink, tap and associated splashbacks.
New oak engineered timber flooring will be installed to the sales areas and fitting rooms, whilst vinyl sheet flooring will be laid to all back of houses spaces.
All walls and floors will be sympathetically decorated in neutral colours.
All areas will have new lighting installed, suspended from the ceiling, track lighting to the sales areas and fitting rooms with linear batten lights to the back of house spaces.
A complete new electrical installation will be provided including distribution boards and recessed power outlets, WIFI points and intruder alarm equipment.

3.7. At ground floor level the following construction, fit out and decoration works are proposed, refer to drawing LB101.
Construction of partial height timber partitions to create windows beds, support for merchandising fixtures and an accessible fitting room.
Where the linings and column casing have been removed installation of plasterboard soffits under the cornices. The existing wall surfaces to be made good and decorated.
Installation of wall mounted display panels and fixed merchandising posts.
The installation of a new cash desk and back wrap complete with plywood clad wall mounted art wall.
New oak engineered timber flooring will be installed to the sales areas, window beds and accessible fitting room, whilst a new coir matting will be installed to the entrance matwell.
Where the existing stainless steel pull handles to the entrance doors have been removed, new oak pulls will be installed on blackened steel mountings.
To the existing staircase between ground floor and basement a new oak handrail will be installed on top of the existing glazed balustrade and a new oak handrail will be installed on white steel brackets to the wall. The stair treads and risers will be clad in oak to match the sales floors complete with steel inset nosings to comply with building regulations.
All walls and floors will be sympathetically decorated in neutral colours.
All areas will have new lighting installed, suspended from the ceiling comprising track and pendant lighting fixtures.
A complete new electrical installation will be provided including recessed power outlets, WIFI points and intruder alarm equipment.

4. DESIGN & ACCESS

4.1. The proposal does not alter the amount of development as the works are confined to the internal space, external elevations and shopfront window.
The proposal does not alter the scale of the existing building.
The proposal alters the external appearance of the building through the introduction of revised floor plan layouts including new fitting rooms, cash desk location, back of house layouts, new wall mounted merchandising fixtures, new lighting, flooring to both sales and back of house areas and decoration of the internal walls and ceilings.
The proposal alters the external appearance of the building with the introduction of new signage elements. The proposal utilizes the existing and accepted signage zones (fascia and windows).
The proposal does not alter the accessibility as the entrance and layout remain as existing.

5. HERITAGE ASSESSMENT & JUSTIFICATION:

5.1. The new fascia sign will connect to the existing historic fabric of the building. A minimal number of small fixing holes will be drilled into the stone fascia (approx. 2No. per individual letter). This is an established fixing method for this type of sign and also for this building (as seen on numerous adjacent shopfronts), it is therefore considered non detrimental to the building and as such acceptable.

5.2. The new internal lightbox sign will connect to a modern plasterboard soffit/window head. At the fixing locations the plasterboard will be carefully cut out and timber/plywood pattressing/blocking will be installed to provide a solid substrate to fix into. The plasterboard cut out will be reinstalled and patch repaired for decoration. The sign and fixings will have no detrimental impact on the interior fabric as the plasterboard to which it will be secured is a modern installation.

5.3. There are a number of plaster motifs at high level to basement stock room walls. These will be retained in their original form and decorated to match the wall on which they sit.

5.4. The new structural opening and insertion of a pre stressed concrete lintel between the sales are the new fitting rooms will impact on the historic masonry wall which separates them, however there is currently a door opening with the dividing wall. The existing opening measures approximately 820mm with the proposal widening out to 2060mm. The opening needs to read as a new opening within the existing wall and as such a 100mm nib will be left on the left hand side and a 230mm nib on the right hand side. The height of the opening will be increased to 2500mm above finished floor level. The opening will provide a focal point leading customers into a smaller sales area and the fitting rooms.

5.5. The historic assessment of the basement walls concludes that the walls were originally exposed brickwork with no plaster finish. The proposal states that a number of walls where the current plasterboard wall linings will be removed will have the modern plaster finish carefully chipped off to expose the brickwork face. To align with the new tenants branding the exposed brickwork walls will be decorated. The removal of the wall lining and plaster and the exposing of the brickwork will have a positive effect on the interior reverting elements back to its original state. A light touch decoration in a neutral colour will not be detrimental to the fabric of the building as the material texture would remain visible.

5.6. The removal of the modern suspended plasterboard ceiling will expose the existing structural soffit of the basement. The removal will allow a more generous ceiling height, as per the original design of the building, creating a less confined sales area. The current suspended plasterboard ceiling has no architectural or historic merit and was installed during the most recent refurbishment of the building. Its removal has no detrimental effect on the building or the interior and returns the space to its original ceiling height.

5.7. The basement fitting room block will be constructed partial height from timber and clad with painted plasterboard, this will give the fitting rooms a lightweight feel as if they have been dropped into the space. The partial height walls will allow the existing wall motifs and cornices to the ceiling to be left untouched ensuring that the construction isn't detrimental to the interior space.
The adjacent floor to small sales area will be built up to match the level in the primary sales area. This will be done via timber floor joints supported on adjustable pedestals, providing a temporary construction which can be removed quickly and easily without causing any damage to the existing walls or floor.

5.8. The new stud partition walls constructed to form the basement access to the employee room and WC's will form a semi-private access to the employee spaces, giving them privacy when using the facilities but without creating a closed off area. The walls will appear lightweight, almost floating in the space which will assist in obscuring the employee access, whilst providing usable wall space for merchandising.

5.9. The new stud partitions creating the basement escape lobby, refuse area, VM room and stock room will have limited impact on the space. To form the lobby and refuse area the new walls will be constructed in roughly the same location as the previous tenants fit out. The walls are required from a building control perspective to provide satisfactory separation from the sales area and escape route. The VM room/stock room partitions will be constructed in a room where there are no historic features (cornice, exposed brickwork etc) and the space is bisected by 2No. sloping soffits created by ground the first floor staircases in one of the adjacent units make the space unusable for anything other than back of house uses. The partitions will be lightweight and easily removable without causing any damage to the historic fabric of the building.

5.10. The ground floor accessible fitting room and window bed walls will be constructed partial height from timber and clad with painted plasterboard, this will give the walls a lightweight feel as if they have been dropped into the space. The partial height walls will allow the existing cornices to the ceiling to be left untouched ensuring that the construction isn't detrimental to the interior space. In keeping with the brands typical fit out the secondary shopfront window walls will almost obscure the view into the space, creating spaces behind the glazing that will be carefully curated by the visual merchandising team to give an exciting insight into the store interior and merchandising, whilst the primary shopfront glazing will be unobscured giving a clear and unobstructed view into the interior.

5.11. The removal of the column casings will allow that part of the interior to revert back to its original form. The previous tenants fit out installed modern plasterboard boxings set up to 300mm off the face of the existing column. By removing them the original wall surface will be exposed and the space enlarged. The column casing do however have an ornate cornice to the junction between the vertical surface and the ceiling. These are not original and were installed during the previous tenants fit out. They do however mimic the original plaster cornices hidden above the existing suspended plasterboard ceiling, which is to be retained. Where the casings are removed the vertical surface will be retained down to 100mm below the lower edge of the cornice with a new plasterboard soffit installed between the edge of the cornice and the newly exposed masonry column surface. This will both reinstate the original column within the space whilst retaining the cornice above.

5.12. All new, existing and exposed surface are to be decorated. The colours are neutral and soft in appearance ensuring that the existing fabric and newly exposed masonry surfaces and textures are clearly visible to read to help distinguish the new from the existing. This will be a vast improvement from the previous tenants fit out where all existing surfaces were covered up with plasterboard and decorated in bright primary colours that are not representative of the buildings age and listing.

6. COMPLIANCE:

6.1. The fascia and lightbox 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.

6.2. 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 fascia sign will have limited impact on the historic fabric of the building using a small number of pin mounts. The internal lightbox will have no detrimental impact on the interior fabric as the suspension connection points are to a modern plasterboard window head.

6.3. The internal strip out and subsequent fit out have been carefully designed to provide a light touch to the existing space, removing a number of more recent installations and exposing a series of existing historic wall surfaces. Wall constructions will appear to have been dropped in with minimal connections to the fabric of the building. The design is contemporary whilst carefully utilising the interiors historic fabric and features to provide focal points and visual hints to buildings history.