

March 2025

Design and Access Statement

17-23 St Ann's Square, Manchester

Application for:

**LISTED BUILDING CONSENT FOR THE DISPLAY OF
ADVERTISEMENTS**

Application by: Watches of Switzerland Company Limited



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1.0 Introduction

a) Introduction

- 1.1** This Design and Access Statement has been prepared by Savills (UK) Limited on behalf of Watches of Switzerland Company Limited in relation to an application for Listed Building Consent at 17-23 St Ann's Square in Manchester.

b) Design and Access Statement Requirements

- 1.2** The Design and Access element of this Statement is submitted in accordance with the Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015 ('The Order') and the National Planning Practice Guidance ('PPG'). Part (3) of The Order and Paragraph: 031 Reference ID: 14-031-20140306 of PPG section titled 'Validation requirements' confirm the information that should be included within a Design and Access Statement.

- 1.3** A Design and Access Statement should only be consider the following two key questions:

1. Is the proposal of a good design standard?
2. Is the development accessible?

- 1.4** To meet the requirements of the Order and PPG and to answer the two questions, this Statement is structured as follows:

1. Provides a summary of the proposal
2. Confirms the supporting information submitted with the application
3. Appraises the context of the site, namely:
 - a. The application site
 - b. The surrounding context
 - c. The accessibility of the site
 - d. The relevant planning history

- 4.** Explains the design principles and concepts that have been applied to the development and how the design takes into account of the context of the site, in particular:

- a. Amount of floorspace
- b. Use of floorspace
- c. Layout
- d. Appearance
- e. Scale
- f. Public realm and landscaping

- 5.** Considers all matters relevant to access, namely:

- a. Access Policies and how these have been taken into account
- b. Consultations that have been taken into account in relation to access
- c. Accessibility
- d. Car Parking
- e. Servicing
- f. Access for Emergency Services

c) Summary of the Proposal

- 1.5** The proposal seeks for Listed Building Consent for the display of advertisements at 17-23 St Ann's Square in Manchester.

d) Supporting Information

- 1.6** This Statement forms part of a wider suite of application documents produced by the professional project team. The wider application suite has informed the design and access matters relevant to the development.
- 1.7** The complete list of documents submitted with the application are:
- 1.** Drawings produced by Johnson Pinney Associates;
 - 2.** Cover Letter, produced by Savills;
 - 3.** Heritage Statement, prepared by Donald Insall Associates

2.0 Appraising the Context

a) The Application Site and its Surroundings

- 2.1** The Site is 17-23 St Ann's Square in Manchester City Centre. The precise boundary of the Site is shown on the Site Location Plan submitted as part of the drawing pack.
- 2.2** The property comprises a Grade II Listed Building arranged over four floors.
- 2.3** The Site is located within Flood Zone 1, which means that it has a low probability of flooding from rivers and the sea. There are no Public Rights of Way affected by the proposal.

b) The Accessibility of the Site

- 2.4** Given the application site's City Centre location, it is highly sustainable in terms of its proximity to local amenities. The application site is located within the heart of Manchester City Centre, and is immediately surrounded by a range of employment uses, shops, restaurants and cafes; all of which are within easy walking distance of the site. The site comprises an incredibly accessible location in immediate proximity to existing services, amenities, transport nodes and employment.

- 2.5** Given the Site's accessible location, it is well-located to utilise existing infrastructure and promote active travel between surrounding commercial, community, civic and residential areas within the City Centre. This includes high quality pedestrian infrastructure within the City Centre that connects all existing uses, and cycling infrastructure including on-road cycling infrastructure in close proximity to the Site.

c) Relevant Planning History

- 2.6** Please see supporting covering letter

3.0 Design Principles and Concepts

- 3.1 The design and layout details of the proposal are set out on the drawings that accompany the application.
- 3.2 The development is of a good standard of design that preserves the Listed Building. As described above, the works proposed as part of this application are minor and will not have an impact on the Conservation Area, or the significance of the Listed Building.

a) Amount of Floorspace

3.3 No new floorspace is proposed as part of the application. All works relate to the external part of the building.

b) Use

3.4 The application site is currently vacant. The application site falls within Use Class E.

c) Layout

3.5 The proposed design relating to the signage proposals are included as part of the submitted drawings. To summarise however, the proposals will comprise the following:
 - Installation of four back-lit signs - one fixed to the rear of the glazed fanlight to each shopfront; and
 - Replacement of four plaque signs set within recesses in the stone base of the intervening pilasters with stainless steel plaques
- d) Appearance
- 3.6 In the main the appearance of the building at the Site will remain unaltered. The signage proposals are minimal.
- e) Scale
- 3.7 The proposed development is the refurbishment of an existing and established building. Scale is not a consideration that is relevant to the proposal.
- f) Landscaping
- 3.8 No landscaping is proposed as the proposal relates exclusively to the signage on the front façade of the building
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4.0 Access

4.1 The site is in a central location within Manchester City Centre that is well connected to the surrounding area by a range of modes of transport as set out above.

a. Access Policies and how these have been taken into account

4.2 The development plan for Manchester relevant to the determination of this proposal is the Core Strategy Development Plan Document 2012 (the '**Core Strategy**')

4.3 The relevant access policy is Policy T1

b. Accessibility

4.4 Accessibility is covered at Paragraphs 2.6 – 2.7 above. The site is accessible by a range of modes of sustainable transport.

c. Car Parking

4.5 No car parking is proposed as part of the application, but if users choose to travel by car, there are a number of car parks located within the vicinity of the Site.

d. Access for Emergency Services

4.6 The development proposals have been designed to permit unimpeded access for the emergency services.

5.0 Summary and Conclusions

5.1 This Design and Access Statement illustrates the key principles and concepts that have informed the layout and design of the development proposed at the application site.

5.2 This Statement demonstrates that the principles of inclusive design and access for all people have been considered from the outset and have informed the development process.

5.3 Accordingly, we conclude that:

1. The scheme is of a good design quality and consistent with established context; and
2. The development is accessible.

5.4 Listed Building Consent should therefore be granted at the Site.