



Paul Butler Associates

Planning, Development & Heritage Consultants

Heritage Design and Access Statement (Addendum to PBA Heritage Design and Access Statement for King Street 14.06.2024)

Heritage Statement

The PBA Heritage Design and Access Statement for 48 King Street noted above defines and establishes the significance of the building as a whole and should be read in conjunction with the Addendum Heritage Statement below.

Relationship of proposed signage to building

The fabric proposed to be replaced by this application is contemporary fabric (identified in red). The application proposes the replacement and enhancement of the exterior shop front signage to King Street.



Contemporary fabric outlined with red edge.

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The impact of the proposed works is assessed in the table below. This table should be read alongside the application drawings submitted:

Summary of Proposals	Impact on Significance
<p>External façade to King Street</p> <p>23069-F200F – As Proposed External Façade (Front elevation to King Street illustrating signage);</p>	<p>The existing contemporary shopfront and surrounding historic fabric are proposed to be retained. Replacement signage is proposed to be attached to contemporary areas of the shopfront and will not obscure historic detailing. The signage is judged to have a LOW BENEFICIAL IMPACT as it replaces existing signage and enhances the shopfront.</p>

Table displaying impact on significance

Relationship of Proposed Signage to St Anns Square Conservation Area

The proposed signage is of a carefully considered, high quality design and signs are appropriately positioned. They will respect the traditional character and significance of the building, and its location within the St Anns Square Conservation Area. Similarly, the proposed signs will not have an adverse impact on the setting of any listed heritage asset in proximity to the site. The signage will be carefully installed to the building, ensuring that there will be no material adverse impact to the façade. The 'Belstaff' lettering and flag sign will be installed and fixed to contemporary fabric using M5 screws / self drilling screws with minimal fixing, whilst the 'Belstaff' lettering electricity connection will run internally ensuring no external cabling is required. The trough sign will be fixed to the steel projecting arm, therefore not harming the building's fabric.

The overall purpose of the new signage is to market the Belstaff retail shop that is opening on King Street. The signage will ensure that the entrance to the retail shop can be readily seen helping customers to locate the premises, as well as attracting passing trade. This will contribute to the overall success of the retail shop and King Street generally.

Conclusion

The proposed design of the signage is judged to have a 'Low Beneficial' impact on the basis the works are modest changes to an asset and its setting resulting in a slight enhancement of significance. Additionally the works will enhance the appearance of neighbouring buildings and St Anns Square Conservation Area generally. The proposal is therefore consistent with provisions of the NPPF; Core Strategy Policies CC 9 and EN 3; Saved UDP Policy DC19 and, the Guide to Development in Manchester.

Design and Access Statement

Design Considerations

Details of the proposals are provided by the submitted application drawings. The changes proposed are replacements to contemporary signs on the King Street elevation and are compatible with the building design and context.

Access Considerations

No matters regarding access have been identified as a result of the proposed works and none therefore need be discussed within this Statement.