Consent to display an advertisement at 58-66 Market Street, Manchester, M1 1PW.

Design and Access Statement

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1. Introduction

This Design and Access Statement has been prepared to support an application for consent to display an advertisement at 58-66 Market Street, Manchester on behalf of Museum of Illusions Ltd.

The proposed advertisements comprise:

- Illuminated LED Sign letters
- M logo sign
- Alubond masked LED

All as detailed within the supporting drawings and documents.

Further details of the proposals should be read in conjunction with full planning application reference: 139400/FO/2024.

This Design and Access Statement should be read in conjunction with the following Drawings and Supporting Documents.

DRAWINGS TITLE

1ML01-MHA-XX-XX-DR-A-SK006-S2-P2_SiteLocationPlan
1ML01-MHA-XX-XX-DR-A-SK007-S2-P3_ProposedSignageBlockPlan
1ML01-MHA-XX-XX-DR-A-SK008-S2-P1_ExistingElevations
1ML01-MHA-XX-XX-DR-A-SK009-S2-P3_ProposedElevations
1ML01-MHA-XX-XX-DR-A-SK010-S2-P3_ProposedSignageDetails
1ML01.Db_58-66MarketStreet_DesignandAccessStatement_AdvertConsent-P2
1ML01.Db_58-66MarketStreet_HeritageStatement_AdvertConsent-P2

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2. Site Location

The site is located approximately 0.6 miles North West of Manchester Piccadilly Station.

The site is immediately bound by the Arndale Shopping centre to the north, the continuation of Market Street facing retail units to the East and West with commercial buildings to the South. It is noted that the proposals map accompanying the Manchester Core Strategy of 2012 shows the application site located within an unlisted conservation area and the city centre's primary shopping area.



Figure 1 / Map 01 / Source: Google Earth

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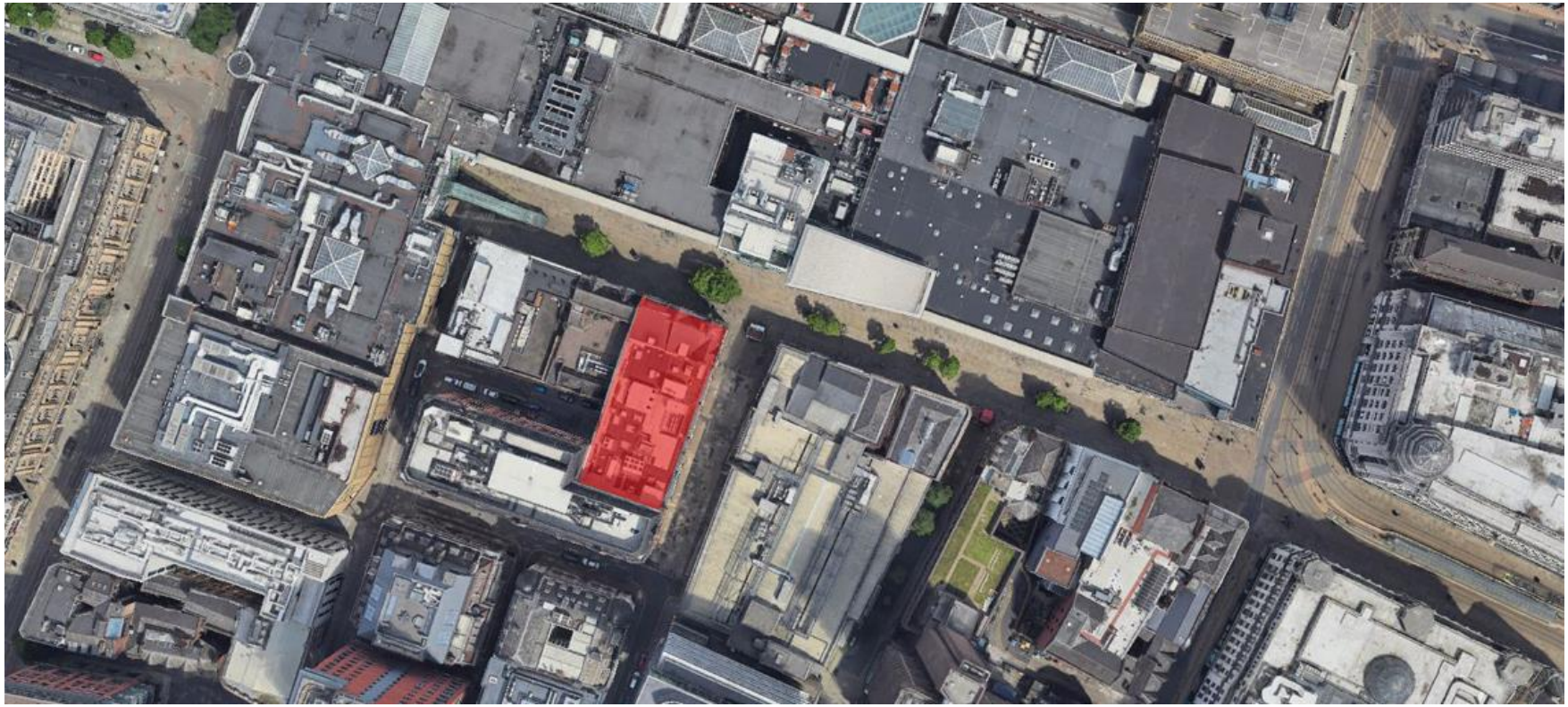
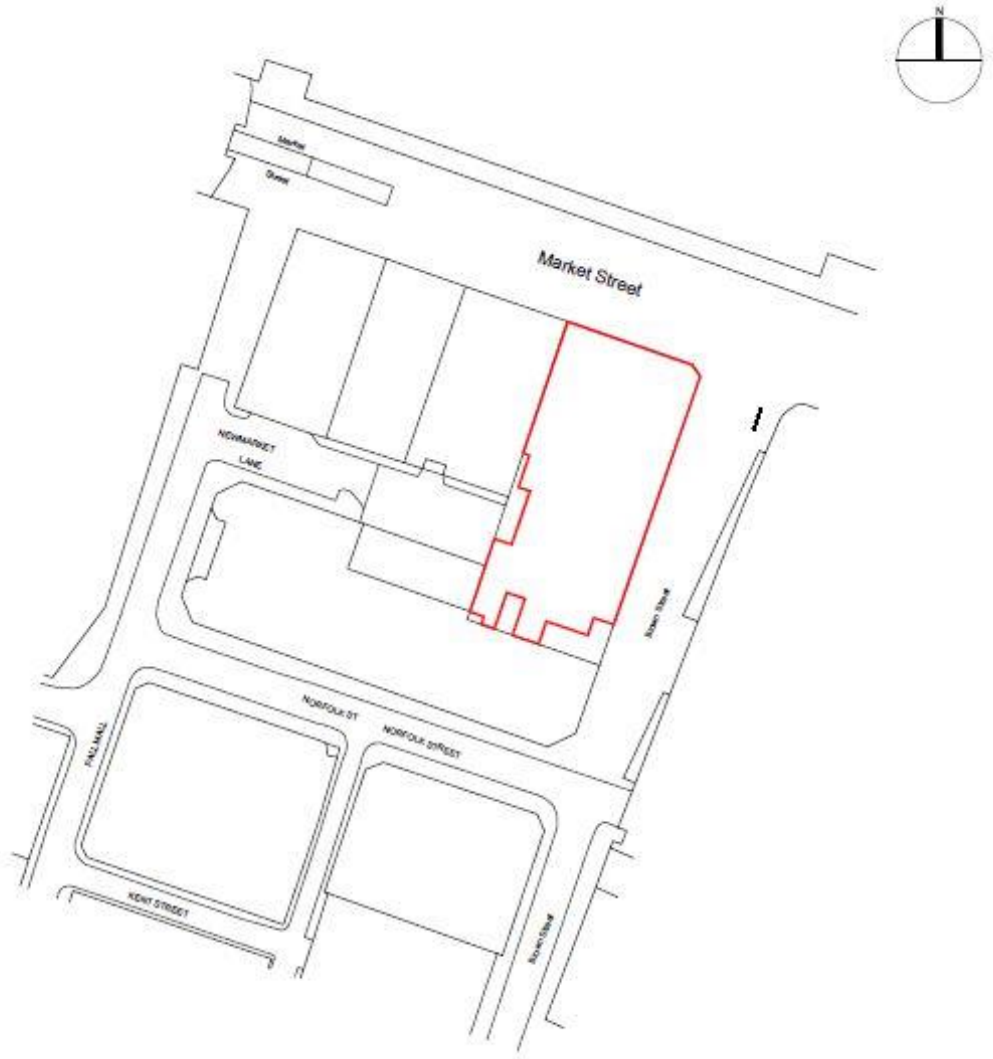


Figure 2 / Map 02 / Source: Google Earth



APPLICATION BOUNDARY
ADDITIONAL LAND OWNED OR CONTROLLED BY APPLICANT

0 20 40 60 80 100m

1:1000

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3. Site Context

The freeholder of the building (Tesco) occupies the ground and second floor of 58-66 Market Street with the first floor currently vacant.

The site is located within an unlisted conservation area in the heart of the city centre shopping area.



Figure 3 / View 01 / Market Street North West View / Source: Google Earth

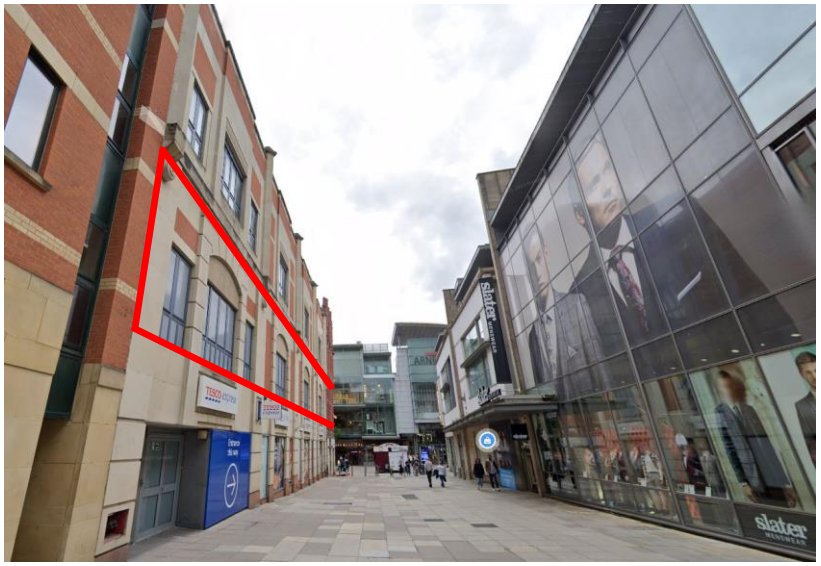


Figure 4 / View 02 / Brown Street / Source: Google Earth



Figure 5 / View 03 / Market Street South East View / Source: Google Earth

4. Background & The Proposed Development

4.1 Use

The proposal is for the delivery of a high-quality refurbishment scheme of an existing vacant city centre retail unit providing accommodation for a museum attraction comprising exhibit space, supporting offices, storage, staff welfare and public sanitary provision detailed under full planning application reference: 139400/FO/2024.

4.2 Amount / Extent

The consent to display an advertisement application comprises external ground floor entrance area and adjacent window of 58-66 Market Street, within the heart of Manchester City Centre. The accommodation had previously been used as Sports Direct's Manchester retail branch (now relocated to the Arndale Shopping Centre).

The existing external signage areas relating to the first-floor unit currently has opaque grey window vinyl's to the first floor Brown Street elevation with opaque black window vinyl's to the first floor Market Street elevation (and part Brown Street elevation) with redundant ground floor signage from the former Sports Direct tenant. Tesco Express occupies adjacent ground floor unit signage areas to Market Street and Brown Street. Please refer to supporting application drawings and documents for further information.

The first-floor unit at 58-66 Market Street was formerly occupied by Sports Direct. Other neighbouring buildings are occupied by Adidas, H&M, Urban Outfitters and O2.

The first Museum of Illusions opened in Zagreb in 2015 and since then provides more than 40 operating museums around the world, in 25 countries and 4 continents. MOI employs more than 1100 staff members across all locations with more than 10 million visitors worldwide.

5.3 Layout

The proposed signage format generally comprises of illuminated LED lettering and 'M' logo sign above and adjacent to the Market Street unit entrance, together with an Alubond masked dim LED surrounding the main entrance.

5.5 Appearance

The proposed signage appearance generally comprises the Museum of Illusions text and logo together with a mix of opaque and translucent patterned film. Please refer to supporting application drawings and documents for further information.