

DESIGN, ACCESS & HERITAGE STATEMENT

KRISPY KREME
111 DEANSGATE,
MANCHESTER,
M3 2BQ

This statement supports the application for Listed Building Consent for a new projecting sign at the above address.

1.0 Location

- The unit, a vacant Dunkin', is located on the ground floor of Queen's Chambers, a city block building bounded by John Dalton Street, Deansgate, South King Street and Ridgefield. The building was designed by architects Pennington & Bridgen and dates back to 1876. The building is listed as Grade II.
- The unit sits next to Deansgate Post Office & Souvenirs and Katsouris Deli on Deansgate in Manchester City Centre. Between the unit and Katsouris Deli is an entrance door to a basement nightclub.
- There are close public transport links including bus stops, tram stops and Salford Central, Manchester Victoria, Manchester Oxford Road and Manchester Piccadilly train stations and multiple car parks.



1.1 - Location Plan - Supplied by Planning Portal, 2024.
Red Outline - Unit 111 Deansgate

SJ8398SE DEANS GATE 698-1/27/104 (East side) 03/10/74 Nos.105 TO 113 (Odd)

GV II

Includes: Nos.5 TO 15 JOHN DALTON STREET. Commercial building with offices over shops and bank. 1876, by Pennington and Bridgen; altered. Sandstone ashlar, slate roof. Large trapeziform plan on island site, with canted corners. Gothic style. Four storeys over cellars, 5 bays to Deansgate (plus the corners), symmetrical; with polygonal piers, string courses and sill-bands (the topmost with grotesques projected from the piers), the corners and alternate bays with shallow canted oriels to the 1st and 2nd floors and gables above. C20 shop-fronts at ground floor, and at the right-hand corner a canted 3-bay open arcade of moulded 2-centred arches (the centre larger) carried on 2 columns of polished granite with carved caps, various forms of enrichment including honeycombed spandrels and parapet with quatrefoils; mullioned and transomed windows on all floors (except the outer bays which have single-light windows), all with leaded glazing in arched upper lights; embattled parapet to corner oriel; steeply-pitched gables with quatrefoils and finials. Seven-bay return side to John Dalton Street in similar style but asymmetrical, lacking the gables, and with the former bank front of 3 large mullioned windows and an arched doorway at ground floor.

Listing NGR: SJ8368398258

1.2 - Grade II Listing - List Entry Number: 1210049 - Supplied by Historic England 2024

2.0 Background

- a) Krispy Kreme are in discussion with the Landlord to secure the lease for the ground floor retail unit to create a cafe serving doughnuts and hot and cold drinks.
- b) The existing shopfront is a 'modern' design of frameless glazing installed c 2013. The existing surrounding decorative stone frontage is Grade II listed.
- c) Neighbouring units have projecting signs installed in similar locations and of similar design/material.



2.1 - Existing shopfront elevation, 2024 (author's own photo)



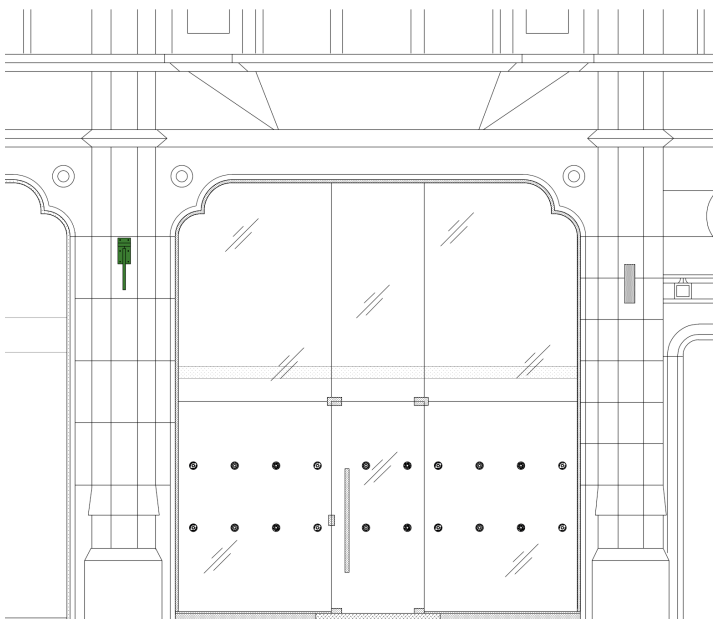
2.2 - Existing shopfront at street level and adjacent nightclub's projecting sign, 2024 (author's own photo)



2.3 - Existing neighbouring unit's projecting sign, 2024 (author's own photo)

3.0 Shopfront Design

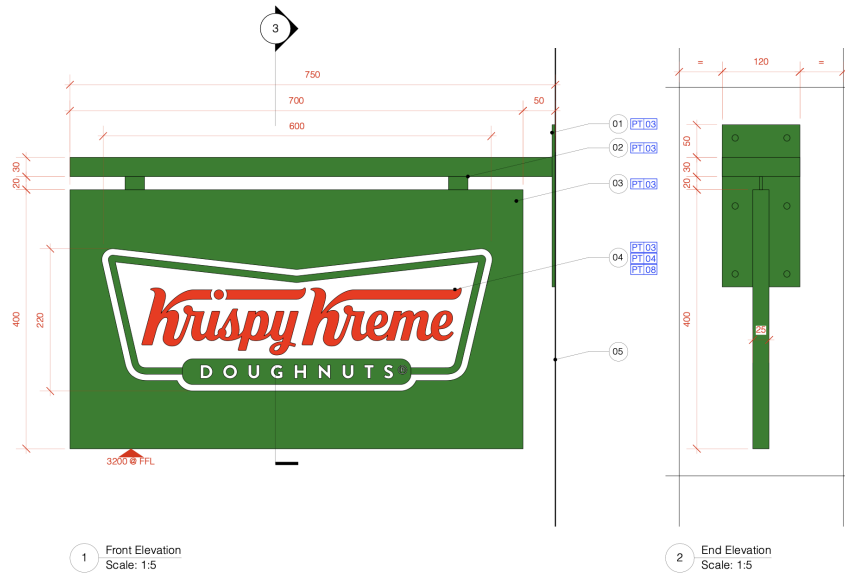
- a) The proposed shopfront signage has been designed to complement the existing neighbouring stores and general shopping area and be considerate to the Grade II Listed building within which it sits. The high pedestrian traffic has also been taken into account.
- b) The proposal is to install a new projecting sign to the existing facade at high level to the left hand side of the glazed shopfront. The location of the proposed projecting sign will replace the existing projecting sign for the previous tenant.
- c) No works are proposed to be undertaken to the existing shopfront glazing and surrounding Grade II Listed facade.



3.1 - Proposed Shopfront Elevation - See drawing 044.02.2 for reference.

4.0 Signage Detail

- a) It is proposed to install an externally illuminated projecting sign to the existing stone facade at high level.
- b) The projecting sign is constructed from WP MDF decorated green with screen printed brand logo to both sides. The sign board is suspended from a powder-coated steel arm with internal LED's to provide external illumination to the sign board. A powder-coated steel fixing plate secures the sign to the existing stone facade.



4.1 - Front and End Elevation of proposed Projecting Sign - See drawing 044.02.3 for reference.

5.0 Sustainability

- a) The materials used for the construction of the projecting sign has been kept to a minimum and can be recycled at the end of their life.

6.0 Access / DDA

- a) The existing entrance door will be retained and has a clear opening width of approximately 900mm.
- b) An existing minimal ramp to the entrance door will be retained and repaired where necessary.
- c) We have consulted approved documents B, K and M.

7.0 Design Impact

- a) The removal of the existing redundant projecting sign and installation of the new Krispy Kreme projecting sign we believe will not affect the local 'street scape' and will have minimal design impact.
- b) We believe the proposal is in keeping with the existing street scape and increases visibility of the new store.
- c) Given the nature of the busy high street environment with sympathetic signage we believe it reflects appropriately the design intent for the Grade II Listed building and will have a positive impact.
- d) As the unit has previously been vacant the installation of the new projecting sign will enhance the street elevation and bring vibrancy back to a currently redundant space.

8.0 Conclusion

- a) Given the minor works and low visual impact of the proposal we are hopeful that the Council are minded to grant Listed Building Consent.