

Phillip Coggan
Pearce Signs Ltd
31 Heathlands Road
Chandlers Ford
Hampshire.
SO53 1GU

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Re: Heritage Statement for new signage at Zizzi, The Corn Exchange, Exchange Square, Manchester, M4 3TR.

This Heritage Statement is written in support of the advertising consent application 137370/LO/2023 for new signage at the above premises. It explains how the signage proposal is compatible with the guidelines outlined in Section 16 of the National Planning Policy Framework (NPPF). This proposal aligns with the principles set forth in the NPPF, emphasizing the importance of conserving and enhancing the historic environment.

Background & Existing Historical, Technical and Architectural Significance of the building:

The Corn Exchange Building was opened in 1903 and has Grade II listed status. In 2012 the Triangle was redeveloped with a number of separate restaurant outlets ('Zizzi' among them). While this proposal does affect the Corn Exchange Building as a 'Heritage Asset', the NPPF, Section 16, chapter 194 states that the level of detail required in the statement should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance". As this proposal specifically covers three signage elements within the Zizzi unit façade alone - none of which are directly fixed to the fabric of the building - we believe that the proposal is of low impact to the building as a whole.

NPPF, Sec 16, chapter 197, section A requires that the application allows for the asset to be put to viable uses consistent with its conservation. The replacement of the signage due to age related wear and tear of the existing is consistent with the units ongoing use as a Zizzi restaurant.

The application allows for the importance of preserving the character and distinctiveness of the area (NPPF, Sec 16, chapter 197, section C) in so far as the alteration to the building façade as a whole is visually minor.

Design Rationale:

There are three elements to the signage proposal, hence forth referred to by their 'EX' designation:

EX1: Built up letters with cabochon bulbs.

EX2: Manifestations to glazing.

EX3: 'Individually Italian' vinyl to glazing.

The design of the proposed sign has been carefully considered to align with the local context and heritage features:

EX1 – like the sign before it - utilises cabochon bulbs which are considered more sympathetic to the façade than a full face illuminated sign. EX1 itself sits fully behind the shopfront glazing: as with all other signs in The Triangle there is zero projection from the façade to disrupt the building aesthetic. The frame on which the sign sits is itself fitted to existing MDF boxing installed within the unit, it is not in any way attached to the heritage asset.

EX2 decals are applied on to the inside of the unit's glazing. They provide for safety of the general public to prevent collision with the glass. This is compatible with NPPF, Sec 16, chapter 197, section A allowing the premises to be put to viable use.

EX3 decals are applied on to the inside of the unit's glazing and are again compatible with NPPF, Sec 16, chapter 197, section A in so far as it provides additional context for the nature of the business within.

For both EX2 and EX3, there is zero impact on the fabric of the building since they can be peeled off at end of life with no residual impact/fixing visible, avoiding any harm to the heritage asset (NPPF, Sec 16, chapter 200).

In summary, items EX1, EX2, EX3 will in no way alter the fabric of the heritage asset or conceal any part of it, as they are sit within double glazed areas of the unit shop front.

Impact Assessment:

In accordance with Section 16 of the NPPF, an impact assessment has been conducted to evaluate the potential effects of the proposed sign on the heritage assets in the vicinity. The proposed sign design is very similar to the one that came before it and – through the use of the cabochon bulbs in particular - continues to complement rather than detract from the heritage significance of the area. The Design Rationale employed ensures that the impact on the Existing Historical, Technical and Architectural Significance of the building is negligible.

Mitigation Measures:

Any potential adverse impacts identified during the impact assessment have been addressed through the incorporation of appropriate mitigation measures at the Design Stage. These measures are designed to minimize any harm to the heritage assets and ensure the long-term preservation of the historic environment.

In conclusion, the proposed signs at Zizzi, The Corn Exchange, Exchange Square, Manchester, M4 3TR is aligned with the guidance provided in Section 16 of the NPPF. The Heritage Statement demonstrates a thorough consideration of the heritage significance of the building, a conscientious design approach, and a commitment to mitigating any potential adverse impacts.

Yours sincerely,

Phil Coggan