Watches of Switzerland Manchester

9-11 St Anns Square, Manchester, M2 7EF

Design & Access Statement

Building Description & External Approach





Watches of Switzerland occupies the ground and basement floors of units 9-11 to the corner of St Anns Square and Old Bank Street and has a distinct stone clad facade. The exterior will largely stay the same, apart from one facade sign and one projecting sign. On the far left elevation of St Anns Square, the existing "Patek Philippe" sign will be replaced with a matching "Watches of Switzerland" sign. The associated "Patek Philippe" projecting sign insert will also be replaced with a matching "Watches of Switzerland" sign insert.

Visibility

The Watches of Switzerland unit has excellent visibility on the corner of the junction between St Anns Square and Old Bank Street. The fit out is to the Watches of Switzerland roll out scheme so appropriate considerations have been made for the contrasts between materials whilst remaining in keeping with brand identity.

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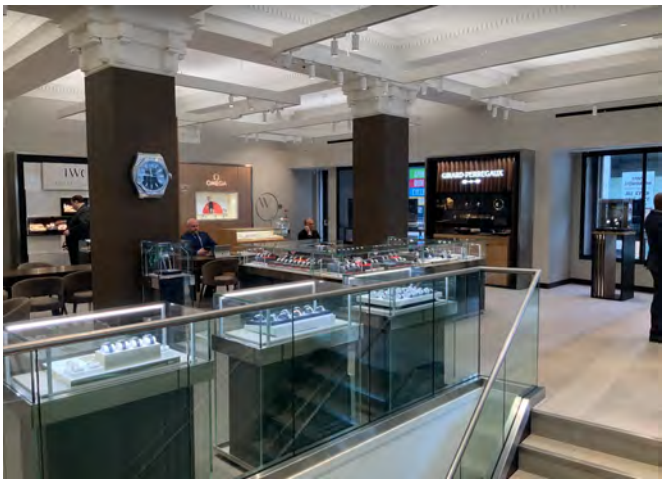
Entrance & Accessibility



The entrance features a slight ramp up to a pair of double doors. No works are proposed to the entrance, so the existing scheme will remain as is.

Layout

The existing ground floor of the store is divided into 2 sales areas. The front area being the main Watches of Switzerland sales area, and the back being the existing Patek Philippe sales area.





The main Watches of Switzerland sales area will largely remain the same in regards to layout and finishes. All wall finishes and ceiling finishes will remain as is, and the existing carpet will be replaced and refreshed with the same spec carpet again.

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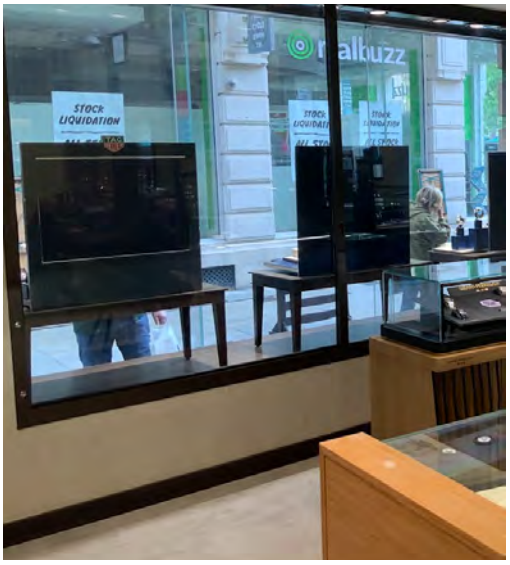
In regards to brand area in the existing main Watches of Switzerland sales area - The Girard Perregaux brand fixtures will remain as is, and the 3 other brands along the right hand wall (Omega, IWC, Bulgari) will receive new fixtures. The stainless steel wall fixture surrounds will remain as is.





The existing Watches of Switzerland midfloor fixtures will be replaced with new midfloor fixtures, and all the window displays will remain as is.





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The main body of works will be to the existing Patek Philippe half of the sales floor. Both stud partition walls either side of the column will be removed as well as the stud partition bulkhead heads above. When removing the walls we will expose parts of the existing ceiling beams and decorative cornice. Care will be taken to ensure these areas are sympathetically restored where required to match in with the rest of the existing listed ceiling. The existing bulkhead signage and decorative screens to the left and right of the walkway though will also be removed. The lobby to the right of the Patek Philippe, leading to the back of house area, will remain as is. A new stud partition will also need to be formed around the exposed window column. The is will be boxed out and wallpapered to match the rest of the existing store.



All existing fitout to the Patek Philippe area will be removed, and all wall finishes taken back to the plasterboard wall line. All floor tiles will be removed and replaced with new Watches of Switzerland carpet to match the rest of the sales floor. Existing light tracks above will be reworded to suit the new layout.





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Watches of Switzerland wallpaper and skirting will be applied to the back wall and return wall to match in with the rest of the sales floor.

3 new brand areas will be created along the back wall with new stainless steel surrounds to house the brand fixtures. Brands will also supply new midfloor low level fixtures to sit in front of the new brand wall fixtures.

New floor and wall power will also be provided to the 3 new brand areas to power the new displays.

The existing Patek Philippe window display treatment will be stripped back to the plasterboard base. This includes wall finishes, marble tile, window display fixtures and feature window backs. All bulkheads, lighting and ventilation will remain.



Watches of Switzerland wallpaper, a new window back and new window displays will be added to match the rest of the existing windows.

Basement and Stairs

There are no works proposed to the basement and the stairs leading to the basement. All fixtures, finishes and layout will remain as existing.

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Heritage Statement

Introduction

Quadrant Design has been instructed to submit a Planning Application for Watches of Switzerland, Manchester for an internal refurbishment and external signage. This statement relates to a listed building application to refurbish the ground floor of the unit internally, to include new branded areas and new external signage.

This statement will describe the site and its surroundings and assess the proposal against the significance of the relevant heritage assets.

Statement of Significance

9-11 St Ann's Square is listed grade II as a number of commercial units that form the Former Royal Exchange Building (first designated on 3 October, 1974). The list description reads:

'Includes: Nos.4 TO 20 ROYAL EXCHANGE ARCADE. Includes: Nos.1 TO 19 ROYAL EXCHANGE ARCADE. Includes: Nos.1 TO 17 OLD BANK STREET. Includes: Nos.1 TO 7 Former Royal Exchange ST ANN'S SQUARE. Includes: Nos.2 TO 20 Former Royal Exchange MARKET STREET. Includes: Nos.2 TO 20 Former Royal Exchange CROSS STREET. Commercial exchange, now shops, theatre, etc. Rebuilt and enlarged (for the 4th time on this site) in 1914-21, by Bradshaw, Gass and Hope. Portland stone, slate roof with 3 glazed domes. Very large approximately rectangular plan on island site penetrated by east-west arcade at ground floor and enclosing central atrium at 1st floor. Classical style. Four storeys with 2 attic storeys; ground floor treated as rustic, with channelled rusticated piers, giant Corinthian order to 1st, 2nd and 3rd floors with massive entablature and modillioned cornice; 1st attic storey with cornice and balustraded parapet, 2nd attic storey in mansard roof, Baroque turret at north-west corner, domes over other corners. Giant round-headed entrance arch in west side with wide steps up; 1st and 2nd floor windows set in giant round-headed arches; mullioned windows to 3rd floor and 1st attic storey. Interior: very impressive trading hall (now containing modular theatre).'

The building is also located within the St Ann's Conservation Area, designated on 29 July 1970.

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Heritage Assessment

Watches of Switzerland is planning to refurbish internally, with the existing Patek Philippe brand area being removed to be replaced with 3 new smaller brand areas. 3 new brands will also install new fixtures to 3 of the existing brand locations in the existing main Watches of Switzerland sales floor.

New carpet will be installed throughout the sales floor to the same specification as existing, and new wallpaper will be applied to the modified area to the same specification as existing main Watches of Switzerland sales floor. Lighting tracks and spots will be adjusted to suit the new brand areas, any new lights or track will be specified to match what is existing.

No exterior works are proposed, other than changing the existing "Patek Philippe" sign with a matching "Watches of Switzerland" sign. The associated "Patek Philippe" projecting sign insert will also be replaced with a matching "Watches of Switzerland" sign insert.

The drawing set is as follows:

A0_02 - SITE LOCATION BLOCK PLAN

A1_00 - EXISTING LAYOUT

A1_01 - EXISTING SHOPFRONT

A1_02 - PROPOSED DEMOLITION

A2_00 - PROPOSED GROUND FLOOR GENERAL ARRANGEMENT PLAN

A2_02 - PROPOSED GROUND FLOOR FINISHES PLAN

A2_03 - PROPOSED GROUND FLOOR PARTITION TYPE & SETTING OUT

A2_04 - PROPOSED GROUND FLOOR FIRE STRATEGY LAYOUT

A3_00 - PROPOSED GROUND FLOOR RCP

A4_00 - PROPOSED SHOPFRONT

A4_01 - PROPOSED BUS STOP SIGN

A5_00 - PROPOSED INTERNAL ELEVATIONS A&B GROUND FLOOR

A5_01 - PROPOSED INTERNAL ELEVATIONS C&D GROUND FLOOR

There are no works proposed to the basement and the stairs leading to the basement. All fixtures, finishes and layout will remain as existing.

Conclusion

In summary, the proposed works do not involve the loss of any feature of historic or architectural interest but work to enhance the internal sales floor areas. The interior works enhance the current sales floor space with the new brand areas within the store. The new decorative works internally help create a cohesive and sympathetic scheme.

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