

Planning, Design and Access Statement

REF: PP-12063884
12 May 2023,

This short Planning, Design, and Access Statement is to support the listed building consent and advertisement consent applications for the proposed changes at 18 Cross Street, Royal Exchange, Manchester.

The description of the listed building consent proposal is:

“Listed building consent for removal of existing signage and the installation of new signages, bronze lettering and finishes”

The description of the advertisement consent proposal is:

“Proposed new fascia and projecting signage”

This statement provides a description of the site and its surroundings, relevant planning policy and history, as well as the proposal. It then explains the reason that planning permission should be awarded approval. It should be read in conjunction with the Heritage Statement and submitted drawings.

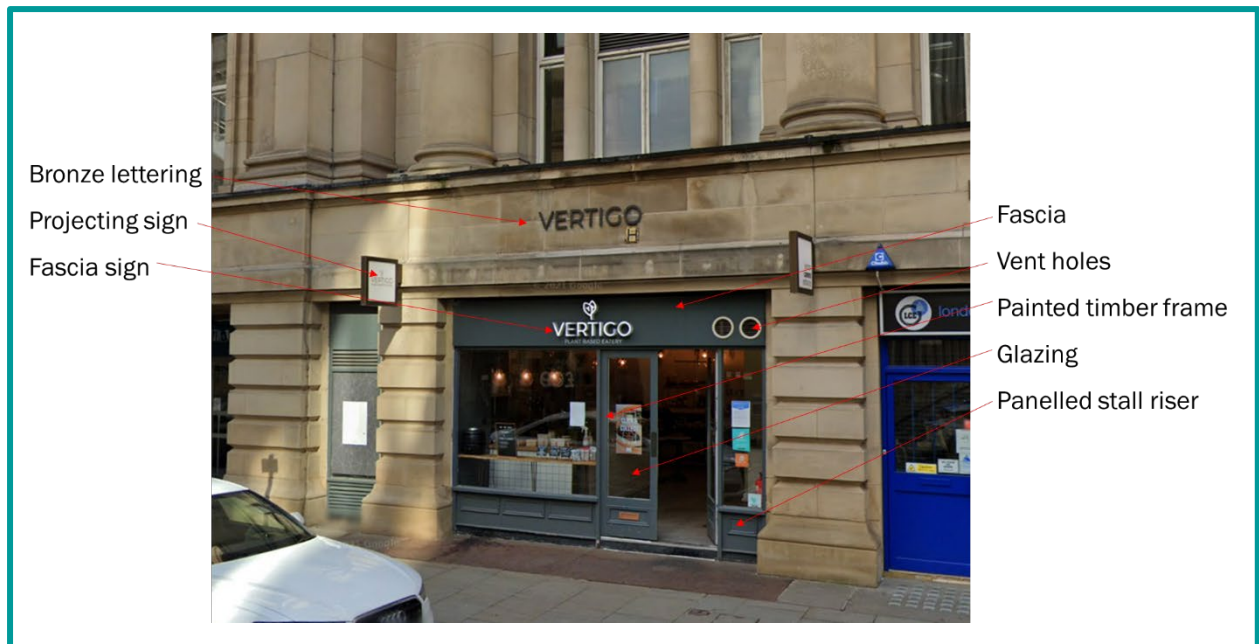
The site and the surrounding

The site is located on Cross Street in the city centre of Manchester and is a small retail unit on the ground floor of the Royal Exchange. Royal Exchange is a Grade II listed building that also forms part of the St Ann's Conservation Area. Please refer to the Heritage Asset Statement for details of heritage assets relevant to the site. The site sits among other retail units on the ground floor of the Royal Exchange, which forms a strong shopping frontage on Cross Street. Its surrounding is also predominately retail in nature.

The existing shopfront (see [Figure 1](#)) is made up of painted timber frames with grey finishes and glazing. It is designed in traditional shopfront style, with panelled stall risers and fascia with two

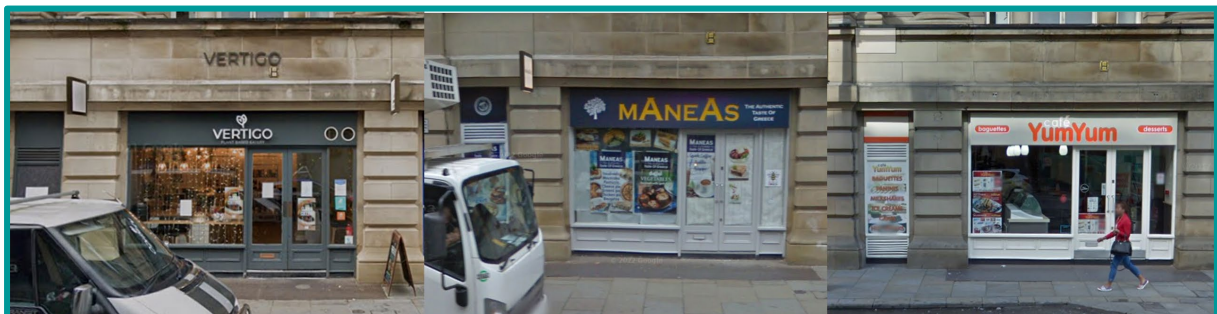
vent holes. The existing signage includes a fascia signage that is made of illuminating lettering back tray, a projecting signage that is made of an illuminated bronze-framed light box with laminated vinyl signage will be mounted on the structure, and lettering that is made of anodised bronze-coloured aluminium.

Figure 1: Details of the existing signages (refer to texts to the left of the photo) and shopfront (refer to texts to the right of the photo)



The site was occupied by Vertigo, a vegan restaurant, that was permanently closed in March 2022. Previously the site was subsequently occupied by restaurants including “MANEAS” and “Yum Yum Café”. Figure 2 shows that all of the shopfronts of the site follow a traditional style design with minor differences in finishes and signages.

Figure 2: The previous and existing shopfronts



Planning history

Research of the statutory online register has revealed 8 records for the application site. This is assessed in the Heritage Asset Statement and please refer to the statement for details.

Planning policy

The statutory development plan comprises the adopted Manchester's Local Development Framework Core Strategy (adopted in July 2012)

The key policies relevant to this proposal are listed as follows:

- Policy EN1 Design Principles and Strategic Character Areas
- Policy EN3 Heritage
- Policy CC9 Design and Heritage

The proposal

The application proposes elevational works relating to the removal of existing signages and the installation of the proposed signages, bronze lettering, and new finishes.

The new shop front will be installed to match the existing one (see [Figure 3](#)). This will create a cohesive appearance that is consistent with the appearance and setting of the Royal Exchange and will also help to enhance the historical significance of the building by proposing a traditional design.

Please refer to the submitted drawings for details and measurements of the proposed changes. There are no structural changes externally or internally, and no amendments are proposed to historical or original features of the site and the wider Royal Exchange building.

Figure 3: Photos of the existing shopfront elevation and the proposed shopfront elevation



The proposed shopfront and signage include the following:

- The existing shopfront structure will remain as existing. The frame of the shopfront will be changed with a “moss green” finish, using paint reference: RAL-6005 60%, SEMI-GLOSS.
- The existing fascia signage will be replaced with a new one displaying the new “Pastan” signage. The new logo will be made of built-up lettering with face illumination similar to the existing one.
- The existing projecting signage will be replaced by a new sign similar to the existing one at the same location. It will be a digital print onto clear vinyl with lamination, mounted to both sides of the existing projecting signage structure.
- The existing lettering above the fascia will be carefully removed and replaced with the Pastan logo. It will be made of non-illuminated flat cut 13mm anodised lettering, with bronze finishes. The perimeter of the lettering will have a slim anodised bronze-coloured frame to match the front appearance. The bronze lettering has been designed in accordance with the approved ‘Shopfront and Signage Design Strategy’ for application: 109321/FO/2015/C1.
- There is an obscured window to the left-hand side of the shopfront. It is proposed to externally apply to this window a digital print, made of matt vinyl, with the Pastan logo. (see Figure 4)

Figure 4: Digital Print on the obscured window



Conclusion

The new shopfront and signage proposal presents a minimum level of changes and has been discussed throughout this Statement. These changes will not harm the significance of the actual site, Royal Exchange, and the Conservation Area. No demolition or structural works are proposed to the site and no amendments to original or historic features.

The proposal will improve the character of the Royal Exchange and enhance the experience of the shopping district. It is considered that this proposal meets the requirements of local planning policies. Therefore, it should be considered positively.

Yours sincerely,



Kathryn Williams BSc (Hons) MA MRTPI
Managing Director
KEW Planning