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Unit 6, Cross Street, The Royal Exchange, Manchester
Heritage and Design & Access Statement

Records

Issue and approval schedule

Issue P3	Name	Signature	Date
Prepared by:	Dan Perry	DCP	15.07.2022
Reviewed by:	David Perkin	DP	15.07.2022
Approved by:	David Perkin	DP	15.07.2022

Revisions record

Issue	Date	Status	Description	By	Checked	Approver
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P2	14.07.2022	Issued	Issued for Listed Building Application	DCP	DP	DP
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Introduction

Introduction

This Heritage and Design & Access Statement supports the application for the retail refit of Unit 6, Cross Street which forms part of the Royal Exchange Building in Manchester. This report explores the surrounding context of the building and existing condition. The proposals are described and alterations are assessed on their impact to the historic fabric.

Project description

Shop roll out for Insomnia Cookies at the Royal Exchange in Manchester. AWW have been appointed to prepare architectural layouts and interior design for a vacant unit located on Old Bank St, Manchester M2 7AE.

Site

Manchester Royal Exchange, a Grade II listed building (listing entry: 1200826), is located in the heart of Manchester City Centre.

Manchester Royal Exchange is one of Manchester's most iconic buildings located within the City's commercial and retail core. The ground floor is predominately in use for retail, the upper floors as office accommodation and part of the building as a theatre.



Heritage statement

Introduction

This application is for the Re-fit of the existing retail space, alteration to existing external glazing and new signage to existing shop front at Manchester Royal Exchange Unit 6 Cross Street, M2 7AE

The Retail Unit 6 is part of the Grade II listed “Royal Exchange” Building [Listing number SJ8384398442] and is within the St Anns Square conservation area in the centre of Manchester.

Context

This application has been submitted to gain consent to display advertisement on the façade of the building & the existing glazing as well as the internal fit-out for the new retail unit. Following its use as a Bank for many years, the retail unit has now been leased by a new tenant who requires alterations to the existing signage to fit their branding, as well as internal refurbishment to meet their business needs. See external & internal photo page 5-6.

This application has been submitted in accordance with Local core strategy 2012- 2027, National Policy Framework (July 2021) and Royal Exchange Manchester Shop front & Signage Design Guide. (October 2018)

Recent Planning History

A review of Manchester City Council’s online planning application register has been under taken and reveal that the site has had the following planning applications in the last ten years.

Application Number: 119954/LO/2018

Description of application/proposal: LISTED BUILDING CONSENT for internal strip out works and external modifications to the unit.

Decision: Approved 5 September 2018

Application Number: 098809/LO/2012/C1 & 098808/AO/2012/C1

Description of application/proposal: Listed building consent for replacement of existing 2 x fascia signs and ATM sign.

Decision: Approved 5 September 2018

Planning Policy Context

Manchester Core Strategy 2012 -2027 (adopted 11th July 2012)

Relative policy’s:

Policy CC 9:

“Design and Heritage

Design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

The Council will support high density and mixed use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.”

This policy require that any proposals that are put forward reserve or enhance heritage assets. The proposals within this application will preserve the historic fabric whilst bringing the Retail Unit back in to use.

Policy EN 1 - Location 1 City Centre Character Area

Design Principles and Strategic Character Areas

Location 1 Cite Centre Character Area Key points:

“Developers will be expected to consider the City’s heritage and continue the rich pattern of activity in the core area.”

“While there will be opportunities to create landmark buildings, developments should also contribute positively to the experience of all at street level.”

Policy EN1 set outs opportunities for good design and that any proposals should consider the city heritage. The proposals sets forward contribute to the rich pattern of activity in the core area through its retail use. Whilst also contributing positively to street level experience .

Heritage statement

Planning Policy Context Continued

Policy EN 3

“Heritage

Throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.

Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.”

Policy EN3 Encourage the re-use of heritage assets, whilst preserving and enhancing the historic environment and character. The proposals for the re-fit at Unit 6, Cross street. Look to re-use the heritage assets whilst preserving the external facade and taking considered approach to the refit. Including using exposed services on the ceiling to allow the ceiling to be exposed within the space. This allows the original height of the space to be seen compared to previous uses when suspended ceilings were used.

National Planning Policy Framework

[27th March 2012 - Updated 20th July 2021]

Relative Section:

16. Conserving and enhancing the historic environment

Paragraph 195

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.”

Paragraph 195 states that the local planning authority should identify and access the particular significance of any heritage asset through available evidence to minimise any conflict between heritage assets and the proposal. The documents and drawings submitted with the application show that the historic fabric will be preserved and that the space will have a better quality of space and environment than in its current state.

Paragraph 202

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”

Paragraph 202 shows that when the proposal will lead to any less than substantial harm to the a heritage assets, then the harm should be weighed against the public benefits. The refit of the Unit 6 will cause negligible harm to the historic assets. The refit works will secures it re-use and a retail space, providing public benefits including creating jobs in the local area and enhancing the street with its active frontage.

Heritage statement

Assessment

This Heritage statement supports application for Listed building consent and advertisement consent for the following at Unit 6 Cross Street, Royal Exchange, Manchester:

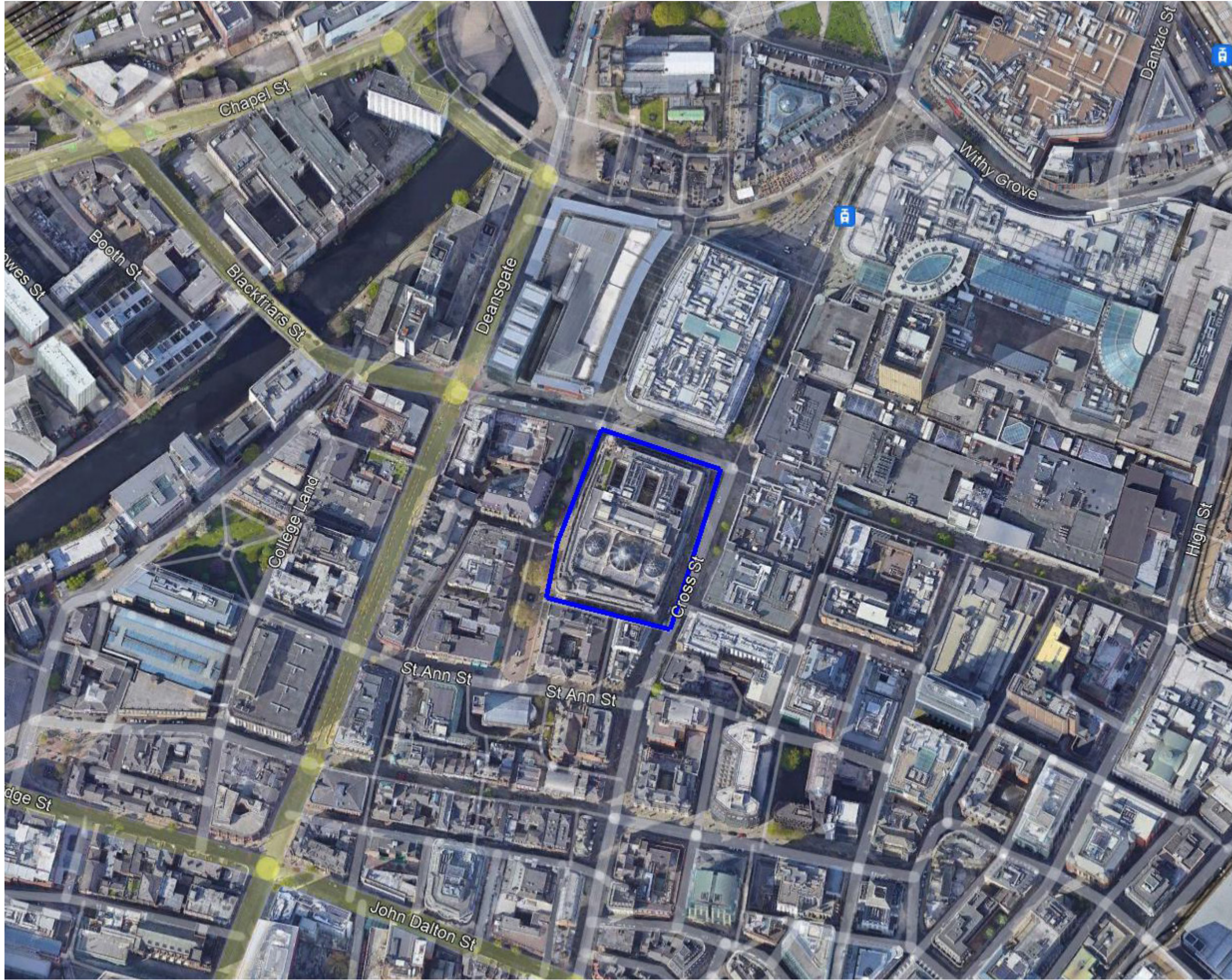
- New heritage fixed signage fixed to the existing wall at high level
- New illuminated signage behind the existing glazing
- New branding applied to the existing illuminated high-level signage
- The re fit-out of the retail unit
- New illuminated signage behind existing glazed entrance
- New internal partition to form display front window with associated illuminated signage
- New signage applied to the existing illuminated high level sign

The proposed signage follows guidance set out within “The Royal Exchange Manchester Shop front & Design Guide” and is in line with existing signage treatment to neighbouring units. The refurbishment of unit relates to the replacement of modern fittings and alterations and not the historic fabric. The proposals within this application will have a negligible impact upon the historic building fabric.

The proposed application complies with relevant local and national policy. Through its high-quality choice of materials and modern re-fit makes the alteration subservient to the existing historic building fabric.

For reasons above it is considered that the proposed alterations are in keeping with neighbouring developments, they respect the historic character of the local area and as such will cause no harmful impact to the Royal Exchange Building or the wider St Ann square conservation area it forms.

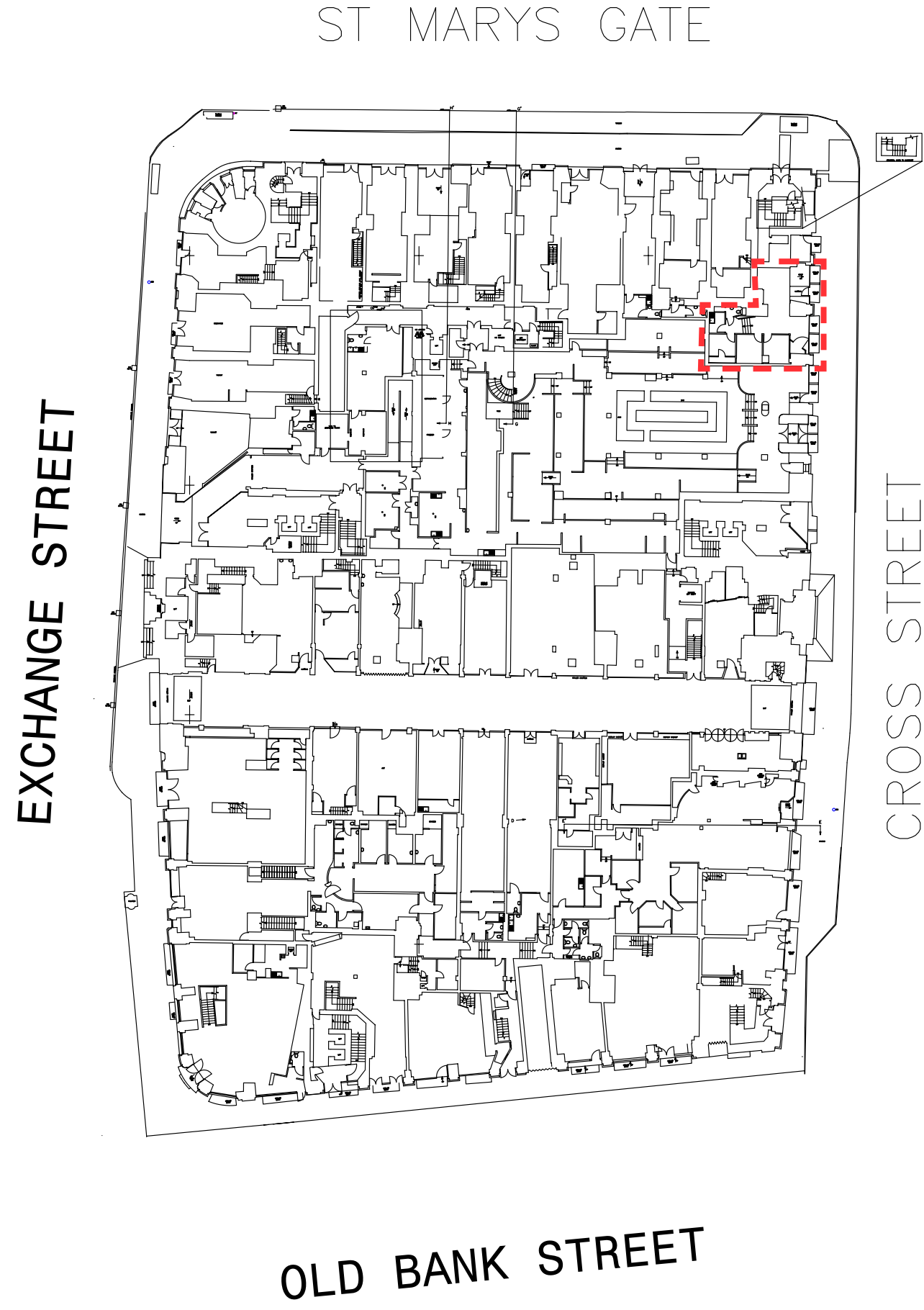
Site Location



Existing Building

Context

The surrounding area comprises a mix of commercial uses. The Arndale Shopping Centre is located to the north-east of the site and Deansgate to the west. St Mary's Gate is located immediately to the north of the site, Cross Street to the immediate east, Old Bank Street to the south, and Exchange Street to the west. The area contains high quality retailing and several restaurants. The site is located within St Ann's Square Conservation Area.

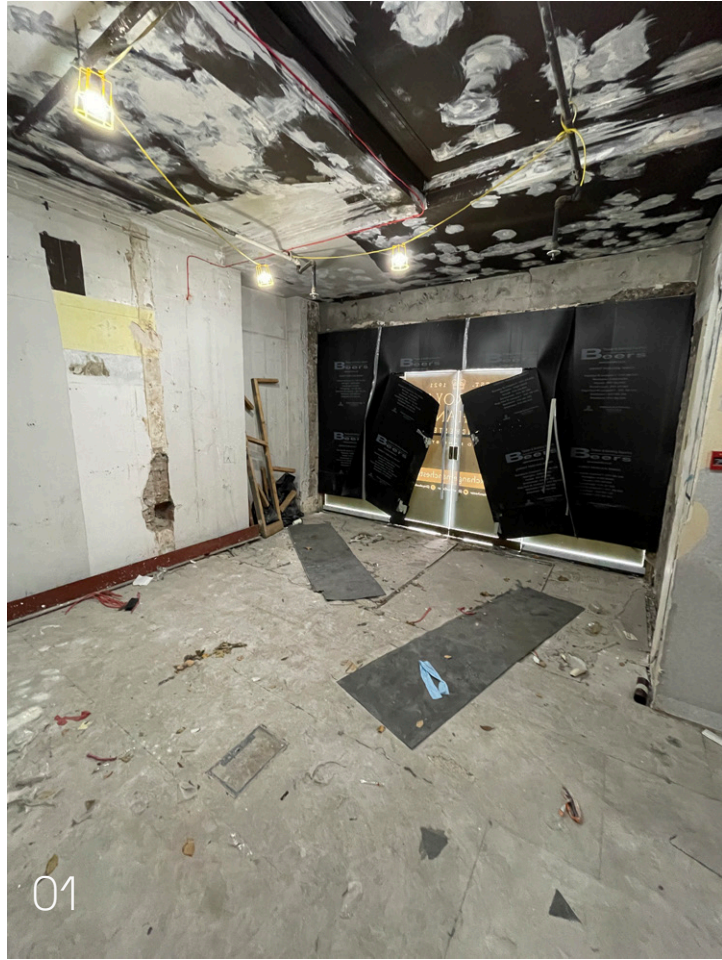


Exterior Photos

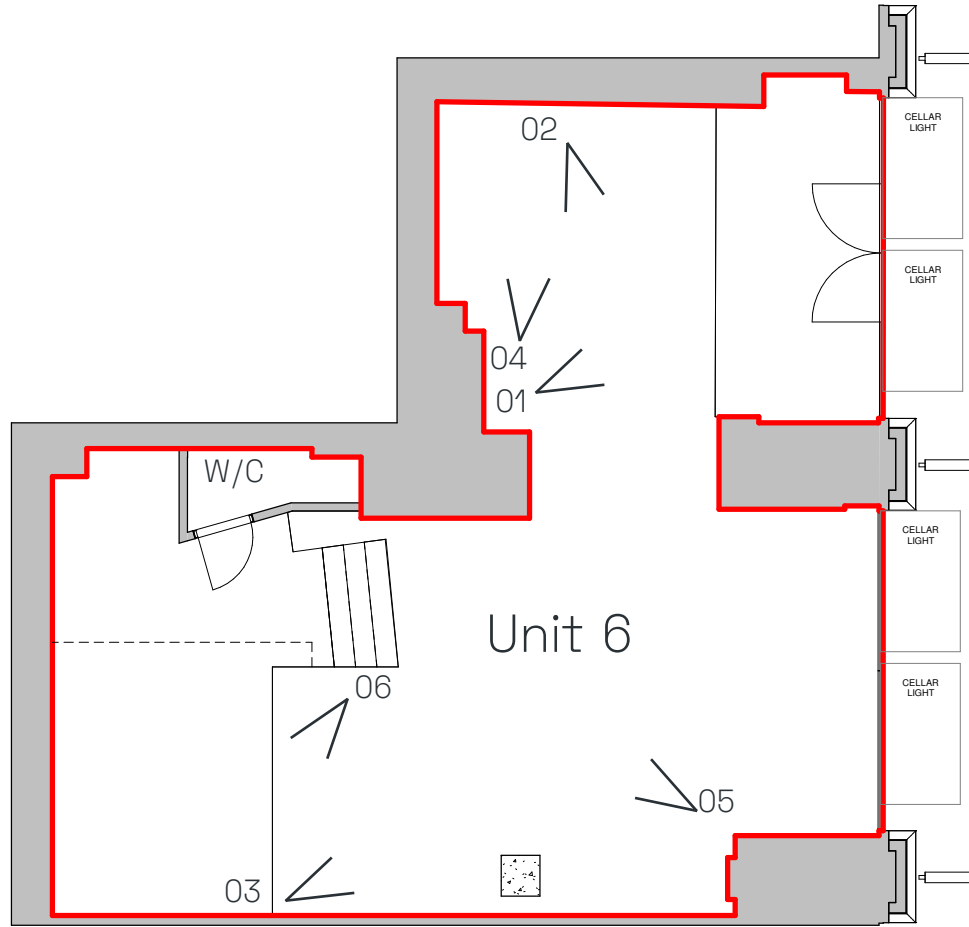


Manchester Royal Exchange

Interior Photos



Existing Layout



Existing Ground Floor Plan



Existing Elevation

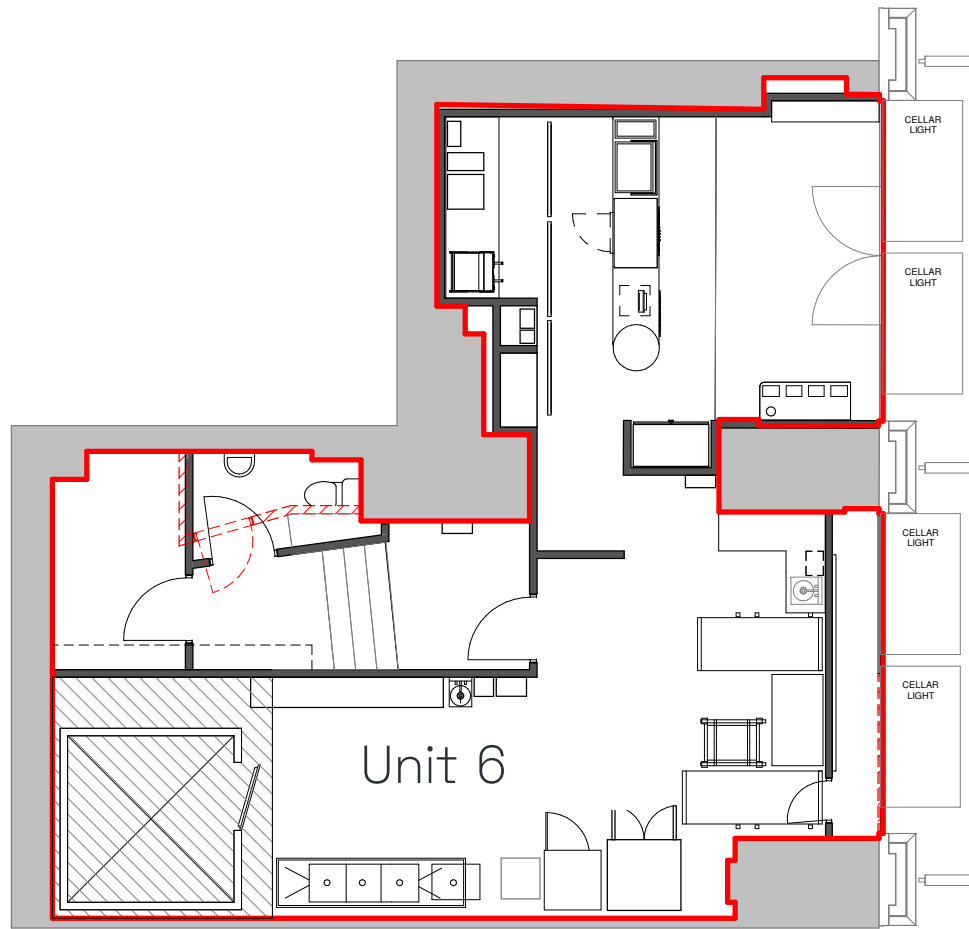
Existing Ground Floor Plan

The existing ground floor is vacant following its previous tenants departure.

The recently updated shop front entrance doors and glazing is in good condition, the glazing I covered in a vinyl Signage see image 01 and external images. The current state of the interior of Unit 6 is a mix of wall finishing with no original features on show see images 02 and 03.

There is a modern partition with which encloses a W/C which can be accessed via the rear steps. See image 05. There is currently a split level between the main front area and the rear of the unit. See image 06.

Proposed Layout



Proposed Ground Floor



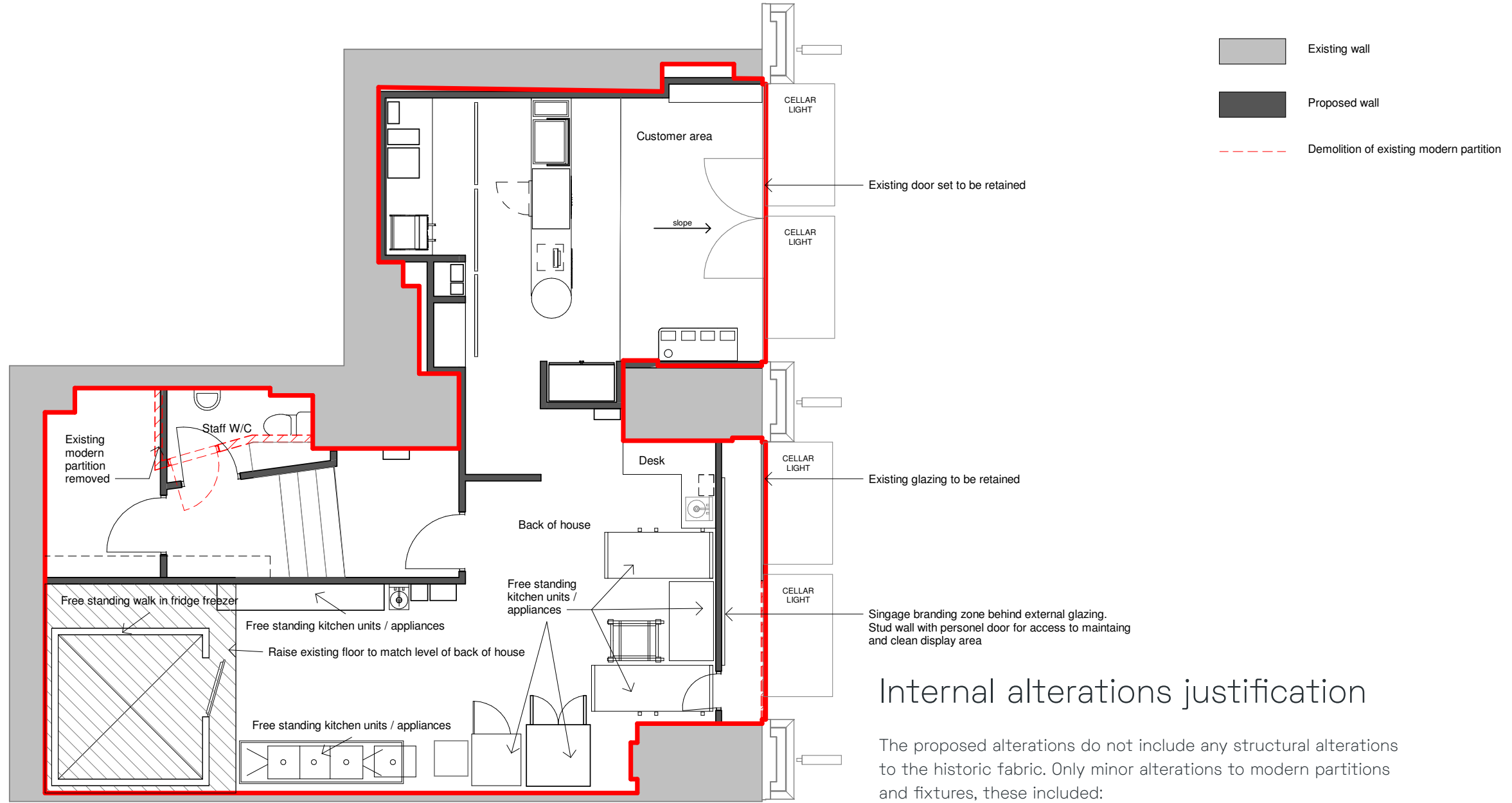
Proposed Elevation

Proposed Ground Floor Plan

The layout of the store consists of two primary elements. Front of house (FOH) taking advantage of existing glazed store front entrance and Back of house (BOH). FOH is the main area for public contact and sales. The area includes the sale counter, product display, seating, drinks chiller, delivery collection etc. BOH is the area for preparation of the products, freezer, storage, management and staff facilities.

The store design will follow the guidelines set by Insomnia cookies and aim to provide consistent brand image with other stores located in the UK and USA.

Internal Alterations



Internal alterations justification

The proposed alterations do not include any structural alterations to the historic fabric. Only minor alterations to modern partitions and fixtures, these included:

- Removal of existing W/C associated modern partition. To be replaced with new modern partition to create larger W/C area for staff. This will have negligible harm on the historic fabric and will improve the accessibility of the space by providing a larger W/C.
- The construction of new lightweight partitions to provide back of house space. Including raising rear floor area to line though with main back of house area improving access for staff. This will have little harm on the historic of the building. The internal images 03 & 05 show that the space was divided by partitions previously.
- The internal walls will be lined out, this is line with previous uses where the internal walls were lined with so services could run behind. This will have little to no harm on the existing fabric.

Signage Information



Proposed Signage Scheme

The proposed signage will consist of new illuminated signage that will hang behind the existing shop front entrance & glazing. The type of Signage and illumination will follow The Royal Exchange tenant design guide.

A new window display to the left of the entrance door will provide space for illuminated signage that will be set back from the existing glazing. An access door in the new lightweight partition will provide access for maintenance.

The combination of the store front signage and the display window will provide an active present to the street in-line with neighbouring developments within the conservation area.

An advertisement consent has been submitted along side the Listed Building Application.

Signage - size & design



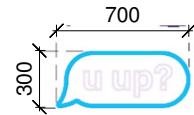
Proposed LED illuminated sign - 1
Location: Located on rear partition wall to new display window
Type: Self illuminated LED sign



Proposed LED illuminated sign - 2
Location: Located behind shop front glazing, above entrance
Type: Self illuminated LED sign
Detail note: Illuminated signage behind glass shop front. Letters to be fixed to horizontal rods behind. Vertical and horizontal aluminium rods 15mm diameter support from existing structure above.



Proposed LED illuminated sign - 3
Location: Located behind shop front glazing, left of entrance
Type: Self illuminated LED sign
Detail note: Illuminated signage behind glass shop front. Letters to be fixed to horizontal rods behind. Vertical and horizontal aluminium rods 15mm diameter support from existing structure above.



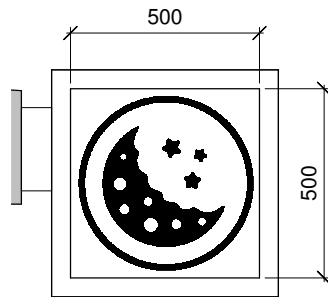
Proposed LED illuminated sign - 4
Location: Located behind shop front glazing, right of entrance, top
Type: Self illuminated LED sign
Detail note: Illuminated signage behind glass shop front. Letters to be fixed to horizontal rods behind. Vertical and horizontal aluminium rods 15mm diameter support from existing structure above.



Proposed LED illuminated sign - 5
Location: Located behind shop front glazing, right of entrance, bottom
Type: Self illuminated LED sign
Detail note: Illuminated signage behind glass shop front. Letters to be fixed to horizontal rods behind. Vertical and horizontal aluminium rods 15mm diameter support from existing structure above.

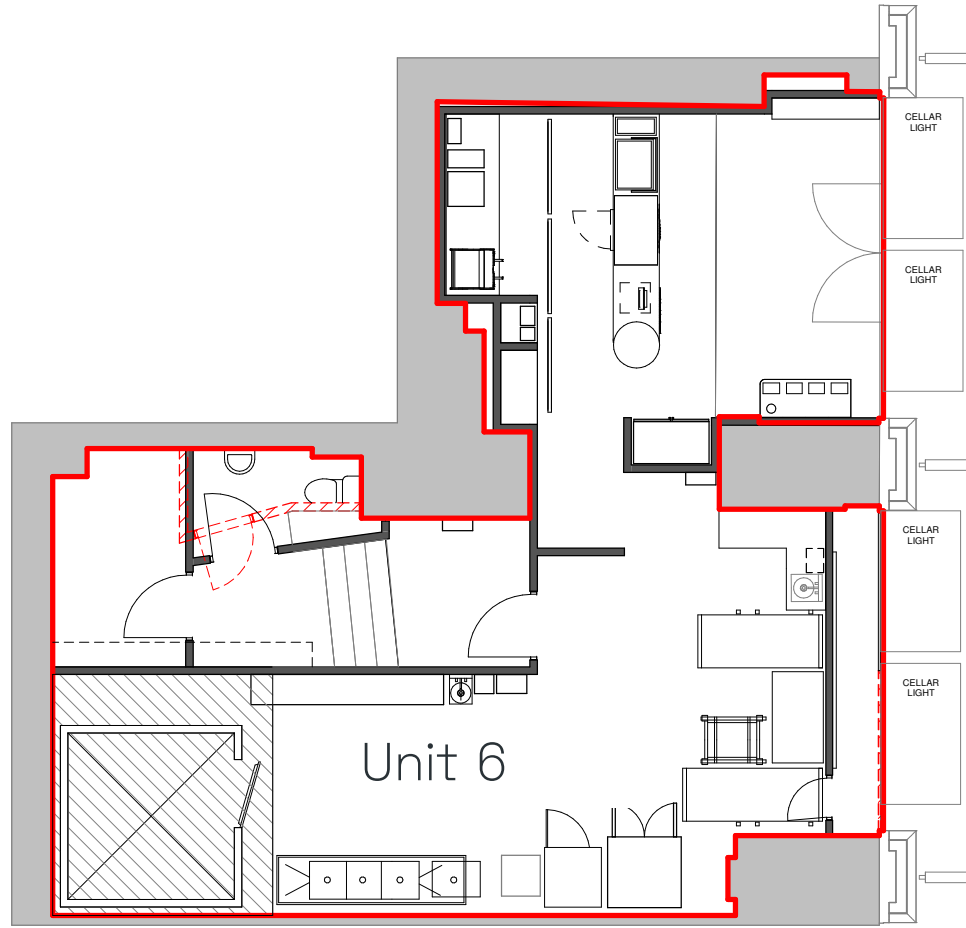


Proposed fixed sign
Location: Above store front
Type: Heritage anodised aluminium bronze finish fixed sign



Proposed back illuminated signage
Location: Located on rear partition wall to new display window
Type: Existing overhead Signage with new artwork.

Access



Proposed Ground Floor Plan

Entrance

Access

Pedestrian

The existing pedestrian access is from the pedestrian path that runs along Cross Street this access will be unchanged.

Cycles:

There existing public cycle spaces that serve the area on the opposite side of cross street.

Deliveries:

There is loading only designated area of the shared surface/enlarged pavement area that is outside unit 6.

Summary

Summary

The proposal for the retail fit out of the Unit 6, Cross Street at the royal exchange building in Manchester. Will allow the Retail Unit to be occupied and run by the new tenant bring the unit back in to use.

The minor internal alterations will have negligible impact to the exist- ing fabric and will improve the quality of the space.

The proposed signage follows the guidelines set out in the Royal Exchange Manchester Shopfront & Signage Design Guide. (October 2018). The new signage is in-line with the neighbouring units that have been recently refurbished and fit into the local retail context.

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